

# INSIGHT, IMPACT, & INFLUENCE: **2022**



# CHAIR'S INTRODUCTION

The UK needs more homes. Homes which are green, use less energy and are great to live in. It needs homes to be great quality and good value. Homes that are greener, better, and delivered faster. Crucially, this means a workforce to build them.

I became chair of modular manufacturer ilke Homes in 2018 and found I wasn't alone in wanting to see change. Several other pioneering providers emerged, who recognised the challenges facing the housing sector and the need to create a better, sustainable method of producing the homes the country needs. From this, our trade body Make UK Modular was formed.

Launched in December 2021 by a consortia of the largest providers in the sector Make UK Modular's mission is to enable our members to deliver 30,000 modular homes a year by 2030.

2022 was a year like no other on the political front with 3 prime ministers and 5 housing ministers in under 12 months. Despite this political turbulence, from a standing start, Make UK Modular has made significant progress.

Our priority for year 1 was to establish ourselves as the voice of the modular housing sector by:

- Establishing a strong working relationship with Government, the opposition, MPs, and the Civil Service
- Building a robust and credible evidence base about the benefits and potential of modular housing
- Establishing and delivering against policy priorities
- Delivering a consistent, positive media and public affairs presence
- Growing our membership

I'm proud to say we've achieved these ambitious early goals and this report outlines how we have delivered on these

5 core activities. In 2023 we want to build on our success by delivering 3 major campaigns focusing on:

- Tackling the cost-of-living crisis through net-zero, energy efficient homes
- Developing new skills and creating new jobs for the UK economy
- Delivering new housing to meet growing demand

Since 2016, nearly £1 billion of private finance has been invested in modular housing R&D and the creation of new factories. UK modular housing delivery has grown by more than 400% and thousands of new jobs have been created. The modular housing sector has put the capacity in place to deliver more than 20,000 new homes per annum by 2025.

Government must capitalise on this investment and capacity: it won't have this opportunity again. We need government to accelerate delivery ensuring the viability of the investment made and the jobs created by removing the remaining barriers holding the industry back.

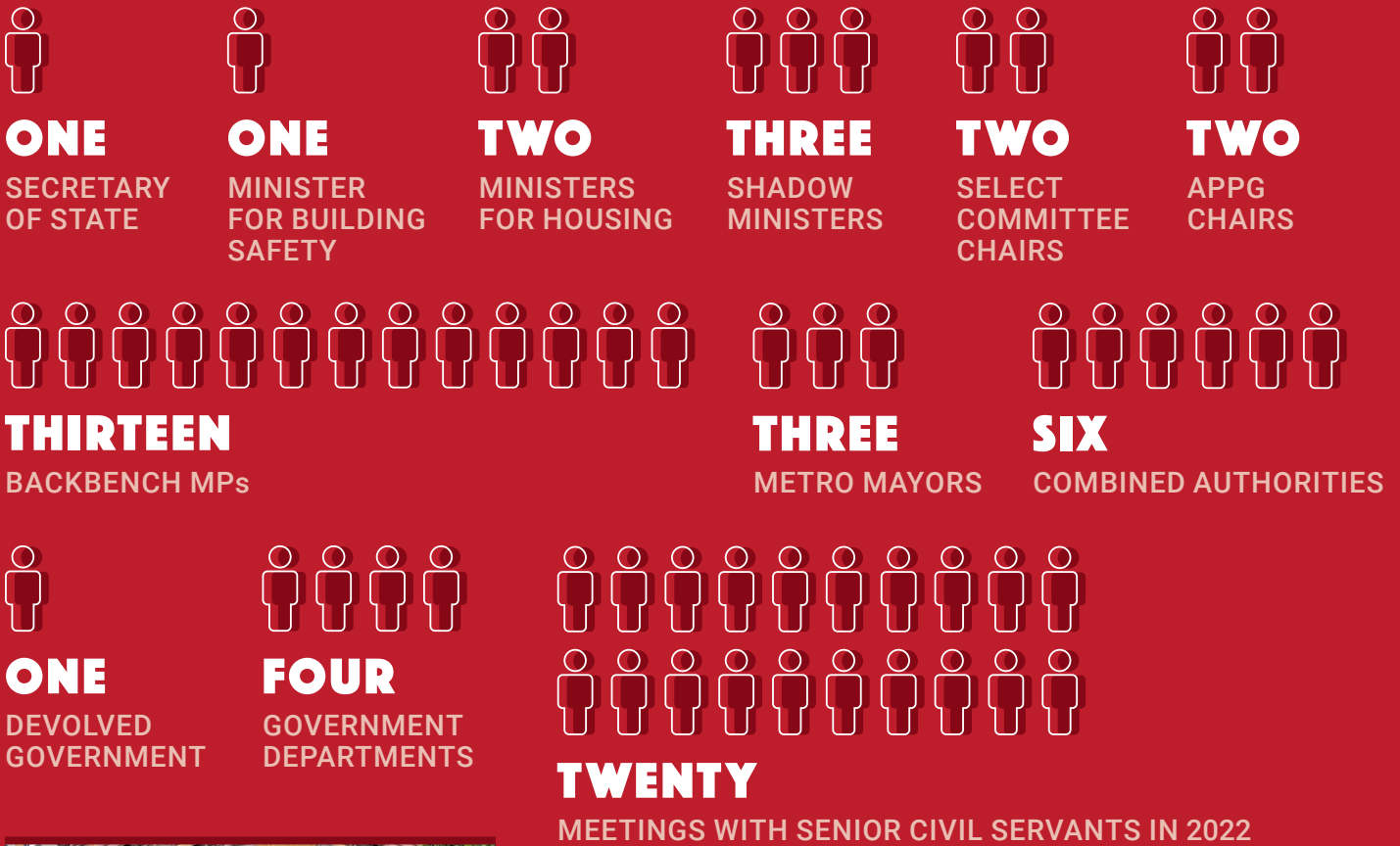
**Dave Sheridan**  
**Chair of Make UK Modular**



# IMPACT IN 2022

## ESTABLISH A RELATIONSHIP WITH GOVERNMENT

In 2022, Make UK Modular held over 20 meetings with MPs and Peers. This included:



L: Make UK Modular Director Steve Cole meets Housing Minister Andrew Stuart MP at the CIH Conference  
 R: James Curliss of Laing O'Rourke and Claire McAnallen of Vision Modular Systems meet Greg Clark, Secretary of State at DLUHC during Make UK's Summer Reception with Stephen Phipson CBE, Chief Executive





L: TopHat COO Matthew Evans meeting Bill Esterson MP for a factory visit.  
R: Dr James Broun of Make UK Modular meets Steve Rotherham, Liverpool City mayor, during a visit to JJ Smith's woodworking machinery factory

This sustained political engagement has allowed Make UK Modular to:

### **SUBSTANTIALLY INCREASE AWARENESS OF MODULAR HOUSING**

The majority of politicians encountered were unaware of modular housing prior to Make UK Modular's engagement with them. Meetings have therefore been focused on educating politicians about the sector, the benefits of modular and the political changes members desire.

### **BECOME THE GO-TO CONSULTEE FOR MODULAR ISSUES**

Civil servants and key stakeholders know about modular. Officials at the Department for Levelling Up Homes and Communities and Homes England now come to Make UK Modular to discuss issues affecting modular. Additionally, Make UK Modular is building links with regulators like the Office for Product Safety and Standards.

### **LAY THE FOUNDATIONS FOR LONG-TERM ENGAGEMENT**

Within a year of launch, Make UK Modular was receiving inbound requests from MPs, Civil Servants and Think Tanks ranging from interest in factory visits to technical policy questions.

### **DEVELOP AND MAINTAIN CONTACTS DESPITE POLITICAL INSTABILITY**

Strong links with the civil service have given us continuity of contacts during a period of sustained political instability, highlighting the benefit of engaging with officials at this early stage.

**"In less than a year Make UK Modular has become an important player in housing policy providing a much needed and influential voice for modular housing sector."**

James Prestwich, Director of Policy and External Affairs at the Chartered Institute of Housing



# INSIGHT IN 2022

## ESTABLISHING AND DELIVERING AGAINST POLICY PRIORITIES

In March 2022, we launched our 5 core policy asks to support the modular housing sector:

### SUSTAINABILITY

Introduce higher energy performance requirements for new housing; introduce embodied carbon targets or requirements for new housing

### SCALE

Increase the proportion of Modern Methods of Construction (MMC) in the Affordable Housing Programme from 25% to 40% of the total, and introduce a minimum proportion of this that must be Category 1

### PLANNING

Introduce a fast-track planning route for modular homes

### LAND

Stipulate that a portion of the government's land bank must be sold for modular development

### LEVELLING UP

Ensuring the levelling up strategy incorporates modular production, housing delivery and factory location

These asks have been heard at the top of Government. Firstly by forming the basis of 4 joint workshops with DLUHC to inform their strategic policy development. Secondly they have underpinned our responses to government and parliamentary consultations. Make UK Modular submitted responses to numerous government or parliamentary consultations. They included responses to the APPG on SME Housebuilders' call for papers on skills (February 2022); the House of Lords Land Use in England Select Committee's report (June 2022); the Skidmore Review of Net Zero Policy (October 2022); and the Autumn Statement (November 2022).



**“Make UK Modular has made a big impact in a short span of time evidenced best by how the argument on “quality” seems to have been won in the past 18 months alone. From a housing provider perspective, modular continues to be the MMC Category that attracts the greatest interest and it’s reassuring that the sector has come together to add weight behind the case for it.”**

Trina Chakravarti, Project Director,  
Building Better



## CREATING AN EVIDENCE BASE

Work with politicians and the civil service highlighted the need for more robust data on the modular housing sector. In October 2022 we published *Greener, Better, Faster: Modular's Role in Solving the Housing Crisis* the first 'state of the sector' report into UK Modular housing. The report was launched at Conservative Party Conference and was positively received by the media via coverage in local, national, and trade press alongside strong engagement with political stakeholders across the spectrum.

This report sits alongside the first overviews of MMC policies in England, Wales and Scotland produced in March 2022. By responding to Select Committee inquiries and providing written evidence ahead of fiscal statements, Make UK Modular has ensured that the views of its members and its policy recommendations create an environment in which modular house builders can thrive and are seen across the most influential policy-makers in government.

## AMPLIFYING OUR MESSAGE

In the last year, Make UK Modular has built relationships with a range of other organisations who share the desire to see modular become more embedded in UK housing supply. Sponsorship for the Greener, Better, Faster report was secured from KOPE, who produce market intelligence for the sector. Partnering with IfG to deliver the Conservative Party Conference panel and hosting the CEO of the NHF on it demonstrated the benefits of working with established players to amplify our message. Make UK Modular has also built strong connections with Building Better, RICS, CIH, Offsite Alliance, the Northern Housing Consortium, G15, suppliers, law firms and consultants, to name but a few.



**Greener, Better, Faster: Modular's Role In Solving The Housing Crisis | Make UK**



**L:** Steve Cole of Make UK Modular joins Andrew Lewer MP and Ben Everitt MP on a panel at the SME housebuilders APPG Conference  
**R:** Tide Construction Chair John Fleming, Chief Executive Christy Hayes give Dame Judith Hackitt a tour of their award winning George St Development

# BUILDING A MEDIA PRESENCE

In a short space of time Make UK Modular has become the voice of the sector and a go-to trade association for journalists and event managers delivering:



80+ pieces of positive media coverage



12+ presentations given at events/conferences



10+ editorials and opp eds written



10+ roundtables attended



Media coverage with an Advertising Value Equivalent of £50,000 +



Combined event audiences in excess of 10,000



20+ panel sessions participated in

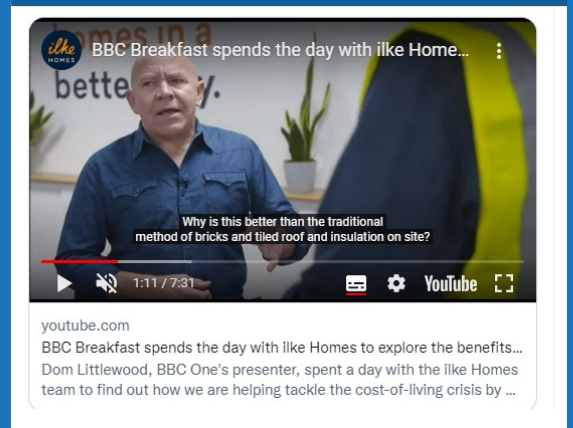


Dedicated social media presence to grow influence

Make UK Modular also organised a highly positive BBC *Breakfast* segment about modular involving a visit to ilke Homes, which aired in December 2022.

Invitations to multiple industry events and roundtables are also evidence of Make UK Modular's increasing reputation and growing reach within the industry; these have in turn provided valuable opportunities for enhancing networks and engaging with industry partners and political stakeholders.

R: ilke Homes's technical director Nigel Banks shows Dom Littlewood how modular homes are built in a segment for BBC *Breakfast*



From Left: Rosie Toogood, Legal and General Modular Homes CEO, Steve Cole Make UK Modular Director, Tom Sasse Institute for Government Associate Director, and Kate Henderson NHF CEO share a panel at Conservative Party Conference

## MEMBERSHIP GROWTH

In 2022 Make UK Modular welcomed three new members: Vision Modular Systems, Stelling Properties and M-AR Offsite. Our core membership now stands at seven high profile and impactful modular housebuilders and we are looking to expand further. Collectively, we represent around 75 to 80% market coverage of Category 1 modular housing output.



**“Make UK Modular’s 2022 report *Greener, Better, Faster* is an excellent contribution to Westminster’s housing policy debate and marks the arrival of an important player on the policy scene.”**

Tom Sasse, Associate Director,  
Institute for Government

2022 has been a year of huge progress. Make UK Modular has established itself as the strong, confident champion for the modular housing sector. Make UK Modular is making the voice of the modular housing sector heard at the very top of Government.

We will build on these robust foundations in 2023 by increasing our influence and ensuring that modular is a key part of government and opposition’s housing and industrial policies.

All parts of government want to build more homes, better homes, greener homes. Make UK Modular is here to show that modular is the way to deliver this.





## JOIN US

For more information about membership of Make UK Modular please contact


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