

Use brownfield sites to help solve housing crisis say Family Building Society members.

The Government should prioritise encouraging building on brownfield sites and turning offices and other commercial property into homes to help solve the housing crisis according to members of the Family Building Society.

Well over half of those who took part in the Society's latest six-monthly survey want to see brownfield sites developed while 47 per cent were in favour of converting empty offices into residential property.

Family Building Society Marketing Director Alistair Nimmo said: "This, our latest survey, shows that our members want practical solutions to be applied to solving the housing crisis. While using brownfield land for new home development presents its own challenges, it's a welcome sign that the recent additional of 'grey belt' land into the National Planning Policy Framework will hopefully encourage more development on previously redundant land. Our members' positive view on office and commercial premises conversions is encouraging as it highlights the need to breathe new life into city centres, but any empty building conversion needs to focus on quality, be architect led and be of a high standard."

Notes:

The Family Building Society's Financial Autumn 2025 survey was sent to 27,269 Members and received 4,276 responses, representing a 15.7% response rate. This marks a notable increase compared with the November 2024 survey, which was sent to 19,090 Members and received 2,715 responses with a 14.2% response rate.

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Notes to Editors:

About Family Building Society

The Family Building Society, launched in July 2014, is a trading name of National Counties Building Society.

1. National Counties Building Society is the UK's eleventh largest building society, with over 69,000 members and £2.7bn of assets. Operating from its head office in Epsom, Surrey, the Society employs approximately 220 people and offers a range of competitive savings and mortgage products throughout the UK.
2. National Counties Building Society is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.
3. Eligible deposits with Family Building Society are protected up to a total of £85,000 by the Financial Services Compensation Scheme, the UK's deposit guarantee scheme.