

FROM RECYCLING TARGET TO HOUSING ASSET

HOW THE CIRCULAR ECONOMY CAN CUT THE COST OF MAINTAINING BRITAIN'S HOUSING



Housing has an impossible brief



**Repair
more**



**Comply
faster**



**Retrofit
more**



**Build
more**

The hidden problem is capital allocation

£10bn

spent on repairs and maintenance in 2025

The question is not only what we spend –
but what we spend repeatedly.

Some maintenance is unavoidable. Some is designed in.



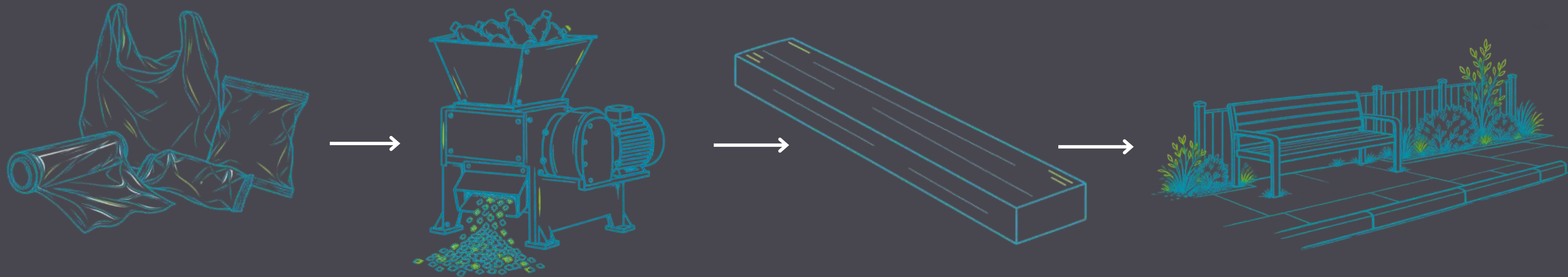
If a material needs treating, repainting or replacing again and again, the future cost is already built in.

The circular economy does not end at the recycling bin



From March 2027, more plastic film and bags will enter household recycling. Collection is only half the challenge.

The missing link: durable end markets



Short-life packaging → recycled material → long-life housing asset

Design out repeat maintenance in the spaces between homes



- External estate assets

- Lower routine maintenance



- Recycled content

- Whole-life value

Give us one external asset you keep maintaining or replacing

Identify one external asset you keep maintaining or replacing.

Let's compare buying it again with designing that maintenance out.

