

Major UK Housebuilders Pledge £100m to Affordable Housing Following Competition and Markets Authority Scrutiny

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Seven of the UK's largest housebuilders have agreed to contribute £100 million to affordable housing schemes following a Competition and Markets Authority (CMA) investigation into anti-competitive data sharing. Though not found guilty of breaking competition law, the firms accepted

legally binding commitments to change how they share commercial information.

Seven prominent UK construction firms, Barratt Redrow, Bellway, Berkeley Group, Bloor Homes, Persimmon, Taylor Wimpey, and Vistry, have reached an agreement with the Competition and Markets Authority (CMA) to fund £100 million worth of affordable housing projects. The move follows an inquiry by the CMA, which found that the firms had shared sensitive data related to sales prices, incentives, and site performance, raising concerns about the integrity of market competition.

The CMA stopped short of finding the developers guilty of breaching competition law. However, the companies agreed to halt the sharing of restricted information and committed to improving internal controls and staff training. Under the deal, each company will contribute funds to support affordable homes for lower-income families and first-time buyers—a critical need amid the UK’s chronic housing shortage.

Sarah Cardell, Chief Executive of the CMA, described the resolution as a landmark use of its powers. “This is the first time the CMA has secured a financial commitment as part of a market study outcome,” she said. “Our priority is always to protect consumers and restore trust in critical sectors like housing.”

The payments follow broader findings by the CMA last year that identified structural problems in the housebuilding industry. These include speculative land banking, weak consumer protections, and a lack of market incentives to improve quality or increase supply. Industry watchers have long noted that such conditions, exacerbated by planning

restrictions and inefficiencies, have contributed to the UK's persistent failure to meet housing demand.

While the developers maintain they did not engage in illegal conduct, their cooperation with the CMA reflects an understanding of the reputational damage such scrutiny can bring. All seven firms have insisted they are committed to responsible conduct and transparency going forward.

The funding is expected to help unlock hundreds of new homes, though critics argue that £100 million is modest when compared with the scale of the housing deficit. It also does little to address the systemic issues that continue to hamper development, such as slow planning approvals and rising construction costs.

Nonetheless, the agreement represents a rare example of proactive enforcement by a regulator in a vital economic sector. With the CMA continuing its consultation on the commitments until later this month, housing advocates will be watching closely to see whether this marks the beginning of a more accountable and competitive building industry.