



Make a difference  
with Orbit Homes



[orbithomes.org.uk](http://orbithomes.org.uk)



Contents



The power of partnership	4
Orbit Homes at a glance	6
Who we are and what we do	8
Making a difference together	11
Working in partnership	12
Delivering sector-leading homes	14
Our homes are some of the safest on the market	18
Our customers at the heart of everything we do	20
Operating sustainably	26
Homes for Nature	28
Delivering social value	32
Supporting our communities	34
Health and Safety	36





# The power of partnership

Good housing – the right housing – is more than just bricks and mortar. It creates jobs, feeds the economy, and provides a safe, secure foundation from which to build a life. That’s why at Orbit Homes, we believe it is critical to do all we can to create new, high quality, affordable housing and regenerate our existing homes, so that more people have a great place to call home.

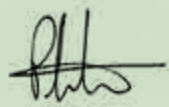
We are more than just a developer and landlord. We are committed to improving the long-term prospects of our customers and we do this through building new affordable homes and creating sustainable neighbourhoods. We invest in our communities, respect and value our customers and provide vital support to help them sustain their tenancies if things go wrong. All whilst working to protect our planet for future generations, supporting energy affordability and progress to net zero carbon. So, when customers buy one of our new homes, they’re directly and positively influencing the lives of thousands of individuals in the UK – that’s the Orbit difference.

But it’s not a difference that we achieve on our own.

We can make an even greater and more sustainable impact through our successful partnerships – whether that’s with our contractors, subcontractors and suppliers, local authorities, land agents, government bodies, public sector partnerships or through working with other housing providers.

By working together, we can overcome the barriers to delivering new homes, sharing skills and capacity and pooling resources. We can build and regenerate more homes - homes that the country so desperately needs. We can deliver greater social value for our communities and have a more pronounced impact on people’s lives. Put simply, we can do more.

So, let’s make a difference together.



**Phil Andrew**  
Group Chief Executive





# Orbit Homes at a glance

## Areas of Operation



Outstanding Achievement Award 2024 for Customer Satisfaction in the housebuilding industry from In-house Research, across all tenures



Over 95% of our customers would recommend us to a friend



A3 credit rating by Moody's



Strategic Partner to Homes England



Housing Association of the Year WhatHouse Awards 2022



Best Partnership Gold Award WhatHouse Awards 2023



Ambition to build 5,700 new and regenerated homes by 2030



5,508 homes built in last five years



Investing back into our communities through our socially driven ethos and multi-million-pound community investment programme

## Our direct build affordable new homes are different:



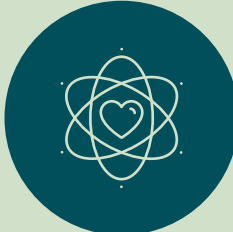
Sector-leading design and specification



Safety built in, via RoSPA Safer by Design Gold Standard



HBF Five Star Home Builder



Designed to accord with our 30by30 biodiversity commitment, to create more attractive and sustainable communities



# Who we are and what we do

Part of Orbit Group, Orbit Homes is a socially driven and commercially minded HBF 5-star housebuilder that is making home ownership a reality for many people who would otherwise not be able to afford to buy a home.

We aim to build new, high quality affordable and market sale housing, and create energy efficient rented homes to supplement and improve our existing portfolio of over 46,000 homes for social and affordable rent.

One of the largest builders of affordable homes in the UK, we aim to build new, high quality, affordable housing and create inclusive and sustainable neighbourhoods that prioritise the wellbeing and aspirations of residents, so more people have a great place to call home.

Our Orbit Group 2030 Strategy sets out our ambition to sustainably deliver and regenerate 5,700 new homes by 2030 to improve our portfolio and assist in helping to tackle the UK's housing crisis – all whilst ensuring that we maintain a laser-sharp focus on our customers' priorities.

Operating largely throughout the Midlands, East and South East of England, our developments range from small schemes in rural villages, through to large urban regeneration projects, and include market sale and shared ownership homes, as well as high quality new homes for social and affordable rent via Orbit Group.

Our homes are sector-leading and tenure-blind, so whatever the tenure, a customer receives the same commitment to design, specification, safety, and outstanding customer service.

Along with our partners, we want to work with Government to get Britain building and play our part in providing the new affordable homes that are vital to support a better economic outcome, safer communities and address the housing crisis.



## Our Vision

Socially driven and commercially minded, we strive to provide amongst the best customer experience of any housing association in the country by building and maintaining safe, quality homes that our customers love, both sustainably and at scale, supported by excellent customer service. All delivered by happy colleagues who jump out of bed each day to make a social difference.







# Making a difference together

---

We are working to create new, high quality, affordable housing and communities, so more people have a great place to call home. But by working with partners, pooling resources and sharing expertise, we can do more.

We want to work with local authorities, developers, housing providers, landowners and agents, to use our combined skills and expertise to deliver mutual goals and increase the difference we can make together.

As a great partner to you, we have proven expertise, strong relationships and extensive skills and experience across land acquisition, design, construction and regeneration, project management, and sales and marketing to offer.

So let's talk about how we might be able to work together so we can maximise our impact and make a positive difference together.





# Working in partnership

## Homes England Strategic Partnership

In September 2021, we were awarded our second Homes England Strategic Partnership, securing a £104 million grant through the Government's Affordable Homes Programme (2021-2026). This builds upon our Strategic Partnership with Homes England, bringing the total number of homes to be delivered under this partnership to over 4,200.

For the 2021-2026 programme over 1,500 grant-funded homes are identified within our pipeline.

## Award-winning partnership delivering sustainable homes

Working in partnership with WW Martin, our innovative affordable housing scheme, Poppy Fields in Ramsgate, was awarded the first ever national 'Green Plaque' environmental accreditation. All 55 homes at the development are built to demanding sustainability standards, with independent assessors highlighting the work as exemplary in demonstrating environmental and sustainability best practice within the construction industry.



## Award-winning regeneration in Erith

Winner of the WhatHouse 2023 Award for Best Partnership scheme, Park East was our second major regeneration scheme in Erith, London Borough of Bexley, to be delivered through a successful partnership with Wates.

Pioneering a new approach to pre-planning engagement, we collaborated with Wates and London Borough of Bexley Council to create a joint vision for Park East which transformed estates previously dominated by ageing, poor quality, tower blocks into a new, vibrant and attractive, mixed tenure community. The result is a new high quality

and inclusive community of 320 tenure blind homes with 80% affordable housing. The quality of the Park East development has played a major role in transforming perceptions of Erith and Slade Green.

The £120m Park East scheme followed on directly from the first regeneration scheme, Erith Park, and many of the delivery team members transferred from the first scheme to the second, bringing accumulated knowledge and experience. Both schemes were supported by grants from the Greater London Authority totalling £41m.

“ This is a great example of the kind of good growth we want to see in the Borough. Not only has it provided attractive new homes in an area that was in need of regeneration, but also some great new outdoor space for residents to enjoy. ”

**Cllr Baroness O'Neill of Bexley**, Leader of the London Borough of Bexley



# Delivering sector-leading homes

---

Creating energy efficient, cost effective and aspirational homes for all tenures, our homes demonstrate our commitment to sector-leading design, specification and safety.







Using customer research and drawing upon a number of best practice initiatives and regulations – such as Building Regulations Part M4(2) and Part M4(3), the Nationally Described Space Standards and London Housing Design Guide – our house range can be built via traditional methods or Modern Methods of Construction and focuses heavily on maximising light and space, reducing retrofit requirements and providing flexible age-neutral space that can adapt to meet the changing needs of residents.

The specification is not only contemporary in design and practical to live in, but is also all-inclusive, and supports our commitment to delivering genuinely tenure blind homes and communities.

We make it easier for our customers to make a house their home with a base specification included as standard for homes directly built and sold by us including:

- Carpet and Amtico flooring throughout
- Wardrobes in the main bedroom
- Eye-level ovens and induction hobs
- USB and data points
- Turf to rear gardens and landscaping to the front of homes
- Lockable kitchen and bathroom cabinets to improve safety
- Mirrored cabinets, chrome ladder towel rails and plenty of built-in bathroom storage
- Electric vehicle charging infrastructure.



“ Orbit Homes has set the standard by being an early adopter of our ‘Safer by Design’ framework that offers achievable ways to reduce the number of domestic accidents. RoSPA wants to make houses of the future safer places to be, and we are delighted to have Orbit Homes as a partner in this journey. ”



Errol Taylor, Chief Executive of RoSPA

## Our homes are some of the safest on the market

Our determination to be at the forefront of building safety led to our partnership with the Royal Society for the Prevention of Accidents (RoSPA) in the creation of the RoSPA Safer by Design framework.

More than 6,000 accidental deaths and many more serious injuries occur in the nation's homes every year. RoSPA's Safer by Design initiative aims to reduce these figures, and the safety standards they set go above and beyond building regulations. This framework has been adopted for all our new direct-build homes, and we are proud to be only the second housebuilder and first builder of affordable homes to commit to this standard.





# Our customers at the heart of everything we do

We are committed to ensuring our customers receive an excellent service and high-quality home and are proud of the feedback we receive from our customers every day.



We are proud to be an HBF Five Star Home Builder and we have also been awarded the Outstanding Achievement Award for Customer Satisfaction in 2024 from In-house Research, whilst also maintaining its Gold Award accreditation for the ninth consecutive year. These independent awards recognise housebuilders with a Net Promoter Score of 70 or above and are based on feedback from customers six weeks after they have moved into their new home. In 2024, over 95% of our customers would recommend us to a friend.

We were the joint first housing association to register with the New Homes Quality Board (NHQB) and we have signed up to the New Homes Quality Code, which covers every aspect of a new home purchase, from when a customer walks into a sales office through to two years after the purchase of the home. Although the New Homes Quality Code currently only applies to our market sale customers, in line with our commitment to offering a tenure blind approach to our homes and our sales process, we are adhering to the principles of the Code for our shared ownership customers too.

“ We are delighted to recognise and celebrate the exemplary performance of Orbit Homes in delivering exceptional customer experiences. This Award recognises the lengths that Orbit Homes goes to, to support its customers and ensure their absolute satisfaction with their new home. ”

Tom Weston, CEO of In-house Research Ltd





“ From my initial enquiry, right through to getting the keys, the Orbit Homes team has been amazing. This was the first time buying a property on my own, so their support, time and effort was much appreciated. I am now closer to work and not having to travel long distances. I cannot find the words to say a proper thank you to everyone who helped me. You’ve been great! ”

**Scott,** The Gateway, Bexhill-on-Sea



“ We viewed a few new build developments, but Orbit Homes’ Dovecote Gardens really stood out. Also, there were so many things included as standard such as downlights and flooring, all things that would’ve added to the price elsewhere. ”

**Samantha and Simon,**  
Dovecote Gardens, Old Catton



“ Orbit Homes could not have been more helpful and friendly in their service. I would definitely recommend them to anyone looking to buy a new property. The home that I chose has a perfect layout, with bright and spacious rooms. My friends and family are very impressed with it and think it’s lovely, so I feel quite proud of my home. ”

**Adrian,** Savant Court, Lichfield





“ We love everything about our new home. The colour scheme is perfect, the size of the house is great and having a driveway which fits both of our cars is brilliant. The area couldn't be more perfect for us, there are two pubs within walking distance, a local shop, a train station, and great walk at the back of our house. Both of our parents love our new home and were pleasantly surprised about how big the upstairs rooms were!

The process of buying our first house was plain sailing, thanks to Orbit Homes.

We had constant communication and guidance all the way through. Our Orbit Homes experience has honestly been incredible, everything was up to the standard we expected, and we could not have asked for a better first home. We would recommend Shared Ownership to anyone, especially young people, who are looking to get on the property ladder but are struggling to save for a deposit. ”

**Aaron and Emily**, Spring Grove, Elmswell



“ The Hanwood Park team were great throughout the whole process and helpful in every way. It was a real pleasure dealing with them. The house is warm and well insulated, and we don't need the heating on as much. Overall, our energy usage is less, and our bills are lower than our previous home. Thank you, to all of you that made this possible. You have made a real difference to our lives. We can now retire in our lovely home in a new community with confidence and trust that Orbit Homes will continue to make a real difference in people's lives. ”

**Fred and Angie**, Hanwood Park, Kettering



“ I felt fully supported by Orbit Homes through the entire buying process. What I thought would be a very daunting and scary experience, was actually made very easy. ”

**Danni**, Shepherd's Gate, Shipston-on-Stour



# Operating sustainably

Orbit Group’s Sustainability Strategy sets out how we at Orbit Homes ensure everything we do maximises our positive social and environmental impacts across four key areas:

			
Our Customers	Quality Homes and Places	Our Planet	Our People
<ul style="list-style-type: none"><li>• Work with our customers to shape our services and involve them in the decisions that affect their homes and communities</li><li>• Support our customers to maintain their tenancy and fulfil their potential</li><li>• Invest into our communities to deliver social value</li></ul>	<ul style="list-style-type: none"><li>• Provide high quality, affordable homes</li><li>• Invest in the decarbonisation of our homes</li><li>• Provide safe, healthy places to live</li><li>• Create sustainable living environments</li></ul>	<ul style="list-style-type: none"><li>• Environmental stewardship to drive positive change</li><li>• Climate action to become net zero carbon</li><li>• Enhancement of outdoor spaces to promote biodiversity</li><li>• Sustainable consumption to achieve a Zero Waste, circular model</li></ul>	<ul style="list-style-type: none"><li>• Create inspiring leaders and maximise our colleagues’ career satisfaction</li><li>• Provide high quality, safe working environments</li><li>• Create a diverse and inclusive workplace</li><li>• Skill and capability development with the customer in mind</li></ul>

## Sustainable homes

How we build our new homes not only improves energy affordability for our customers today, but also futureproofs homes to meet the energy efficiency needs of tomorrow.

The homes we build will play an important role in the UK achieving its 2050 net zero target.

Ahead of the Future Homes Standard being adopted, we aim to use low-carbon heating systems in the homes we build, supported by features such as enhanced insulation and PV panels to ensure that our customers can benefit from homes with improved energy efficiency and running costs.



### Case Study: Low-carbon heating solutions

Getting to grips with low-carbon heating solutions, like Air Source Heat Pump (ASHP), is of huge importance as we await clarification of the Government’s Future Homes Standard.

In 2023/24 we launched Liberty Park, our first Air Source Heat Pump (ASHP) powered development in the East. All 50 homes are fitted with solar PV panels, ground floor underfloor heating and enhanced cavity insulation. The installation of these renewable technologies ensures less heat energy is required to maintain a comfortable temperature in homes, supports energy affordability for customers and reduces their reliance on fossil fuels.



# Homes for Nature

We support Homes for Nature, a major new initiative developed by the Future Homes Hub to encourage more wildlife on new developments. As part of this commitment we are installing a bird-nesting brick or box for every new home built, and hedgehog highways as standard on every new development taken through planning from September 2024.

This is a major step towards providing the minimum of 300,000 nesting bricks and boxes thought to be required to support Swift populations and other bird species across the country.

Away from the home, nature-led sustainable urban drainage systems and pollinator-friendly landscaping help make even more homes for nature on new developments.

Making our outdoor spaces more biodiverse not only helps wildlife to thrive but also improves customers' wellbeing by providing better and more local access to nature.

We are compliant with ISO 14001 awarded by the British Standards Institute, which provides the assurance that we have controls in place to ensure we do not harm the environment and that our approach to achieving our environmental targets meets their standards. We also continue to see a positive environmental compliance culture across our construction sites. Our Orbit Homes Site Managers have been implementing wildflower areas on our grassland areas and are striving to find innovative methods to reduce waste.



“ Homes for Nature is a fantastic opportunity to create many more homes for wildlife, bring people closer to nature and at the same time provide a helping hand to some much-loved and critically endangered species. ”

**Ed Lockhart**, Chief Executive of the Future Homes Hub





## Biodiversity – 30by30 Commitment

Our Biodiversity Approach was developed with the support of the Wildlife Trusts', aligning with their '30by30' campaign as well as the UN Convention's goals on Biological Diversity.

As part of this we have committed that 30% of the outdoor green spaces we manage would support nature's recovery by 2030. We're making good progress against this target with 17.8%\* of our outdoor green spaces currently meeting the supporting nature's recovery criteria.

[\*2023-2024]



## Recycling Lives

Our partnership with Recycling Lives for general waste removal helps reduce our carbon footprint and support valuable work to break down barriers to employment.

In addition to the social value and commercial benefits, the partnership has helped standardise our waste management practice and on-site waste segregation, enabling us to target various waste streams for further reductions, contributing towards our overall carbon reduction strategy.



Our 'welcome pack' for customers contains products sourced from sustainable businesses, and a commitment from us to plant a tree for every home sold.



# Delivering social value

We play an active role in the neighbourhoods where we work, supporting local economies and social activity within communities.

As a housebuilder and housing association, our commercial decisions are informed by our deep-rooted social purpose. We firmly believe that we have a duty to act responsibly as a business, and to ensure our contractors, subcontractors and suppliers operate responsibly too. Our approach is to work with businesses who deliver the quality we need and inherently live our values, and in doing so we are able to deliver incredible impact and make our core spend work harder as a result.

By combining our social value ethos with commercial thinking and procurement, we have reinvested our profits into making a positive difference to the wellbeing of customers, creating jobs and supporting local economies too.



## Supply Change

We work with a variety of social enterprises, supporting an ethical supply chain and creating employment opportunities for those who are disadvantaged, and have created an innovative open access procurement platform – the Social Supplier Dynamic Purchasing System (DPS) – in partnership with Supply Change to help connect suppliers and buyers to deliver commercial value and social impact.

“ Supply Change’s mission is to increase the number of social enterprises in public and private sector supply chains by connecting buyers to suppliers who can deliver excellent work and social or environmental value. We’ve already had great early engagement in the DPS which is an encouraging indicator of the potential impact the platform will have. Greater spending with social enterprises means more money reinvested back into local economies, job creation and many more benefits for communities. ”

**Beth Pilgrim**, CEO and co-founder at Supply Change



As Orbit Group, we have delivered £61.5million in social value since our baseline in 2020/21, with an aim of delivering £100 million by 2025.



# Supporting our communities

## Working with schools

Working with schools is just one of the important ways we get involved with our communities. Not only are children an important link between different generations, families and communities, but by working with schools close to our development sites, we aim to give children the opportunity to understand how new homes are built in a fun and hands-on way and inspire them to become the housebuilders of the future.



### Building Buddies

Our ‘Building Buddies’ educational programme gives primary school children first-hand insight into how homes are built.

Children aged 7 to 11 are invited to experience a hands-on site visit, where they can develop their knowledge and skills by safely exploring the site, speak to our

Orbit Homes development team, learn the importance of health and safety, and discover how brand-new houses are constructed and the exciting careers in housebuilding. Children also have the opportunity to build a home of their own, with a special 3D model house, whilst teachers can also download a support pack and classroom resources.

## Enhancing outdoor experiences

We made a donation towards an outdoor monkey bar climbing frame for Rackheath Primary School in Norwich, after 10-year-old Alice sent us a handwritten letter explaining how having monkey bars would encourage pupils to exercise more, improve their coordination and most importantly, have fun and give them confidence.



## Eco Buddies

Following the success of Building Buddies, we’re inviting schools to join our new initiative ‘Eco Buddies’. Schools local to our Orbit Homes developments can enjoy a specially designed session, aimed at showcasing what Orbit Homes are doing to provide sustainable developments and enhance pupils’ knowledge of biodiversity, why it’s important and what they can do to promote it.

Using recycled waste from our building sites in a fun, creative and positive way, schools can work with us to build eco-friendly features, such as bug hotels, bird boxes or bird hides.

We’ve also developed a series of supporting worksheets and activities in line with the national curriculum which can be used at home and in school, including a Sustainability Scramble board game, wildlife spotter sheets, how to write a news report on ‘mini beasts’ and more.



## Creating a sensory barn

We joined forces with our contractors and partners to donate, build and furnish a new, colourful sensory barn for pupils at Stoke Primary School in Coventry.

The project included knocking down an existing old garage and constructing a new wooden framed barn-style building to provide a calming and peaceful environment for pupils to play in or simply sit in and relax if they need a bit of time to themselves.

The most important job – choosing the paint colours – was entrusted to the children, with volunteers from Orbit Homes bringing them to life by painting the structure.



# Health and Safety

We're committed to ensuring the safety and wellbeing of all those working with us and living in our properties and communities.

We work with various safety experts and organisations to deliver exceptional levels of health and safety compliance on all our construction sites and ensure best practice across all areas of the organisation.

We aim for the highest standards in housebuilding for site management, cooperation, tidiness and workmanship throughout the different construction stages.

We were the first builder of affordable homes to adhere to the RoSPA (Royal Society for the Prevention of Accidents) Safer by Design framework and all of our direct build homes are accredited and built to the RoSPA Safer by Design Gold Standard, ensuring our homes are amongst the safest on the UK housing market. We are also the only affordable housing provider to have achieved BS9997, British Standards in Fire Risk Management Systems.

“ We have worked with Orbit Homes as a close partner for 12 years. There is without doubt, a clear sense of ‘getting it right’ running through the whole culture of Orbit Homes which we are extremely proud to be a part of. ”

**Derrol Palmer**, Managing Director,  
R G Wilbrey Consultants Ltd



## Supporting mental health

We are passionate about raising awareness of the importance of mental health and neurodiversity within the construction industry, which is why we host annual ‘Butty and Brew’ events across our construction sites.

Working with a number of partners, such as wellness company Bluecrest and health and safety consultants, R G Wilbrey, our Butty and Brew events give colleagues the chance to talk openly about their mental wellbeing and share their neurodiverse experiences.

Attendees are also shown how to access emergency mental health services should they, or colleagues ever need support, and given tips to manage their day-to-day wellbeing in the workplace.



## Look After Your Mates

Look After Your Mates is a campaign designed to encourage our site teams to take responsibility for their own safety, look out for each other, point out bad or unsafe practice and take note of colleagues’ mental health.

As part of the campaign a series of posters displayed across all Orbit Homes construction sites featuring some of the most common construction hazards, such as correct use of PPE, leaving site safely, dust suppression, slips, trips and falls, and mental health awareness.

New Orbit Homes colleagues also learn about the campaign as part of their induction to help ensure ‘looking after their mates’ becomes second nature, whilst the campaign ID badge is displayed on all new high vis jackets to ensure the message stays front of mind at all times, so everyone can #GoHomeSafe.



# Let's make a difference together

---

If you have freehold land available, wish to work with us in delivering s106 and package deals or are interested in discussing a JV or partnership arrangement; please contact:

## East

Covering Norfolk, Suffolk and Cambridgeshire

### **Ian Fieldhouse**

Land and New Business Director

**[ian.fieldhouse@orbit.org.uk](mailto:ian.fieldhouse@orbit.org.uk)**

## Midlands

Covering Warwickshire, Northamptonshire, Milton Keynes, Buckinghamshire and Bedfordshire

### **Andrew Hardy**

Head of Land and Partnerships

**[andrew.hardy@orbit.org.uk](mailto:andrew.hardy@orbit.org.uk)**

## South

Covering Kent and East Sussex

### **Ed Tibbets**

Land and New Business Director

**[ed.tibbetts@orbit.org.uk](mailto:ed.tibbetts@orbit.org.uk)**

---

For development finance opportunities, please contact:

### **Aileen Payne**

Finance Director

**[aileen.payne@orbit.org.uk](mailto:aileen.payne@orbit.org.uk)**



**[orbithomes.org.uk](http://orbithomes.org.uk)**

Orbit Homes (2020) Ltd - Reg. No. 06950748