



KEY INFORMATION



450

Homes acquired
to date

£150m+

Combined fund
value

£1.6m

Estimated
annual Council
saving from
initial scheme

Case Study: Temporary-to-permanent affordable housing solution

Meadowship

LONDON BOROUGH OF BROMLEY

ABOUT PINNACLE

In 2024, Pinnacle was acquired as a strategic investment by the Hyde Group. Our combined Group manages around 120,000 homes through our workforce of over 5,000 colleagues. This combined reach makes us one of the largest and most diverse housing, property, and community services providers focused on improving communities across the UK, reinvesting all surplus into the communities we serve.

THE PROBLEM

Nationally 109,000 households are in temporary accommodation (TA), a 10% increase in the last year and the highest level since records began in 1998. In the last 12 months councils' expenditure on TA has increased by almost 70% with London boroughs reporting collective monthly spend of £114m.

Fuelled by a crisis in wider housing supply, statutory re-housing duties are placing a huge financial strain on councils, who are increasingly reliant on costly nightly-rated accommodation.

Alongside a large-scale programme to increase the supply of new affordable housing is a need to reduce reliance on the most expensive forms of temporary accommodation and increase properties available for nominations from councils' rehousing registers.



A TRIED AND TESTED SOLUTION

In 2021, Pinnacle Group and London Borough of Bromley formed a partnership to tackle the growth in homeless households in the borough. At its core was an ambition to reduce the use of temporary accommodation by providing households with more secure housing solutions. With the aim of securing a portfolio of 250 street properties, a model was developed, governed by a Limited Liability Partnership, to source capital investment to fund an acquisitions programme.



Delivered by Pinnacle Group via our Registered Provider, Pinnacle Affordable Homes, the partnership entails:

1. Identifying suitable properties for acquisition and managing the purchase process through to completion.
2. Management of void works to bring properties up to Decent Homes Standard.
3. Receiving nominations from the council's housing service, undertaking affordability checks and onboarding tenants.
4. Long term housing management and maintenance services (responsive, planned and lifecycle).
5. Asset management to optimise long term financial and operational performance.



The initial Meadowship Homes programme secured £85m investment, £65m was provided by an institutional investor alongside a £20m council loan funded from earmarked reserves. The £85m pot has secured the acquisition of 260 homes of which 250 are currently tenanted. With the acquisition area determined by the council, approximately 30% of properties are in borough with the remainder in neighbouring areas.

The success of the initial Meadowship scheme, which the council estimates is saving it £1.6m per annum in temporary accommodation costs, prompted a second programme, Meadowship Homes 2, which commenced in 2023 and is now in the final acquisition phase. To date over 190 properties have been purchased of an originally anticipated portfolio of 200. The council is projecting similar savings from this second phase.

“We are excited at the potential to increase our housing supply which will not only provide much needed housing for residents we need to support but is also another example of how careful financial management can go hand in hand with delivering housing. This is positive news for those residents who may find themselves in temporary accommodation for longer than ideal, and for council taxpayers.”

Councillor Peter Morgan,

Executive Councillor for Renewal, Recreation and Housing
London Borough of Bromley

LEARN MORE

To learn more, please get in touch:



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