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HM Treasury



Starting to Build and Scaling Up

BRADFORD MDC: CASE STUDY



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- **BRADFORD MDC: DIRECT BUILD PROGRAMME - BACKGROUND**
 - 200 homes delivered; 6 sites
 - Of which 24 for market sale
 - 245 units onsite; 4 sites
 - Extra Care, general needs houses and apartments
 - Of which 33 for market sale
 - Homes England Grant – £9m



- **SCALE UP ACTIONS**

- Site specific marketing plans:
 - Critical friend review of existing marketing activity
 - Product and specification review
 - Market positioning
 - Analysis of the competition
 - Forward strategy and routes to market
 - Branding
- Pipeline financial model capturing all costs and value inputs derived from commercial site layouts and cost plans using Argus Developer software



- **SCALE UP ACTIONS**

- Review of skills and capacity strengths and weaknesses
- Developed alternative scale up options
- Designed a new system for site selection
- Site-specific project financial appraisals
- Legal advice on forms of tenancy and right to buy
- Identification of future sites pipeline



- **BRADFORD MDC: DIRECT BUILD PROGRAMME – LESSONS LEARNED**

- Standardisation is key:
 - Design and Specification
 - Approach / Procurement
- Comprehensive site information
- Improved commercial awareness
 - More robust financial appraisal
 - Lean design
 - Competitive market sale environment



- **BRADFORD MDC: DIRECT BUILD PROGRAMME – FUTURE AMBITIONS**

- Grant allocation for 2016-21 - £1.75m
- Assembled a larger proposed programme:
 - 173 new homes across 6 sites
 - Affordable rent and market sale
- Consultation and engagement on future delivery options
 - Appetite for scale of change

QUESTIONS