

Play your part

We seek like-minded partner organisations to work with us to deliver more high quality, affordable homes across the West Midlands. If you are equally committed to creating resilient, safe and sustainable communities, we'd love to hear from you. Please contact us to discuss how we can work together to make communities people are really proud of, in the places they want to live.

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whg is the trading name of Walsall Housing Group comprising Walsall Housing Group Limited, company registration number 04015633, registered provider number L4389, registered charity number 1108779 and all its subsidiaries. The company and all its subsidiaries are registered in England and Wales at 100 Hatherton Street, Walsall, West Midlands WS1 1AB



We're keeping it greener. It's a responsibility we take seriously, so our print partner uses paper from responsibly managed forests and the emissions from the paper and printing have been offset too. Nice!



whg's Development & Regeneration Strategy

Our aims by 2030 are:

Number of new homes

Use our skills, partnerships and a variety of funding opportunities to deliver **at least** 2,000 homes between 1 April 2024 and 31 March 2030.

Affordability and financial risk

Manage investment responsibly through robust risk management, selection of financially resilient partners and focus on value for money.

Environment and sustainability

Seek to deliver new homes that are Net Zero Carbon ready and work with embodied carbon in the conversion of existing buildings into homes; integrating sustainability into all development processes.

Meeting housing needs

Prioritise social rent, support the delivery of mixed-tenure communities (with 30% of all our new homes for shared ownership), and, where places command more specialist housing deliver this through partners.

Regeneration

Repurpose obsolete commercial assets into housing and regenerate existing neighbourhoods, using data-driven decision-making and effective community engagement.



What we build and where

Focus on high-quality, energy efficient and safe homes across the Midlands, aligned with local need and efficient stewardship.

Quality placemaking and social value

Balance housing numbers with creating thriving places, delivering £1.25bn in social value, including through jobs, training and local investment.



How we will deliver

- **Customer voice:**
Shape developments with local communities.
- **Strong partnerships:**
Working with Homes England, WMCA, local authorities, specialist providers and constructor / developer partners to maximise impact.
- **Sustainability focus:**
Embed carbon reduction and resilience in every project.
- **Financial discipline:**
Optimise resources and balance financial risk.
- **Lasting impact:**
Invest in places and people for long-term community benefit.

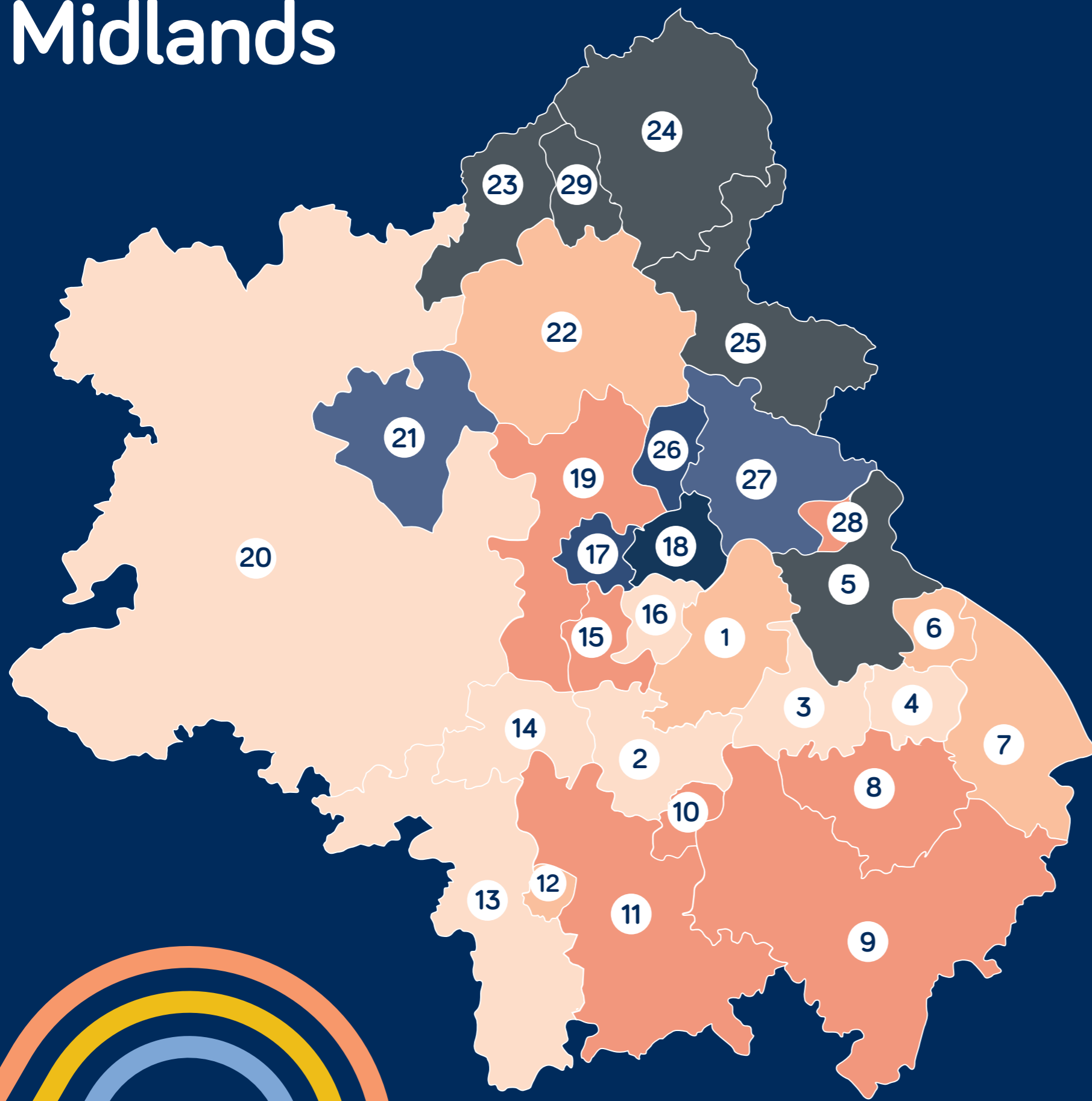


Impact at a glance

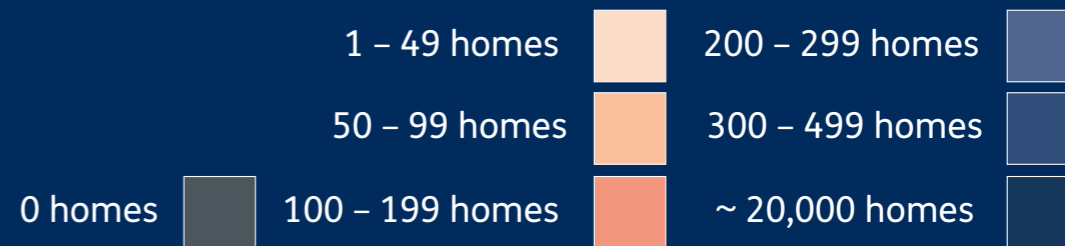
- **Stronger communities:**
Regeneration that improves quality of life.
- **Economic growth:**
Apprenticeships, jobs, and £1.25bn in social value.
- **Climate action:**
Energy-efficient, sustainable homes.
- **Customer wellbeing:**
Safe, affordable homes where people can thrive.
- **Partnership impact:**
Collaboration that unlocks new opportunities.



whg across the Midlands



Birmingham	57 homes	1	Dudley	189 homes	15
Bromsgrove	21 homes	2	Sandwell	2 homes	16
Solihull	44 homes	3	Wolverhampton	473 homes	17
Coventry	3 homes	4	Walsall	19,272 homes	18
North Warwickshire	0 homes	5	South Staffordshire	153 homes	19
Nuneaton and Bedworth	55 homes	6	Shropshire	15 homes	20
Rugby	67 homes	7	Telford and Wrekin	291 homes	21
Warwick	154 homes	8	Stafford	93 homes	22
Stratford-upon-Avon	107 homes	9	Newcastle-under-Lyme	0 homes	23
Redditch	123 homes	10	Staffordshire Moorlands	0 homes	24
Wychavon	180 homes	11	East Staffordshire	0 homes	25
Worcester	91 homes	12	Cannock Chase	432 homes	26
Malvern Hills	14 homes	13	Lichfield	200 homes	27
Wyre Forest	3 homes	14	Tamworth	191 homes	28
			Stoke-on-Trent	0 homes	29



Data correct as of January 2026*

