

# LAND MATTERS

THE CRITICAL ROLE OF SALES OUTLETS IN BOOSTING HOUSING SUPPLY

JUNE 2024



# Executive Summary & Recommendations

**One million new homes on sites of under 250 plots will need planning consent over the next five years to support total delivery of 1.5 million homes between 2025 and 2030, according to our analysis.**

To achieve this the new Government will need to use national planning policy and ministerial decision-making to provide a supportive planning environment for unallocated smaller sites. It should also immediately require local planning authorities to proactively grant consent for large numbers of smaller sites across the country.

This is our second annual report on land supply and sales outlets. It shows that the number of sites gaining planning consent has fallen to its lowest level for at least 15 years, while the number of outlets operated by the major housebuilders has remained close to a 20 year low.

The need for more outlets is accentuated by weaker housing market conditions. As predicted in our previous report, [A New Normal for Housebuilding](#), housebuilder sales rates have remained between 0.5 and 0.6 sales per outlet per week since mid-2022, down from an average of around 0.7 over the previous seven years, supported by Help to Buy.

We expect sales rates to stabilise around 0.6 when interest rates fall and housing market conditions improve. Sales rates above this level are likely to need demand support or bulk sales to Build to Rent investors and affordable housing providers.

**Local planning authorities need to recognise the change in market conditions.** Housebuilders would like to open more outlets to compensate for lower sales rates and maintain total delivery volumes. But the lack of available sites means that the number of sales outlets remains close to a 20 year low.

The number of new homes gaining planning consent has fallen by one third over the last three years. Hidden within this is the collapse in the number of smaller sites gaining planning consent, with planning consents increasingly focussed on larger sites. This is a clear threat to housing delivery over the next few years.

We need to quickly reverse the decline in smaller sites gaining planning consent. It is a major barrier to growth for housebuilders of all types, but especially for SMEs and new entrants. Smaller sites are less complex and less expensive to deliver. They reach completion quicker, releasing capital for new investment at a faster rate than larger sites.

Over the longer term, **changes to the National Planning Policy Framework (NPPF) are needed to ensure the planning system consistently and proactively delivers a diverse profile of consents**, for the right number and range of sites as well as the right number of plots. A wider variety of sites, especially smaller sites, would increase overall delivery and cater for a range of developer types, supporting SME housebuilders and new entrants.

Implementing these recommendations will be critical if Labour's pledge to deliver 1.5 million homes within five years is to be achieved. The announcement of new towns is welcome and will lay a strong foundation for housing supply in the 2030s. But to deliver substantially more homes in the 2020s, a radical increase in the number of smaller sites will be required very early in the next parliament.

Solving the land supply challenge is also essential before any demand-side support could be implemented. Buyer support without a sharp increase in land supply would simply increase sales rates from existing sites and outlets.

Alongside this, **local planning authorities need to adapt to the severely reduced demand for Section 106 affordable homes.** A scarcity of buyers has been driven by heightened financial pressure on Housing Associations. Restoring the financial capacity of the Housing Association sector should be a priority for the new Government. More openness to appropriate Section 106 cascade mechanisms would also help to ensure this issue does not have a prolonged impact on wider housebuilding activity.

**The number of sites gaining planning consent has fallen to its lowest level for at least 15 years**

# Sales Rates & Outlets

## Challenges for new home sales in an unsupported market

As anticipated in our previous report, housebuilder sales rates have bounced between 0.5 and 0.6 sales per outlet per week over the past year, with bulk sales boosting the numbers in some cases. Signs of increased activity in the housing market will have a positive impact on sales rates over the next year to 18 months, but they are unlikely to exceed 0.6 without bulk deals.

To maintain total delivery volumes, many housebuilders are therefore actively seeking additional outlets. But success has been limited to date with the number of outlets remaining at historically low levels. Without a sharp rise in the number of smaller sites gaining planning consent, increasing the number of outlets will remain a challenge.

## Sales rates in 2023 were in line with our expectations

In [last year's paper](#), we set out our expectations for private housebuilder sales rates. The report highlighted challenging market conditions and the withdrawal of Help to Buy as demand-side issues that had already pushed sales rates down to just under 0.5 sales per outlet per week. On the supply side, the trend towards fewer sales outlets, fewer planning consents, and reduced variety in the types of consented sites all pointed towards restricted activity amongst housebuilders.

We expected that major housebuilder sales rates would remain somewhere between 0.5 and 0.6 sales per outlet per week, based on our outlook for sales to individual homebuyers. The analysis of eight major housebuilders in Figure 1 shows that our expectations were well-founded, with sales rates averaging 0.55 per outlet per week in 2023 and reaching 0.58 in February 2024.

This was at the higher end of our expected range, which we did not expect to be reached until housing market conditions improved. But headline sales rates in 2023 were propped up by bulk deals. Three major housebuilders provide sales rates data that exclude bulk deals, and this shows sales rates much closer to the lower end of our range, averaging 0.52 during 2023.



## WHAT ARE SALES RATES?

Many major housebuilders regularly report numbers of sales and outlets. A sales rate is commonly defined as the average number of homes a developer sells across each of their outlets, on a weekly basis. An outlet is a housebuilder brand presence at a site, either on its own or as part of a multi-outlet site with several active housebuilders. Some housebuilders have more than one brand. For example, Barratt and David Wilson Homes are both operated by Barratt Developments plc. On a given site, both may actively be delivering new homes and this could count as two outlets. For the purposes of this report, we have amalgamated brands under their parent company - i.e. one Barratt and one David Wilson Homes outlet would count as two Barratt Developments plc outlets.

These figures have become key metrics for housebuilding and can be used to judge the strength of the industry. They are reported alongside annual financial results, half year results and at trading updates, each time for a different time period. Our data stitches these statements together.

## Sales rates outlook

We expect sales rates to remain within the 0.5 to 0.6 range in the absence of support from a scheme that has an impact comparable to Help to Buy. This applies to sales rates excluding bulk deals.

Our forecasts for the housing market expect 2024 to be a turbulent year. Lower than expected interest rates in January and February generated a short surge in demand, which has now moderated. The rest of the year is likely to be similarly volatile, until there is greater certainty around the timing of interest rate cuts. Sales rates are likely to experience the same volatility and remain towards the bottom end of our range.

As market conditions improve in 2025, based on the assumption that interest rates continue to fall, we expect more consistent house price growth and an increase in market activity. Higher overall market activity will support sales rates for new homes, potentially pushing them towards the upper part of our range, to around 0.6.

Bulk sales of new homes to Build to Rent investors and affordable housing providers will be needed to push the overall sales rates above these levels.

TABLE 1: SAVILLS HOUSE PRICE FORECASTS (MAY 2024)

Mainstream UK house price forecasts (2024-2028)	Average UK House Price (%)	Housing transactions
2023 (actual)	-1.8%	1.02m
2024	2.5%	1.05m
2025	3.5%	1.14m
2026	4.5%	1.16m
2027	5.0%	1.16m
2028	4.5%	1.16m
<b>Total (2024-28)</b>	<b>21.6%</b>	-

SOURCE: SAVILLS RESEARCH

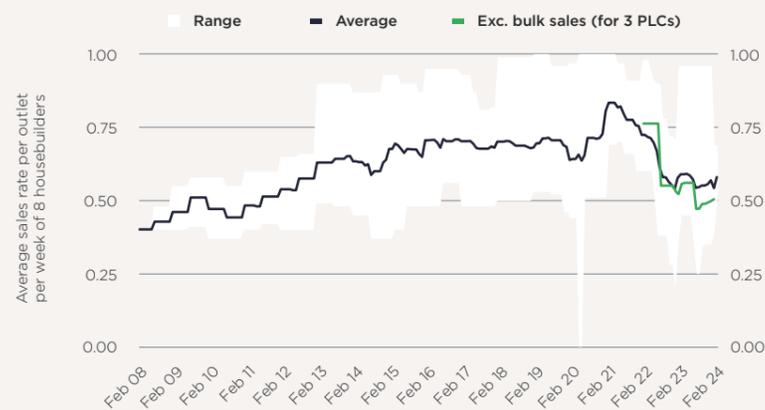
## Still very low numbers of sales outlets

Lower sales rates mean housebuilders need more sales outlets to maintain new home completion rates. But the average number of sales outlets recorded across the eight major housebuilders remains historically low, driven in part by the limited flow of land through the planning system and the dominance of larger sites.

Major housebuilders continue to reference the lack of land as a significant barrier to growth and this may drive additional merger and acquisition activity in the industry, as individual players try to maintain volumes. But this would reduce diversity in the market and have little impact on total housing delivery.

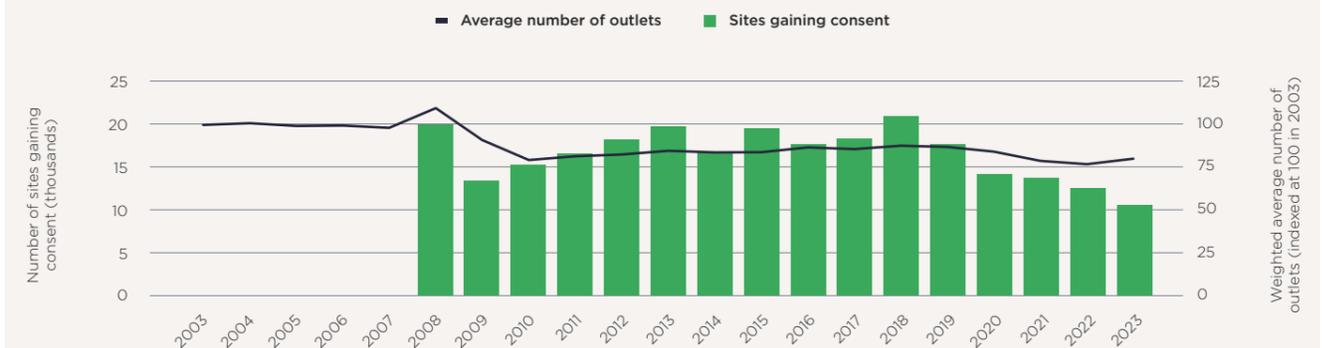
The number of sales outlets operated by the major housebuilders has not fallen as quickly as the number of sites gaining consent, suggesting that major housebuilders are maintaining their outlet network at the expense of smaller builders. Bigger sites that take longer to build out may be supporting the outlet numbers for the major housebuilders. Our [previous report](#) (see page 21) showed that across the whole market the number of sites is approximately equivalent to the number of outlets, with only a relatively small number of large sites supporting more than one outlet.

FIGURE 1: AVERAGE SALES RATES OF MAJOR HOUSEBUILDERS



SOURCE: SAVILLS RESEARCH USING HOUSEBUILDER TRADING STATEMENTS AND ANNUAL REPORTS (BASED ON EIGHT MAJOR HOUSEBUILDERS)

FIGURE 2: AVERAGE NUMBER OF OUTLETS OPERATED BY MAJOR HOUSEBUILDERS, WEIGHTED AND INDEXED



SOURCE: SAVILLS RESEARCH USING HOUSEBUILDER TRADING STATEMENTS AND ANNUAL REPORTS (BASED ON SIX MAJOR HOUSEBUILDERS), HBF PIPELINE REPORTS

# Land Supply

## Small sites lead the contraction of the land pipeline

The land pipeline for new homes in England is shrinking, particularly across smaller sites. The dominance of larger sites coming through the planning system is a major barrier to growth for housebuilders of all types, including the larger regional players and especially for SMEs and new entrants.

This is not a new problem. The Home Builders Federation (HBF) has estimated that SMEs (defined as developers of less than 1,000 homes per annum) built 39% of new homes before 1990. By 2017, this had fallen to just 12%. The National House Building Council (NHBC) supports this narrative, showing a rapid and sustained fall in the number of active builders since the global financial crisis of 2007/8.

Local planning authorities should be actively creating opportunities for smaller housebuilders in their areas through the allocation of smaller sites. This would boost housing delivery, start to reverse the decline in smaller builders (regional housebuilders, SMEs and new entrants), and increase competition in the housebuilding sector.

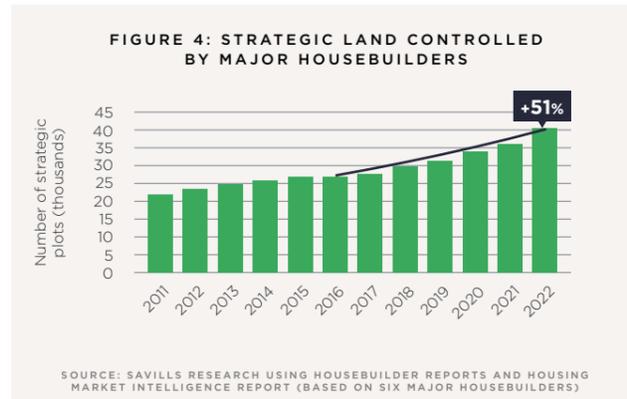
## Major housebuilders take the lead

Our [previous report](#) showed that the land pipelines of major housebuilders had been relatively stable between 2016 and 2021. This stability conceals a falling number of sales outlets over the same period, implying that the average site size had increased. During this time, growth in new home delivery amongst major housebuilders was supported by exceptionally high sales rates.

Those housebuilder pipelines have now increased in size, by 6% over the last three years. But the number of outlets has remained low, as has the number of new homes completions. This suggests that the average site size in the pipeline has continued to increase.

In a world of lower sales rates, opening more outlets could be a way to maintain delivery volumes. But the smaller number of sites in the pipeline restricts the number of outlets it is possible to open, presenting a key barrier to growth for major housebuilders and making it difficult to maintain volumes of delivery. Increased merger activity may be one way around this problem for individual housebuilders, but with little impact on overall new homes delivery.

Increased reliance on larger sites creates a potential strain on financial capacity. Large sites cost more to buy and are also costly to service, requiring significant investment in infrastructure. Similarities in sales rates, however, mean that the substantial working capital tied up in large sites could otherwise be deployed on a higher volume of smaller sites.



Housebuilder strategic land holdings have also increased steadily, with the number of plots controlled increasing by 51% in the six years to 2022. Recent data is boosted to some extent by Vistry's acquisition of Countryside. Nevertheless, the gradual build up in strategic plots across these key players shows an aspiration to control and progress land from earlier stages of planning. This gives major housebuilders a solid foundation for delivery, but it could pose an additional barrier for smaller players. Promoters fill some of the gap here, by pushing forward sites suitable for smaller builders.

## Small sites in ever shorter supply

The actions of the major housebuilders is a symptom of the failure of the current planning system to reliably provide enough consents on smaller sites. Both the number of small sites and the number of homes consented on small sites has fallen in recent years.

The number of homes gaining consent on sites below 100 homes hit a new low of 38,000 in 2023, less than half the number recorded in 2017. The number of consented homes on sites below 250 homes also fell, down 42% over the same period. So while a small collection of major housebuilders are able to grow their pipeline across large sites, regional and SME housebuilders are left competing to access plots within a shrinking pool of available land.

The lack of sites gaining consent, and particularly the lack of smaller sites, presents a major problem for the housebuilding industry. It creates a barrier to growth for major housebuilders and makes it increasingly difficult for smaller players to compete for a continually diminishing pool of opportunities. It also forms a significant barrier for any potential new entrants to the industry, pushing them to take on additional planning risk through speculative applications in the absence of allocated sites.

**Encouraging a wide range of parties to build new homes is beneficial for competition and can accelerate delivery**

## The importance of variety in the planning pipeline

The need for more smaller sites and more builders in the new homes market is a common theme across many different reports. In our [previous report](#), we suggested that a greater diversity of products would help to maintain supply in weaker market conditions. This could be achieved through greater variation in the size and type of sites gaining consent, allowing a larger pool of developers to build a wider range of homes across different locations.

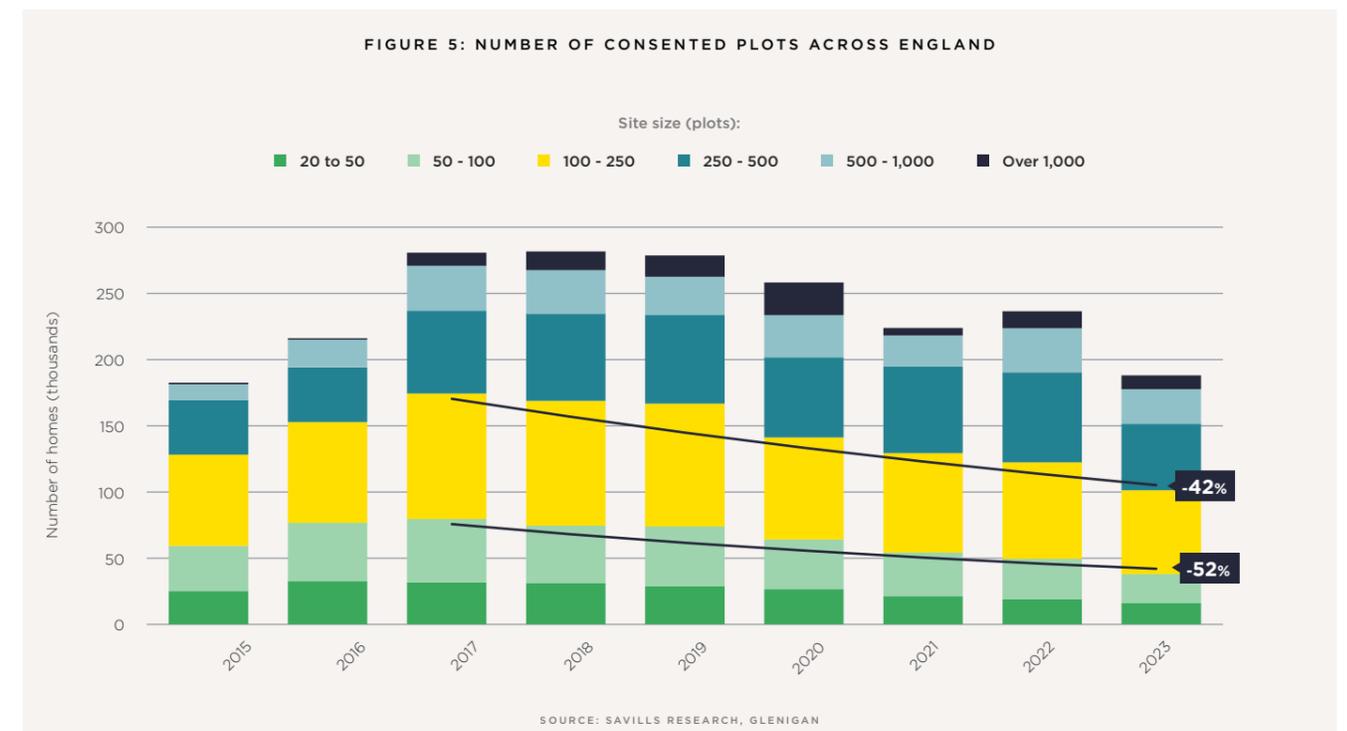
The [Letwin review](#) in 2018 similarly found that diversity in the size, type and tenure of new homes has a significant impact on the rate of market absorption. Encouraging a wide range of parties to build new homes is beneficial for competition and can accelerate delivery. It does this by widening the potential pool of buyers through generating variety in the design, location and pricing of new homes.

According to the [2024 HBF 'State of Play' report](#), availability of land is a major barrier to growth for 44% of SME housebuilders. Smaller builders are facing a reduced number of small site opportunities and are also reporting viability challenges due to Section 106, CIL or other obligations.

The [Competition and Markets Authority \(CMA\)](#) found similar evidence in its 2024 report, highlighting the planning system as a "significant driver of long-term under-delivery of new homes against targets and assessed need". It also found that the challenges of the planning system have a disproportionate effect on SMEs. Alongside the lack of smaller sites coming through the system, the CMA identified two other issues:

- That the costs required to gain consent on smaller sites are higher on a per plot basis than for larger sites.
- That SMEs are less able to mitigate the uncertainty of the planning system and the time taken to gain consent, which can hamper their ability to finance land purchases.

Against this context, the provision in the NPPF that small sites (up to one hectare) should accommodate at least 10% of a local planning authority's (LPA's) housing requirement appears woefully inadequate. The NPPF should empower LPAs to actively create a range of opportunities for different types and sizes of builders. This would support the wider Government agenda to reverse the decline in smaller builders, including regional developers and SMEs, and increase competition in the housebuilding industry.



# Over-reliance on large sites

## Too many eggs in too few baskets

A high reliance on larger sites makes housing delivery more likely to miss targets. Greater complexity, higher costs and large infrastructure requirements can all generate delays. As large sites are often a substantial part of land supply in an area, if problems arise there can be big consequences for new homes delivery. Local planning authorities need to allocate a much more diverse range of site sizes to give housing supply greater resilience.

A trio of useful case studies can be found in the East Midlands, in the local authorities of West Northamptonshire, Charnwood, and Rushcliffe. All three adopted housing allocations that were heavily dependent on a small number of large sites, and each has experienced the risks such a strategy can pose.

West Northamptonshire, a new unitary authority created in 2021, inherited a set of housing allocations dating back to 2014. These allocations relied heavily on larger sites, with an average site size of over 2,000 homes and a remarkable 78% of all new homes to come from nine large sustainable urban extensions (SUEs). Unfortunately, after a full decade, only 16% of the expected number of homes have actually been delivered.

A similar situation played out in Charnwood. The borough's Local Plan expected over half (52%) of all homes to be delivered on just three SUEs on the outskirts of Leicester and Loughborough, with an average site size in excess of 2,750 homes. All three were originally anticipated to be delivering by 2018, with delivery peaking around two years later. Actually only one site was delivering by 2022, with the other two sites not expected to contribute to supply at all until 2023 or early 2024.

These authorities are now considering a more diverse mixture of sites in their emerging plans. The share of homes being delivered by large urban extensions has been reduced, down to 55% in West Northamptonshire and 44% in Charnwood. But both could and should go further still.

In West Northamptonshire, even among the non-SUE sites, the average allocation remains larger than 500 homes, with only 8% of anticipated delivery on sites of under 250 homes. Likewise, in Charnwood only 2% of homes expected to be delivered are on allocations smaller than 250 units, and the average non-strategic allocation is still above 1,000 homes in size. At present, both authorities risk repeating the mistakes of the past by recycling allocations and relying too much on the same large sites that have previously encountered difficulties.

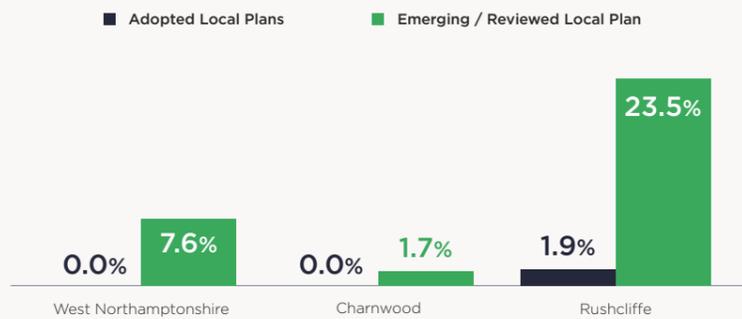
Rushcliffe offers a more positive example of what can be achieved. Initially, the borough expected 67% of total housing supply to come from large sites. With several large sites on brownfield land, complications and delays resulted in a failure to meet the Local Plan target.

Rushcliffe has reduced the share of homes coming from strategic sites to 42% in a review of its allocations. More important than the headline number is how it did it: by retaining the large strategic sites but supplementing them with a substantial increase in smaller sites which can be delivered more quickly, including infill sites and sites released from the Green Belt. Just under a quarter (24%) of all homes are now anticipated to come from sites of less than 250 homes, with 24 sites at an average size of 124 homes included in the updated Local Plan.

The experiences of these three local authorities show how large-scale strategic allocations come with challenges. On the upside, once started, large sites can deliver large numbers of homes over long periods. So recently allocated large sites can be of limited value for five year land supply, but may provide a steady base level of supply over the medium to longer term.

Short term, local authorities must do more to minimise the impact on housing delivery from the delays and gradual increase in build-out rates common with larger sites. A diverse range of site sizes should be allocated to ensure a strong supply of deliverable sites are available throughout the lifespan of a Local Plan. And if unanticipated delays with larger sites do occur, authorities must be proactive in reviewing allocations, if necessary allocating more smaller sites to plug the gap.

FIGURE 6: PROPORTION OF ALLOCATED PLOTS ON SITES UNDER 250 HOMES



SOURCE: SAVILLS USING WEST NORTHAMPTONSHIRE AND CHARNWOOD LOCAL PLAN DATA

# Demand for Section 106

## Financial pressure is reducing appetite for Section 106

Capacity and appetite to acquire Section 106 homes amongst Housing Associations has substantially reduced, with a lack of financial capacity driving the scarcity in buyers. This not only impacts affordable housing delivery, but also the ability of housebuilders to complete sites, start construction or even acquire land. Urgent resolution of this problem is needed to ensure it does not have a prolonged impact on wider housebuilding activity.

## Diminishing demand

There is currently an acute lack of demand for nil grant Section 106 homes amongst Housing Associations. This reflects severely restricted financial capacity and the clear focus for Housing Associations on their existing stock, with issues to resolve around damp and mould, fire safety and decarbonisation, alongside spending the available grant funding on their own land-led development schemes.

The reduced demand is a major problem for overall affordable housing provision. Nil grant Section 106 accounted for between 47% and 56% of all new build affordable housing provision over the past five years and will remain a large part of supply. A focus on land value capture through Section 106 to fund affordable housing is likely to remain a policy priority, while there is unlikely to be a substantial increase in the amount of grant funding available.

A lack of demand for Section 106 also restricts the ability of housebuilders to progress sites and deliver private homes.

- For those most likely to be reliant on project finance (regional housebuilders, SMEs and new entrants, for example), forward funding or forward commitment deals with Housing Associations for Section 106 homes can be a condition for securing debt funding. This creates a barrier to acquiring land as well as starting on site.
- For larger housebuilders with corporate debt facilities this is a less immediate problem, but can still hold back development on sites and even prevent occupation of completed homes if no Section 106 buyer can be found.

## How to turn the tide?

Restoring the financial capacity of the Housing Association sector should be a priority for the new Government, but a quick fix is unlikely. Fundamental to this is a long term settlement on rents, but it could also include expansion of debt guarantees, funding to resolve problems with existing stock, and an expanded grant programme for new homes.

Note: We are currently preparing a research paper on what developers and policy makers could do to encourage more demand for Section 106 from Housing Associations and other Registered Providers, and our findings will be published during the summer of 2024.

In the short term, local planning authorities need to ensure that the current lack of demand does not hold back wider development activity for a protracted period or disproportionately affect smaller developers. The key tool available to planners is flexibility, and a willingness to amend planning permissions and Section 106 agreements when problems arise. This will be vital if the supply of viable land for development is to be maintained.

## Options could include:

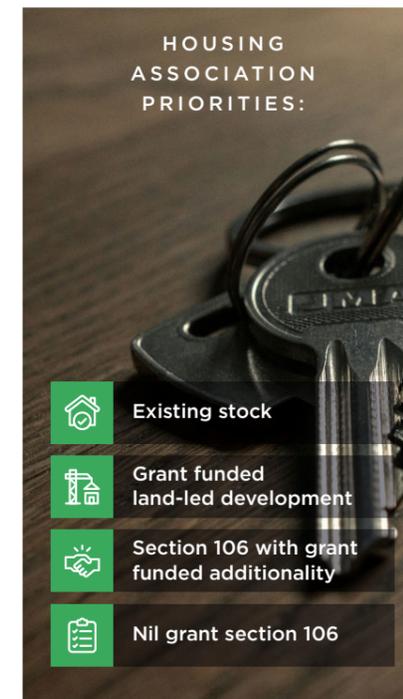
Flexibility on the tenure of affordable homes 01

Flexibility on timing of affordable housing delivery within phasing 02

Flexibility to allow For-Profit Registered Providers to acquire the homes, where they are not currently permitted to do so 03

Flexibility to accept a payment in lieu as a last resort to unlock the site 04

Use of cascade clauses in Section 106 agreements should also be considered. These would ensure that there is an affordable housing contribution from a development scheme, but also guarantee that there is flexibility in how that affordable housing is provided if market conditions make the policy-compliant option unachievable.



# The road to 1.5m homes by 2030

Both major political parties have promised to deliver approximately 1.5 million new homes in the second half of the 2020s, though they frame it slightly differently. Yet housebuilding volumes are on a downward trajectory and, without intervention, it is very unlikely that this target will be met.

A new Government will have to quickly reverse the trend of falling planning consents and do so in a way that can rapidly deliver new homes. Our analysis shows that delivering 1.5 million homes over the next five years is only achievable through a focus on bringing forward additional sites of up to 250 homes.

Our calculations indicate that consent for one million homes will be required on sites with fewer than 250 plots to support total delivery of 1.5 million homes between 2025 and 2030. By 2027/28, planning consents for these smaller sites need to be back at the level they were in 2017-20. Towards the end of the decade they need to reach even higher levels if the 1.5 million home aspiration is to be met.

This should not be to the exclusion of large sites and new towns. Bringing forward these larger sites will provide the foundations for delivery in the 2030s, just as the large sites consented over the last five years provide the baseline for delivery over the next five. But to go beyond this baseline, it is consents on small sites that are needed.

## The current trajectory for housebuilding is very poor

The supply of new housing has remained fairly stable over the past few years, with the number of new homes completed down only 6% in 2023/24, according to EPC data. Looking ahead, however, the outlook is very poor. Almost every statistic suggests that housing supply is on a steep downward trajectory:

- National House Building Council data shows that construction starts on new homes fell by 24% in the year to March 2024 compared to the previous 12 month period.
- Provisional Government data for Q4 2023 recorded the lowest number of new home starts in any quarter since the series began in 1978.
- Construction output in the housebuilding sector has fallen to 81% of the 2019 level.
- Brick deliveries fell 25% over the 12 months to March 2024.
- The number of homes gaining planning consent has fallen by 32% over the last three years.

This reduction in housebuilding activity will heavily affect new homes completions in 2024/25, potentially falling to just 160,000 (see our [Completions Forecast](#)). Without intervention, we see little reason for the situation to improve substantively from this point.

## One way ticket to 1.5 million

In the aftermath of the Global Financial Crisis in 2008-09, housebuilders struggled to return to previous levels of delivery. The upswing in delivery followed the introduction of supportive policies, both on the demand side (Help to Buy) and the supply side (NPPF).

Focussing just on the supply side, it is clear that very swift intervention from an incoming Government is needed to deliver 1.5 million homes between 2025 and 2030. This must reverse the trend of falling planning consents and do so in a way that can quickly deliver completed new homes.

Rates of new homebuilding would need to increase by 13% each year between 2025 and 2030, which may be challenging given the slow pace of recovery in housebuilding after previous downturns (see our [previous report](#)). But if this level of expansion is to be attempted, then having the land on which to build the houses is essential.

## Smaller sites are key

Our analysis shows that delivering 1.5 million homes over the next five years is only achievable through a focus on bringing forward additional sites for up to 250 homes. Sites of this size are less complex, likely involving only one landowner, and require less supporting infrastructure. They therefore start to deliver new homes sooner (see [Lichfields Start to Finish reports](#)).

On top of this, several small sites can deliver more homes more quickly than one larger site that adds up to the same total number of new homes. A site of 500 homes may only have one or two sales outlets, selling 30 to 50 homes per year. Five sites in different locations with different products being built, each with 100 homes, could deliver 150 to 250 homes per year at the same sales rate per outlet. Capital investment in smaller sites is therefore recycled faster.

By 2027/28 we need planning consents on sites under 250 homes to return to the level seen in 2017-20 and go beyond this towards the end of the decade. The large sites consented over the last five to seven years will provide a baseline of supply over the next five years. But to go beyond this, it is consents on small sites that are needed.

In May 2024, the shadow housing secretary Angela Rayner suggested that delivery of 1.5 million homes could be supported in part through the creation of a series of new towns. While little information has been put forward as to what these might look like, if they are genuinely new areas of development then it is very unlikely that any new homes will be completed on these sites by 2030.

Land assembly, master planning, gaining planning consent and delivering infrastructure are just some of the challenges that will take time to resolve. Despite this, there is real value in pushing forward the plans for these new towns, enabling them to make a considerable contribution to supply in the 2030s, just as the large sites consented over the last five years will underpin delivery over the next five years.

Depending on market conditions, a well-targeted demand-side stimulus may be needed to support new homes buyers, fulfilling home ownership aspirations and enabling housebuilders to rapidly increase delivery. Any such scheme should only be implemented when there is a clear path to increasing land supply and housebuilders are able to open new outlets. Demand support without an increase in land supply would simply increase sales rates from the existing pipeline of sites and outlets. It would not solve the bigger land supply problems outlined in this report.

## Our proposed scenario to deliver the 1.5 million homes ambition is shown in the charts and depends on the following key assumptions:

- Approximately 26% of planning consents granted over the past 10 years have not been implemented, with sites being replanned or developed for other uses.
- We have assumed that a steady level of land supply is required to deliver 300,000 homes per year from 2030 onwards. To account for this fall though rate, each new home would require 1.35 full planning consents.
- The delivery rates for each site size are in line with those experienced since 2015. This is optimistic, as for most of this period housing market conditions were more robust and Help to Buy was in place.
- Sites of up to 20 units account for approximately 20% of all homes gaining consent, and approximately 5% of net additions to dwelling stock each year are delivered through permitted development rights.

FIGURE 7: NET ADDITIONAL DWELLINGS AND FULL PLANNING CONSENTS



SOURCE: DLUHC, HBF, SAVILLS USING GLENIGAN

FIGURE 8: CONSENTS REQUIRED TO MEET NEW BUILD ASPIRATIONS



SOURCE: SAVILLS USING GLENIGAN

**REPORT SPONSORS**

**Paul Brocklehurst  
Chairman**

Land, Planning and  
Development Federation (LPDF)  
paulb@lpdf.co.uk  
0121 232 8606

**Paul Campbell  
Chief Executive**

Richborough Estates  
paul.campbell@richborough.co.uk  
0121 633 4929

**SAVILLS RESEARCH**

**Christopher Buckle  
Director**

cbuckle@savills.com  
0207 016 3881

**Hamish Simmie  
Associate Director**

hsimmie@savills.com  
0207 299 3018

**Daniel Formston  
Associate**

daniel.formston@savills.com  
0203 810 9859

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