



## Lloyds Banking Group bolsters Housing Development team

Lloyds Banking Group has strengthened its Housing Development team with a new role and two appointments within a revised team structure. The team structure puts greater emphasis on specialists to better support homebuilders, housing associations, registered providers, and brokers operating in the new-build market.

The changes deepen the team's sector expertise while continuing to complement the day-to-day service provided by the Group's established Business Development Manager (BDM) network - Housing Development Managers working alongside broker-facing teams to strengthen partnerships and deliver joined-up support.

A new role that will lead the Group's engagement with housing associations and registered providers has been created – Affordable Housing Partnerships Manager. Gina Burrows, previously National Housing Development Manager with the Group, has taken up the role with effect from Monday 1<sup>st</sup> June. She has extensive experience and expertise in affordable housing from a long career at Lloyds Banking Group. Gina will lead relationships across the sector, support the development of shared ownership and affordable housing propositions, and represent the Group across industry bodies, government and key external partnerships.

Also joining the team on 1<sup>st</sup> June as National Housing Development Manager, is Gemma Clark. Gemma joins the Group from Nationwide Building Society, where she was most recently Intermediary Proposition Manager. She will support major home builder relationships and lead regional engagement across the South West, South East, London and Home Counties, working closely with brokers specialising in new build to help bring forward solutions that improve access to home ownership.

Andy Dean, Head of Housing Development & Sustainability at Lloyds Banking Group, said:

“Access to housing, particularly affordable routes into home ownership, is fundamental to what we do, and to do that we need a team not just capable of delivering for the now but also with the vision to help deliver



the future.

“Gina brings real depth of experience and credibility in affordable housing to the newly created role of Affordable Housing Partnerships Manager where she will be a strong partner to housing associations and providers across the sector.

“I’m also pleased to welcome Gemma to the team. Her experience and energy will be invaluable as we continue to strengthen our support for home builders and brokers.

“These changes ensure we’re bringing the right expertise to the right partners: working across the sector to support the delivery of new homes and help more people onto the housing ladder.”

## **Editors’ Notes**

### [About Lloyds Banking Group](#)

With 28 million customers, we’re proud to be the UK’s biggest digital bank. Our services span retail and commercial banking, insurance and long-term savings, delivered through trusted brands including Lloyds, Halifax, Bank of Scotland and Scottish Widows.

Our purpose is Helping Britain Prosper. For more than 320 years, we’ve served households and businesses across the UK. Today, we’re transforming how we do that. We’ve invested more than £4bn in our digital transformation, and we’re just getting started. That means building smarter, more resilient tech, expanding our use of AI, and creating seamless experiences for a digital-first Britain.