



Housebuilding Market *Research & Analysis* UK 2015

Report Sample

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**UK Housebuilding Market Size & Review 2009-2015; SWOT & PEST Analysis,
Social Housing Market, Private Housebuilding Market, Housebuilders Profiles &
Key Financials; Market Forecasts to 2019**

July 2015

Research & Analysis Report Contents

1.	INTRODUCTION TO RESEARCH & ANALYSIS REPORTS	6
1.1	Key Features & Benefits of this Research & Analysis Report	6
2.	UK HOUSEBUILDING MARKET	7
2.1	EXECUTIVE SUMMARY & MARKET OVERVIEW	7
2.2	HOUSEBUILDERS MARKET SIZE & TRENDS 2009-2019	10
2.2.1	Housebuilding Market Size 2009-2019 – Current Prices	10
2.2.2	Housebuilding Market Size 2009-2019 – Constant Prices	11
2.2.3	UK Housebuilding Market By Volume – 2009-2019	12
2.2.3	Future Prospects	13
2.2.4	Key Short Term Priorities for UK Housebuilding	15
2.3	KEY SPECIFICATION & PROCUREMENT CRITERIA IN HOUSEBUILDERS MARKET	18
2.3.1	Specification & Procurement Processes in Housebuilders Market	18
2.3.2	Specification & Procurement Criteria & Processes – ‘Housebuilder A’	18
2.3.3	Specification & Procurement Criteria for Timber – ‘Housebuilder B’	20
2.3.4	Specification & Procurement Criteria – ‘Housebuilder C’	20
2.3.5	Specification & Procurement Criteria – ‘Housebuilder D’	22
2.3.5	Specification & Procurement Criteria – ‘Housebuilder E’	24
2.3.5	Specification & Procurement Criteria – ‘Housebuilder F’	25
2.4	KEY MARKET TRENDS IN THE HOUSEBUILDERS MARKET	27
2.4.1	PEST Analysis – Illustration of Key Market Forces	27
2.4.2	Political & Legal Influences & Trends	28
2.4.3	Economic Influences & Trends on UK House Building Market	29
2.5	SWOT ANALYSIS – Strengths, Weaknesses, Opportunities, Threats	35
2.6	UK HOUSE PRICES 2009-2019	37
2.7	MMC, Prefabrication & Timber Frame Housebuilding	39
2.7.1	Definition of Modern Methods of Construction (MMC)	39
	V-OSM	39
	P-OSM	39
	H-OSM	39
	OSM – Sub Assemblies & Components	39
	Non-OSM MMC	40
2.7.2	Timber Frame Housing Completion Levels 2009-2019	40
	Share of Timber Frame Housebuilding UK 2009-2019	40
3.	HOUSEBUILDING SECTOR TRENDS & SHARES	45
3.1	Share by Private & Social Housebuilding Market – 2015, 2009 & 2019	45
3.2	UK Private Housebuilding Market 2009-2019	47
3.3	Housing Association Market (New Build) 2009-2019	50
3.3.1	Housing Association New Build by Dwelling Type	52
3.3.3	Buying & Specification Criteria in Housing Association New Build	54
3.4	Local Authority Housebuilding Market 2009-2019	58
4.	HOUSEBUILDERS INDUSTRY TRENDS	60
4.1	Housebuilders Market 2015 – Industry Trends	60
4.1.1	Market Mix by Growth/Decline Over Last 12 Months	60
4.1.2	Industry Share by Credit Rating in 2015	60
4.1.3	Industry Mix by Age of Housebuilders in 2015	61
4.1.4	Industry Share by Number of Employees in 2015	62
4.1.5	Industry Mix by Turnover Band in 2015	63
4.1.6	Industry Share by Location Type in 2015	64
4.1.7	Industry Mix by Geographical Region in 2015	64
4.2	Key Market Trends in the Housebuilders Industry 2009-2019	65
4.2.1	Housebuilder Market Profitability 2009-2019	65
4.2.2	Housebuilders Industry Assets 2009-2019	66
4.2.3	Housebuilders Industry Debt 2009-2019	68
4.2.4	Housebuilders Market Net Worth 2009-2019	70
4.2.5	Sales Per Employee in Housebuilders Market 2009-2019	72
4.3	Housebuilders Ranking & Turnover Estimates	73
4.3.1	Housebuilders Listing	73
4.3.2	90 Housebuilders Ranking By Turnover	75
4.4.3	90 Housebuilders Turnover Estimates 2014	76
4.4.4	90 Housebuilders Ranking by Profitability	77
4.4.5	90 Housebuilders Ranking by Assets	78

4.4.6	Housebuilders Ranking by Debt	79
4.4.7	Housebuilders Ranking by Net Worth	80
5.	HOUSEBUILDERS PROFILES & FINANCIALS	81
5.1	Selected Leading Housebuilders Profiles	81
	Antler Homes PLC	81
	Barratt Developments Plc	81
	Bellway PLC	81
	Berkeley Group	81
	Bloor Holdings Ltd	82
	Bovis Homes Group PLC	82
	Cala Group	82
	Connolly Homes plc	82
	Countryside Properties PLC	82
	Crest Nicholson	83
	Fairview New Homes Ltd	83
	Galliford Try plc	83
	Hopkins Homes Holdings Ltd.	83
	J S Bloor (Services) Limited	83
	Keepmoat Limited	83
	Kier Group PLC	83
	M J Gleeson Group Plc	84
	MacTaggart & Mickel Homes Ltd.	84
	Martin Grant Homes Ltd	84
	Morgan Sindall PLC (Lovell)	84
	Morris Homes Ltd	84
	Persimmon Homes Ltd.	84
	Redrow PLC	84
	Scotia Homes Ltd	85
	Stewart Milne Group Ltd	85
	Strata Homes	85
	Taylor Wimpey plc	85
	Telford Homes Ltd	85
	The Robert Hitchins Group Ltd	85
	Tulloch Homes Group Limited	85
	Willmott Dixon Holdings Limited	85
6.	3 YEAR FINANCIALS, PROFILE, TURNOVER & PROFIT for 90 HOUSEBUILDERS	86
6.1	90 Leading Housebuilders 3 Year Financials, Profile, 2014 Turnover & Profit	86 - 175

Market Report Tables & Charts

- Figure 1: Housebuilding Market – UK 2009 – 2019 By Value £m
- Figure 2: Housebuilding Market – UK 2009 – 2019 Constant Prices £M
- Figure 3: UK Housebuilding Market by Volume – Number of Completions 2009-2019
- Chart 4: Housebuilding Growth Share by Ansoff Strategy 2015-2019
- Figure 5: PEST Analysis for UK Housebuilding Market in 2015
- Figure 6: UK Economic Annual Performance– GDP 2009-2019
- Figure 7: UK Economic Annual Performance– Inflation (CPI) 2009-2019
- Figure 8: UK Economic Annual Performance– Interest Rates (Bank of England) 2008-2018
- Figure 9: UK Unemployment Numbers 2008-2018
- Figure 10: Key Strengths & Weaknesses in the Housebuilding Market 2015-2019
- Figure 11: Key Opportunities & Threats in the Housebuilding Market 2015-2019
- Figure 12: Average UK House Prices 2009-2019 £
- Figure 13: UK House Price Growth % 2009-2019
- Figure 14: New Housing Completions in UK – Share by Timber Frame 2009-2019
- Figure 15: Timber Frame Housing Completions in Wales 2009-2019
- Figure 16: Timber Frame Housing Completions in Scotland 2009-2019
- Figure 17: New Housing Completions in N. Ireland – Share by Timber Frame 2009-2019
- Figure 18: % Share of Timber Frame Dwellings by Type – UK 2015
- Figure 19: Share of Timber Frame Dwellings by English Region – UK 2015
- Figure 20: Share by Sector in UK Housebuilding Market 2015
- Figure 21: Share by Sector in UK Housebuilding Market 2009
- Figure 22: Forecast Share by Sector in UK Housebuilding Market 2019
- Figure 23: UK Private Housebuilding Market by Volume 2009-2019
- Figure 24: Private Housebuilding Market – Share by UK Country 2015
- Figure 25: Housing Association New Build Market by Volume 2009-2019
- Figure 26: Housing Association New Build Market – Share by UK Country 2015
- Figure 27: Total Stock of Dwellings Rented From Housing Associations UK 2009-2019 (Millions)
- Figure 28: Housing Association New Build Share by Flats & Houses – Change over Time 1990-2015
- Figure 29: Average Size of Housing Association New Build in England by Number of Bedrooms 2015
- Figure 30: Housing Association New Build Dwellings by Bedrooms – Change over Time 2000-2015
- Figure 31: Ranking of Key Specification Criteria for Housing Associations
- Figure 32: Local Authority New Build Market by Volume 2009-2019
- Figure 33: Social Housebuilding Market (Local Authorities) – Share by UK Country 2015
- Figure 34: Market Share by Housebuilders Sales Growth / Decline to March 2015
- Figure 35: Market Share by Credit Rating in the Housebuilders Market 2015
- Figure 36: Market Share by Company Age in the Housebuilders Market 2015
- Figure 37: Mix by Number of Employees in the Housebuilders Market 2015
- Figure 38: Share by Turnover Band in the Housebuilders Market 2015
- Figure 39: Mix by Location Type in the Housebuilders Market 2015
- Figure 40: Mix by Location Type in the Housebuilders Market 2015
- Figure 41: Housebuilders Market Profitability 2009 – 2019 £M
- Figure 42: Housebuilders Assets 2009 – 2019 £M
- Figure 43: Average Housebuilder Assets 2009 – 2019 £M
- Figure 44: Housebuilders Market Debt – UK 2009 – 2019 £M
- Figure 45: Housebuilders Market Average Debt 2009 – 2019 £M
- Figure 46: Housebuilders Market Net Worth – UK 2009 – 2019 £M
- Figure 47: Housebuilders Average Net Worth – UK 2009 – 2019 £M
- Figure 48: Housebuilders Sales Per Employee 2009 – 2019 £M
- Figure 49: Housebuilders Listing
- Figure 50: Housebuilders Ranked By Turnover 2014
- Figure 51: Housebuilders Sales Estimates 2014 £M
- Figure 52: Housebuilders Ranked By Profit 2014
- Figure 53: Housebuilders Ranked By Assets 2009
- Figure 54: Housebuilders Ranked By Debt 2009
- Figure 55: Housebuilders Ranked By Net Worth 2009
- Figures 56-146: 3 Year Financials for 90 Leading Housebuilders

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1. Introduction to *Research & Analysis* Reports

1.1 Key Features & Benefits of this *Research & Analysis* Report

MTW's "*Research & Analysis*" market reports provide an independent, comprehensive review of recent, current and future market size and trends in an easy to reference format. Each report provides vital market intelligence in terms of size, product mix, end use or distribution channel mix, SWOT, key trends and influences, supply and distribution channel trends. In addition, rankings by turnover, profit and other key financials for the market leaders are provided as well as a 1 page profile for each key player in the market. Contact, telemarketing & mailing details are also provided for each company to enable the reader to quickly develop sales leads. MTW reports are unique in that an up to date turnover and profit estimate is provided for every company in the report.

Based on company sales returns which provide higher confidence levels and researched by market research professionals with experience in the industry, MTW's *Research and Analysis* reports are used as a foundation for coherent strategic decision making based on sound market intelligence and for developing effective marketing plans. MTW reports can also be used as an operational sales and marketing tool by identifying market leaders, enabling the reader to quickly grow sales to new clients and focus marketing budgets.

This report includes:-

- **Market Size, PEST, SWOT & Trends – Historical, Current & Future**

Based on sales data from a representative proportion of the industry, this report provides market size by value over a ten-year period. The majority of our reports are developed from sales from at least 70% of the industry by value. Based on quantitative data as well as qualitative input from the industry, our reports are more accurate than other qualitative based reports and offer better value for money. By combining the best of both quantitative and qualitative input, we offer our clients greater confidence in our market forecasts as well as discussing key market trends and influences from a qualitative perspective.

- **Sector Mix – Current & Future**

This report identifies the key sectors in the market and provides historical, current and forecast market share estimates for each, alongside qualitative discussion on key trends for each segment of the industry. With input for this report being both qualitative and quantitative we are able to offer an effective insight into the core components of the market, as well as forecasting future market shares.

- **Market Leaders Ranking**

This report identifies the key players in the market and ranks them by a number of criteria, including turnover and profitability. This enables the reader to identify the most relevant potential key customers in a market, understand their current position in the market and quickly identify new targets. Also, MTW uniquely provide a full year turnover estimate for every company included in the report, enabling the reader to easily develop market share estimates.

- **Company Profiles & Sales Leads**

This report includes a 1 page profile for each company including full contact details for developing fast sales leads; 3 years of the most recent key financial indicators; and MTW's '*at a glance*' financial health chart, enabling the reader to quickly gauge the current financial health of a company.

- **Relevant Companies, Saving You Time**

MTW Research have been researching and writing market reports in these sectors since 1999 and as such we are able to develop a company listing which is more relevant to the market, rather than automatically selecting companies to be included by industry code. Our reports represent excellent value for money and don't bombard you with irrelevant financial data; they are designed to enable you to engage in fast and effective market analysis. We focus on providing what's important in an easy to reference and use format.

2. UK HOUSEBUILDING MARKET

2.1 EXECUTIVE SUMMARY & MARKET OVERVIEW

The UK Housebuilding Market encompasses a broad range of commercial building companies and public sector organisations engaged in the design, building and financing of new homes for purchase and rent within both private and social housing markets.

Specifically, this report reviews the UK domestic housebuilding market in volume & value between 2009 and 2015 with forecasts to 2019 for:-

- **Private Housebuilding** – New build homes financed & built for & by private sector
- **Social Housebuilding Market** –Funded in part or wholly by the public sector

This report provides volume & value market size and comment for the following key housebuilding sectors:-

- **Private Housebuilding** - speculative new build financed wholly by private funds
- **Housing Association Housebuilding** - Housing Associations & Registered Social Landlords
- **Local Authority Housebuilding** - Local Authorities & ALMOs (Arms Length Management Organisations)

The report also provides market size in volume and value 2009-2019 for:-

- **English Housebuilding Market**
- **Welsh Housebuilding Market**
- **Scottish Housebuilding Market**
- **Northern Ireland Housebuilding**

The methodology and sources for this report are both quantitative and qualitative in nature, ensuring a comprehensive review of the housebuilding market in 2015. Sources include Government statistics; HM Customs data; interviews with housebuilders; primary information from websites, brochures, site visits; interviews with material and equipment suppliers to housebuilders, primary data from distributors; secondary data from trade journals, magazines, newspapers etc; industry commentators; input from previous report purchasers and our own experience of researching these markets since 1999.

The UK Housebuilding market is estimated to be worth just over £xx.x billion in 2015, having experienced xxxxxx performance in value and volume terms in the last couple of years. The market experienced xxxxxx trading conditions following the xxxxxx xxxxxx xxxxxx xxxxxx with a rapid xxxxxx xxxxxx in 2010 followed by xxxxxx xxxxxx xxxxxx conditions thereafter until 2015. By year end 2019, our forecasts are that the market will reach a value of around £xx billion from around xxx,000 new homes completed, reflecting an xxxxxx in value of around x% and a x% volume rise.

The housing market showed signs of xxxxxx xxxxxx in the first half of 2014 with many larger housebuilders reporting a xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx first quarter of the year, following xxxxxx xxxxxx xxxxxx xxxxxx performance. Despite the introduction of the xxxxxx xxxxxx xxxxxx xxxxxx, sustained xxxxxx xxxxxx xxxxxx xxxxxx coupled with xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx products has continued to xxxxxx xxxxxx xxxxxx xxxxxx in the last 2-3 years with most housebuilders xxxxxx xxxxxx xxxxxx xxxxxx regarding the current and future performance of the UK house building market.

In mid 2015, the housing market is continuing to exhibit xxxxxx xxxxxx trading conditions following the xxxxxx xxxxxx of xxxxxx xxxxxx years. Price xxxxxx and xxxxxx of x-x% per annum is evident across most of regional markets, with this trend likely to xxxxxx xxxxxx in the medium term as xxxxxx xxxxxx and xxxxxx remains well xxxxxx xxxxxx xxxxxx levels.

Whilst xxxxxx xxxxxx to some xxxxxx xxxxxx, xxxxxx control remains a xxxxxx xxxxxx in specification and procurement processes by housebuilders, with suppliers to this sector continuing to experience xxxxxx xxxxxx xxxxxx xxxxxx as housebuilders seek to xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx. However, with xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx expected in the next 4 years, this xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx in the medium term.

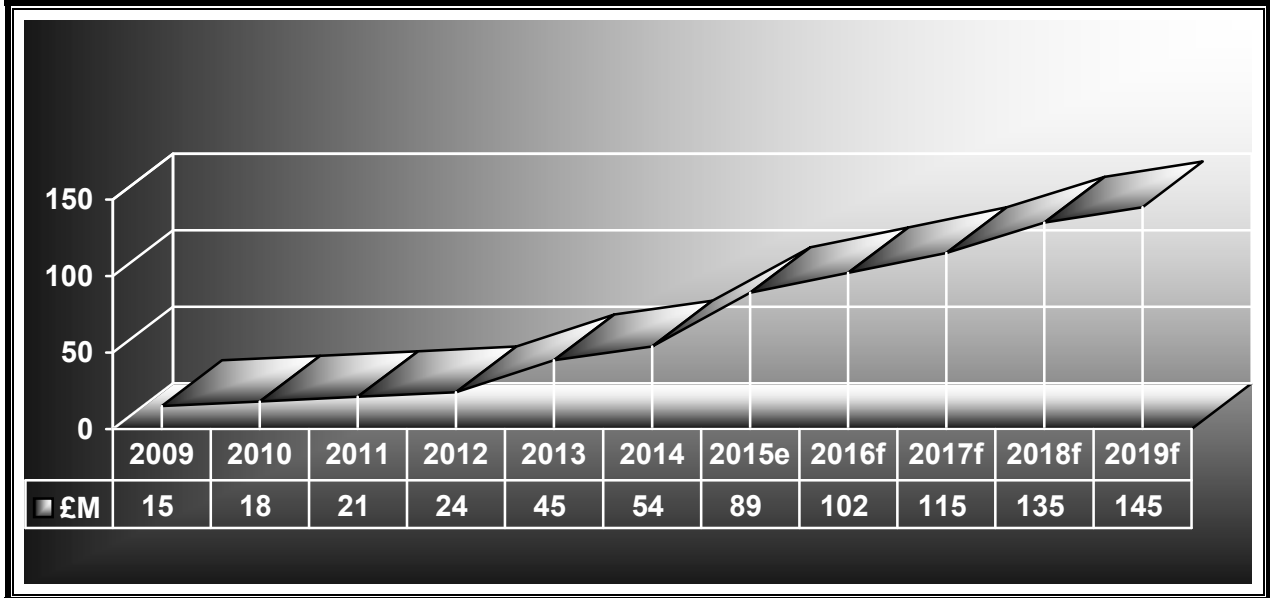
With many housebuilders having

2.2 HOUSEBUILDERS MARKET SIZE & TRENDS 2009-2019

2.2.1 Housebuilding Market Size 2009-2019 – Current Prices

The UK housebuilding market is estimated to be worth just over £28.5 billion in 2015 as illustrated in the following chart:- (below figures changed for sample)

Figure 1: Housebuilding Market – UK 2009 – 2019 By Value £m



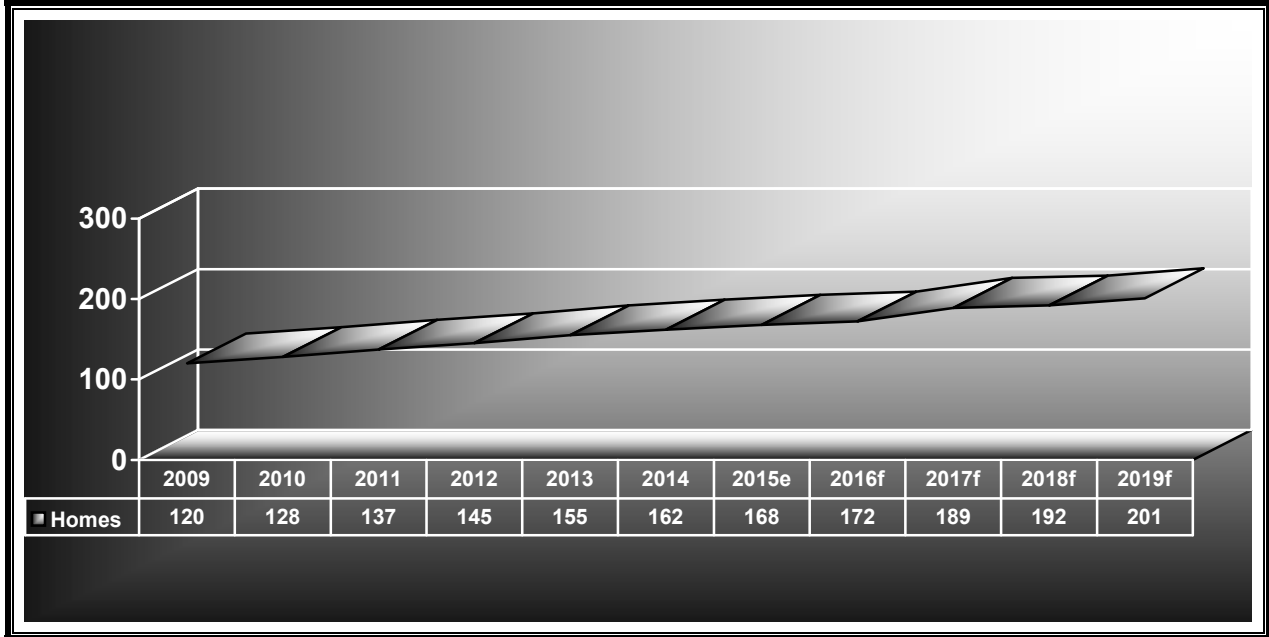
Source: MTW Research / Trade Estimates

The above chart illustrates a market of 2 distinct stages in the last 6 years, with sales exhibiting a xxxxxx xxxxxx xxxxxx xxxxxx in the post xxxxxx period.
Sales

2.2.3 UK Housebuilding Market By Volume – 2009-2019

The following chart illustrates the performance of the market in volume terms since 2009, with forecasts to 2019:- (figures changed for sample)

Figure 3: UK Housebuilding Market by Volume – Number of Completions 2009-2019



Source: MTW Research / Trade Estimates

As illustrated, completions of new build homes xxxxxx rapidly by x% during 2010, xxxxxx xxxxxx at levels of just over xxxxxx total units completed that year. 2011 and 2012 saw some modest growth in the number of completions, reaching just under xxxxxx by 2012. As a result of the U xxxxxx xxxxxx in 2012, completions declined rapidly in 2013 by some x% as a result of the ongoing fragility in the wider economic environment.

Since 2013, the UK xxxxxx has continued a track xxxxxx xxxxxx xxxxxx xxxxxx which has xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx in the housebuilding industry. Following a rapid xxxxxx xxxxxx in activity in H2 2013, completions xxxxxx by some x% in 2014, supported by rising m xxxxxx, growing xxxxxx xxxxxx and a xxxxxx upturn in xxxxxx.

During H2 2014, most house builders xxxxxx xxxxxx xxxxxx xxxxxx and more xxxxxx xxxxxx xxxxxx market following a xxxxxx xxxxxx xxxxxx first half of the year. xxxxxx market indicators have continued to xxxxxx xxxxxx underpinned by xxxxxx xxxxxx xxxxxx and xxxxxx. As a result, most housebuilders have been xxxxxx xxxxxx xxxxxx and xxxxxx xxxxxx xxxxxx, delivering xxxxxx xxxxxx completions as well as creating xxxxxx xxxxxx xxxxxx xxxxxx.

xxxxxx xxxxxx performance has continued in 2015, with total completions expected to xxxxxx some xxxxxx xxxxxx, reflecting a further xxxxxx of around x%. In wider terms however, current levels are xxxxxx xxxxxx xxxxxx xxxxxx the pre-recession high of 2007 when completions were recorded at more than xxx,000 per year.

Sustained

2.3 KEY SPECIFICATION & PROCUREMENT CRITERIA IN HOUSEBUILDERS MARKET

2.3.1 Specification & Procurement Processes in Housebuilders Market

There are a wide range of specification and procurement criteria adopted across the housebuilding industry, with different companies placing varying emphasis on different issues. The following sections identify some of the key specification criteria from some of the larger housebuilders currently active in the UK.

Whilst we have omitted the actual companies names in order to maintain trade confidentially, the following nevertheless provides a useful insight into some of the more common specification and procurement criteria and provides useful examples of current practices.

2.3.2 Specification & Procurement Criteria & Processes – ‘Housebuilder A’

Within the housebuilder’s structure, a group procurement director is responsible for a regional lead buyer for each of the xx regions. The lead buyers lead specific sourcing activities.

The core procurement principles within the company are:

- Best xxxxxx xxxxxx
- Best xxxxxx xxxxxx xxxxxx xxxxxx
- xxxxxx xxxxxx in order to comply with xxxxxx xxxxxx programme schedules
- xxxxxx xxxxxx.

The housebuilders’ business activities, by its very nature, has environmental and social impacts. Accordingly, this company xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx integral to the business.

Develop xxxxxx xxxxxx xxxxxx xxxxxx with partners that **embrace** xxxxxx xxxxxx xxxxxx **practices** and spread xxxxxx xxxxxx practice through the supply chain. The company has a policy xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx framework that supply chain partners are expected to apply xxxxxx xxxxxx xxxxxx xxxxxx to both the products/services they provide and the operating activities that they and their xxxxxx xxxxxx xxxxxx xxxxxx supply chains are engaged in.

The key elements of this policy are:

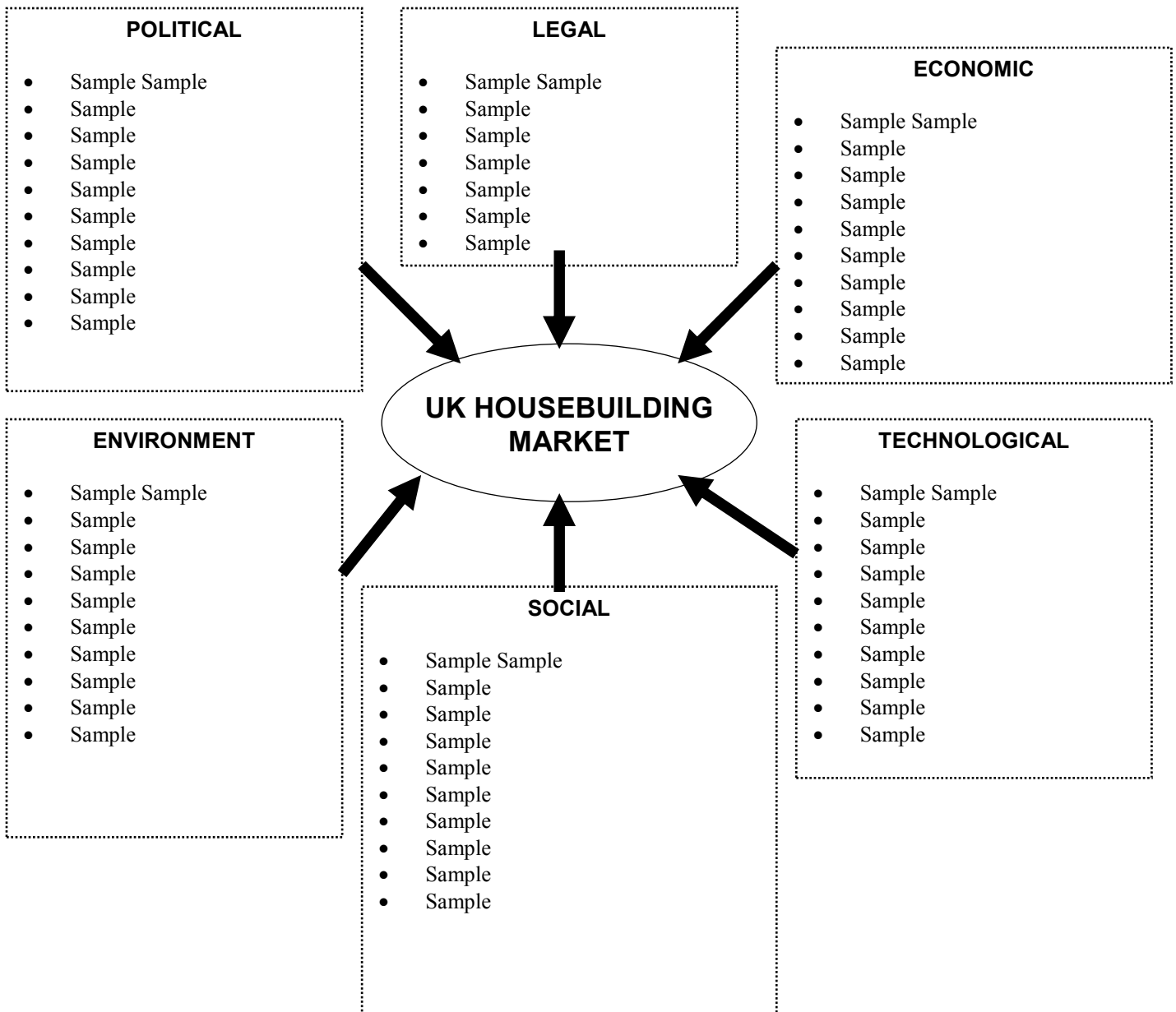
- Suppliers must ensure xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx
- Suppliers must conform to xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx requirements.
- Suppliers must maintain a xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx

2.4 KEY MARKET TRENDS IN THE HOUSEBUILDERS MARKET

2.4.1 PEST Analysis – Illustration of Key Market Forces

There are a large number of macro market issues and trends which directly or indirectly influence UK Housebuilding market. These issues typically relate to political, legal, economic, environmental, social and technological factors. The following diagram provides a brief overview of some of these key issues which are currently impacting the market at present and those which may stimulate or dampen market growth in the future:-

Figure 5: PEST Analysis for UK Housebuilding Market in 2015



Source: MTW Research Strategic Review 2015

Whilst the above diagram is by no means exhaustive, it provides an illustration of some of the key issues impacting the market at present and in the future.

2.5 SWOT ANALYSIS – Strengths, Weaknesses, Opportunities, Threats

Following a strategic review of the housebuilding market, the following table identifies some of the key strengths & weaknesses evident in the market at present:-

Figure 10: Key Strengths & Weaknesses in the Housebuilding Market 2015-2019

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Inherent xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Financial xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • House xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Housebuilders xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Have xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • High xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Skilled xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Average xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Maximising xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Strong xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Good xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Overall xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Focus xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Well xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Well- xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • High xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Efficient xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Strong xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx 	<ul style="list-style-type: none"> • SME xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Lower xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Low xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Workforce xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Declining xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Home xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Higher xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Smaller xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Rapid xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Land xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx • Possibility xxx xxx x xxx xxxxxxxxxxx xxx xx xxxxxxxxxxx x xxxxxxxxxxx xxxxxx xxx xxxxxxx xxx xxxxxxx xxx xxxxxxxxxxx xxxxxx xxx

Source: MTW Research Strategic Review 2015

Key opportunities and threats evident in the market at present include:-

Figure 11: Key Opportunities & Threats in the Housebuilding Market 2015-2019

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Rising availability of xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx • Growth in UK xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx • Sustained growth in xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx • Rising levels xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx xxxxx xxx xxxxxxxxxx xxx xxxxxxxx xxx xxxxxxxx xxx • Recent change in xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx xxxxx xxx xxxxxxxx xxx • Sustained lack of xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx xxxxx xxx xxxxxxxx xxx xxxxxxxx xxx xxxxxxxx xxx • Sustained emphasis xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx xxxxx xxx xxxxxxxx xxx • Environmental xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx xxxxx xxx xxxxxxxx xxx xxxxxxxx xxx • Growing preference xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx xxxxx xxx xxxxxxxx xxx • Rise in the xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx xxxxx xxx xxxxxxxx xxx xxxxxxxx xxx • Differentiation through xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx xxxxx xxx xxxxxxxx xxx • Growth xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x 	<ul style="list-style-type: none"> • Building material xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx xxxxx xxx xxxxxxxx xxx xxxxxxxx xxx • Lower mortgage xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx xxxxx xxx xxxxxxxx xxx • Strict lending xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx xxxxx xxx xxxxxxxx xxx • Growth in xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx xxxxx xxx xxxxxxxx xxx • Rising burden xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx xxxxx xxx xxxxxxxx xxx • Problems of xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx xxxxx xxx xxxxxxxx xxx • Growing xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx • Growth in xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx • Growth in xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx xxxxx xxx xxxxxxxx xxx • Growing conflicts between xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx xxxxx xxx xxxxxxxx xxx • Rising levels of xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx x xxxxxxxx xxxxx xxx xxxxxxxx xxx xxxx xxx x xxxx xxxxxxxxxx xxxx xx xxxxxxxxxx xxxxx xxx xxxxxxxx xxx

Source: MTW Research Strategic Review 2015

2.6 UK HOUSE PRICES 2009-2019

The performance of house prices is frequently used as a broad indicator of the current health of the UK housing market on a wider scale, as well as providing some insight into the health of the domestic new build sector.

The following chart illustrates how house prices have performed since 2009 and forecasts to 2019 in England, Scotland, Wales and Northern Ireland:-

4.3.2 Housebuilders Ranking By Turnover

The table illustrates our estimates of the turnover rank for each company:-

Figure 50: Housebuilders Ranked By Turnover 2014

1. Sample Company	32. Sample Company	63. Sample Company
2. Sample Company	33. Sample Company	64. Sample Company
3. Sample Company	34. Sample Company	65. Sample Company
4. Sample Company	35. Sample Company	66. Sample Company
5. Sample Company	36. Sample Company	67. Sample Company
6. Sample Company	37. Sample Company	68. Sample Company
7. Sample Company	38. Sample Company	69. Sample Company
8. Sample Company	39. Sample Company	70. Sample Company
9. Sample Company	40. Sample Company	71. Sample Company
10. Sample Company	41. Sample Company	72. Sample Company
11. Sample Company	42. Sample Company	73. Sample Company
12. Sample Company	43. Sample Company	74. Sample Company
13. Sample Company	44. Sample Company	75. Sample Company
14. Sample Company	45. Sample Company	76. Sample Company
15. Sample Company	46. Sample Company	77. Sample Company
16. Sample Company	47. Sample Company	78. Sample Company
17. Sample Company	48. Sample Company	79. Sample Company
18. Sample Company	49. Sample Company	80. Sample Company
19. Sample Company	50. Sample Company	81. Sample Company
20. Sample Company	51. Sample Company	82. Sample Company
21. Sample Company	52. Sample Company	83. Sample Company
22. Sample Company	53. Sample Company	84. Sample Company
23. Sample Company	54. Sample Company	85. Sample Company
24. Sample Company	55. Sample Company	86. Sample Company
25. Sample Company	56. Sample Company	87. Sample Company
26. Sample Company	57. Sample Company	88. Sample Company
27. Sample Company	58. Sample Company	89. Sample Company
28. Sample Company	59. Sample Company	90. Sample Company
29. Sample Company	60. Sample Company	
30. Sample Company	61. Sample Company	
31. Sample Company	62. Sample Company	

Source: MTW Research / Company Accounts

4.4.3 Housebuilders Turnover Estimates 2014

The following table illustrates the estimated turnover for each company for 2014:-

Figure 51: Housebuilders Sales Estimates 2014 £M

Trading Name	2014 turnover	Trading Name	2014 turnover
Sample Company	£7,264	Sample Company	£27
Sample Company	£3,200	Sample Company	£23
Sample Company	£3,000	Sample Company	£22
Sample Company	£2,686	Sample Company	£16
Sample Company	£2,573	Sample Company	£16
Sample Company	£1,800	Sample Company	£16
Sample Company	£1,700	Sample Company	£15
Sample Company	£1,650	Sample Company	£15
Sample Company	£1,500	Sample Company	£15
Sample Company	£1,200	Sample Company	£13
Sample Company	£1,100	Sample Company	£12
Sample Company	£1,000	Sample Company	£11
Sample Company	£950	Sample Company	£10
Sample Company	£900	Sample Company	£10
Sample Company	£809	Sample Company	£10
Sample Company	£750	Sample Company	£10
Sample Company	£640	Sample Company	£10
Sample Company	£440	Sample Company	£10
Sample Company	£395	Sample Company	£9
Sample Company	£300	Sample Company	£9
Sample Company	£250	Sample Company	£8
Sample Company	£250	Sample Company	£7
Sample Company	£223	Sample Company	£6
Sample Company	£220	Sample Company	£5
Sample Company	£180	Sample Company	£5
Sample Company	£150	Sample Company	£5
Sample Company	£132	Sample Company	£5
Sample Company	£120	Sample Company	£5
Sample Company	£110	Sample Company	£5
Sample Company	£100	Sample Company	£4
Sample Company	£86	Sample Company	£4
Sample Company	£85	Sample Company	£4
Sample Company	£75	Sample Company	£4
Sample Company	£75	Sample Company	£3
Sample Company	£75	Sample Company	£3
Sample Company	£65	Sample Company	£2
Sample Company	£65	Sample Company	£2
Sample Company	£55	Sample Company	£2
Sample Company	£50	Sample Company	£2
Sample Company	£45	Sample Company	£1
Sample Company	£45	Sample Company	£1
Sample Company	£40	Sample Company	£1
Sample Company	£35	Sample Company	£1
Sample Company	£32	Sample Company	£1
Sample Company		Sample Company	£1

Source: MTW Research / Company Accounts

4.4.4 Housebuilders Ranking by Profitability 2015

The following table illustrates the profit ranking for each retailer in 2015:-

Figure 52: Housebuilders Ranked By Profit 2015

1	Sample Company	31	Sample Company	61	Sample Company
2	Sample Company	32	Sample Company	62	Sample Company
3	Sample Company	33	Sample Company	63	Sample Company
4	Sample Company	34	Sample Company	64	Sample Company
5	Sample Company	35	Sample Company	65	Sample Company
6	Sample Company	36	Sample Company	66	Sample Company
7	Sample Company	37	Sample Company	67	Sample Company
8	Sample Company	38	Sample Company	68	Sample Company
9	Sample Company	39	Sample Company	69	Sample Company
10	Sample Company	40	Sample Company	70	Sample Company
11	Sample Company	41	Sample Company	71	Sample Company
12	Sample Company	42	Sample Company	72	Sample Company
13	Sample Company	43	Sample Company	73	Sample Company
14	Sample Company	44	Sample Company	74	Sample Company
15	Sample Company	45	Sample Company	75	Sample Company
16	Sample Company	46	Sample Company	76	Sample Company
17	Sample Company	47	Sample Company	77	Sample Company
18	Sample Company	48	Sample Company	78	Sample Company
19	Sample Company	49	Sample Company	79	Sample Company
20	Sample Company	50	Sample Company	80	Sample Company
21	Sample Company	51	Sample Company	81	Sample Company
22	Sample Company	52	Sample Company	82	Sample Company
23	Sample Company	53	Sample Company	83	Sample Company
24	Sample Company	54	Sample Company	84	Sample Company
25	Sample Company	55	Sample Company	85	Sample Company
26	Sample Company	56	Sample Company	86	Sample Company
27	Sample Company	57	Sample Company	87	Sample Company
28	Sample Company	58	Sample Company	88	Sample Company
29	Sample Company	59	Sample Company	89	Sample Company
30	Sample Company	60	Sample Company	90	Sample Company

Source: MTW Research/ Company Accounts

4.4.5 Housebuilders Ranking by Assets

The following illustrates the rank by total assets for each company in 2015:-

Figure 53: Housebuilders Ranked By Assets 2015

1	Sample Company	31	Sample Company	61	Sample Company
2	Sample Company	32	Sample Company	62	Sample Company
3	Sample Company	33	Sample Company	63	Sample Company
4	Sample Company	34	Sample Company	64	Sample Company
5	Sample Company	35	Sample Company	65	Sample Company
6	Sample Company	36	Sample Company	66	Sample Company
7	Sample Company	37	Sample Company	67	Sample Company
8	Sample Company	38	Sample Company	68	Sample Company
9	Sample Company	39	Sample Company	69	Sample Company
10	Sample Company	40	Sample Company	70	Sample Company
11	Sample Company	41	Sample Company	71	Sample Company
12	Sample Company	42	Sample Company	72	Sample Company
13	Sample Company	43	Sample Company	73	Sample Company
14	Sample Company	44	Sample Company	74	Sample Company
15	Sample Company	45	Sample Company	75	Sample Company
16	Sample Company	46	Sample Company	76	Sample Company
17	Sample Company	47	Sample Company	77	Sample Company
18	Sample Company	48	Sample Company	78	Sample Company
19	Sample Company	49	Sample Company	79	Sample Company
20	Sample Company	50	Sample Company	80	Sample Company
21	Sample Company	51	Sample Company	81	Sample Company
22	Sample Company	52	Sample Company	82	Sample Company
23	Sample Company	53	Sample Company	83	Sample Company
24	Sample Company	54	Sample Company	84	Sample Company
25	Sample Company	55	Sample Company	85	Sample Company
26	Sample Company	56	Sample Company	86	Sample Company
27	Sample Company	57	Sample Company	87	Sample Company
28	Sample Company	58	Sample Company	88	Sample Company
29	Sample Company	59	Sample Company	89	Sample Company
30	Sample Company	60	Sample Company	90	Sample Company

Source: MTW Research / Company Accounts

4.4.6 Housebuilders Ranking by Debt

The following illustrates the rankings by total debt for each company in 2015:-

Figure 54: Housebuilders Ranked By Debt 2015

1	Sample Company	32	Sample Company	63	Sample Company
2	Sample Company	33	Sample Company	64	Sample Company
3	Sample Company	34	Sample Company	65	Sample Company
4	Sample Company	35	Sample Company	66	Sample Company
5	Sample Company	36	Sample Company	67	Sample Company
6	Sample Company	37	Sample Company	68	Sample Company
7	Sample Company	38	Sample Company	69	Sample Company
8	Sample Company	39	Sample Company	70	Sample Company
9	Sample Company	40	Sample Company	71	Sample Company
10	Sample Company	41	Sample Company	72	Sample Company
11	Sample Company	42	Sample Company	73	Sample Company
12	Sample Company	43	Sample Company	74	Sample Company
13	Sample Company	44	Sample Company	75	Sample Company
14	Sample Company	45	Sample Company	76	Sample Company
15	Sample Company	46	Sample Company	77	Sample Company
16	Sample Company	47	Sample Company	78	Sample Company
17	Sample Company	48	Sample Company	79	Sample Company
18	Sample Company	49	Sample Company	80	Sample Company
19	Sample Company	50	Sample Company	81	Sample Company
20	Sample Company	51	Sample Company	82	Sample Company
21	Sample Company	52	Sample Company	83	Sample Company
22	Sample Company	53	Sample Company	84	Sample Company
23	Sample Company	54	Sample Company	85	Sample Company
24	Sample Company	55	Sample Company	86	Sample Company
25	Sample Company	56	Sample Company	87	Sample Company
26	Sample Company	57	Sample Company	88	Sample Company
27	Sample Company	58	Sample Company	89	Sample Company
28	Sample Company	59	Sample Company	90	Sample Company
29	Sample Company	60	Sample Company		
30	Sample Company	61	Sample Company		
31	Sample Company	62	Sample Company		

Source: MTW Research / Company Accounts

4.4.7 Housebuilders Ranking by Net Worth

The following illustrates the ranking for each company by net worth in 2015:-

Figure 55: Housebuilders Ranked By Net Worth 2015

1. Sample Company	32. Sample Company	63. Sample Company
2. Sample Company	33. Sample Company	64. Sample Company
3. Sample Company	34. Sample Company	65. Sample Company
4. Sample Company	35. Sample Company	66. Sample Company
5. Sample Company	36. Sample Company	67. Sample Company
6. Sample Company	37. Sample Company	68. Sample Company
7. Sample Company	38. Sample Company	69. Sample Company
8. Sample Company	39. Sample Company	70. Sample Company
9. Sample Company	40. Sample Company	71. Sample Company
10. Sample Company	41. Sample Company	72. Sample Company
11. Sample Company	42. Sample Company	73. Sample Company
12. Sample Company	43. Sample Company	74. Sample Company
13. Sample Company	44. Sample Company	75. Sample Company
14. Sample Company	45. Sample Company	76. Sample Company
15. Sample Company	46. Sample Company	77. Sample Company
16. Sample Company	47. Sample Company	78. Sample Company
17. Sample Company	48. Sample Company	79. Sample Company
18. Sample Company	49. Sample Company	80. Sample Company
19. Sample Company	50. Sample Company	81. Sample Company
20. Sample Company	51. Sample Company	82. Sample Company
21. Sample Company	52. Sample Company	83. Sample Company
22. Sample Company	53. Sample Company	84. Sample Company
23. Sample Company	54. Sample Company	85. Sample Company
24. Sample Company	55. Sample Company	86. Sample Company
25. Sample Company	56. Sample Company	87. Sample Company
26. Sample Company	57. Sample Company	88. Sample Company
27. Sample Company	58. Sample Company	89. Sample Company
28. Sample Company	59. Sample Company	90. Sample Company
29. Sample Company	60. Sample Company	
30. Sample Company	61. Sample Company	
31. Sample Company	62. Sample Company	

Source: MTW Research / Company Accounts

3. HOUSEBUILDERS PROFILES & FINANCIALS

5.1 Selected Leading Housebuilders Profiles

The following section profiles some of the leading UK housebuilders.

Antler Homes PLC

Antler Homes PLC focus on the luxury high end of new build. Most properties are limited edition and detached with 4 or more bedrooms. There is a regional bias towards Surrey, Berkshire, Hampshire, Surrey, Dorset, London and Jersey. Antler Homes have been the winner of the best small housebuilder for the past 3 years in the What House Awards. Antler Homes PLC are owned by the Topaz Group Limited and in 2014 had a turnover of £xx.x million with a profit of £x.x million and xx employees.

Barratt Developments Plc

Barratt Developments Plc are

4. HOUSEBUILDERS 3 YEAR FINANCIALS

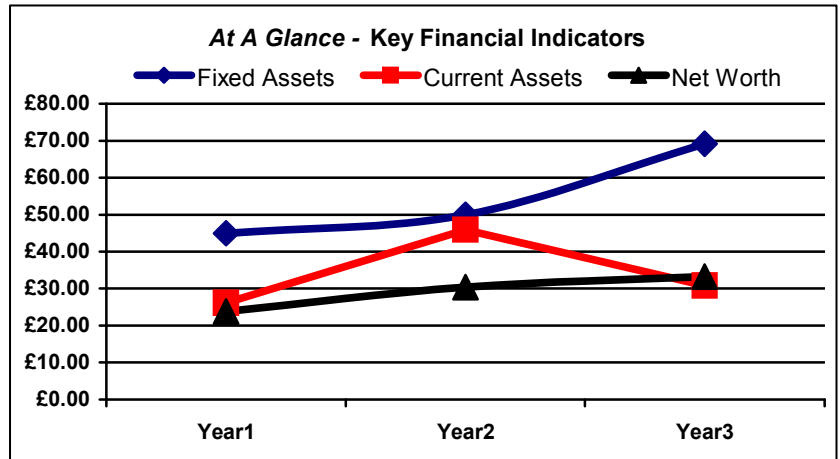
6.1 90+ Leading Housebuilders 3 Year Financials, Turnover & Profit

The following section identifies some of the key UK key market players and provides a 1 page profile with key performance indicators for each. Whilst we endeavour to include all the major players, inclusion or otherwise in the following section does not necessarily indicate a company's relevance in the market.

Sample Company Limited – Company Overview & 'At a Glance'

Sample Address 1
Address 2
Address 3
Postcode
Tel:

Sample Company Limited is a private limited company, incorporated on 30th August 1947. The company's main activities are recorded by Companies House as "Land Promotion And Residential Development." In 2015, the company has an estimated 20 employees.



To year end December 2014, Sample Company Limited is estimated to have achieved a turnover of around £16 million. Pre-tax profit for the same period is estimated at around £10 million. The following table briefly provides a top line overview on Sample Co Limited:-

Company Name	Sample Company Limited
Brief Description of Activities	Land Promotion And Residential Development.
Parent Company	Sample Group Limited
Ultimate Holding Company	Sample Group Limited
Estimated Number of Employees	20
Senior Decision Maker / Director	David Sample

The following table illustrates the company's key performance indicators for the last 3 years:-

Sample Company Limited – 3 Year Financials to Year End 31-Dec-14

Key Indicator £M	Year End 31-Dec-12 (Year1) £M	Year End 31-Dec-13 (Year2) £M	Year End 31-Dec-14 (Year3) £M
Fixed Assets	£45.0	£50.03	£69.23
Current Assets	£26.12	£45.95	£30.83
Current Liabilities	£45.18	£62.43	£61.17
Long Term Liabilities	£2.13	£3.21	£5.69
Net Worth	£23.81	£30.34	£33.19
Working Capital	£19.06	£16.49	£30.35
Profit per Employee	£0.515	£0.534	£0.529
Sales per Employee	£1.501	£1.221	£0.858

SAMPLE END