

More Than Just Bricks and Mortar

Anita Conway, Director of Development & Procurement

With over 30 years of experience in the property sector, I've seen first-hand the transformational power of a good home and I am proud to serve as the Director of Development at Radius Housing Association.

I oversee a construction programme with up to 800 units under development at any given time, while also managing our subsidiary companies, ensuring we maximise revenue via strategic commercial development.

Development is often seen as commercial and hard-nosed given the economic realities of the industry.

At Radius, we take a commercial view with a social purpose: to deliver the highest quality, genuinely affordable homes that create vibrant, sustainable, and welcoming communities. Our focus is on building places that integrate with existing neighbourhoods, where people feel supported, connected, and proud to live.

We're not here to follow - we're here to lead by setting the standard. We want to be the housing provider people aspire to work with, the one residents are proud to call home.

Social housing is so much more than just bricks and mortar. It provides safety, stability, and dignity—for individuals and families at every stage of life. Investing in social housing is a critical step towards building a fairer, more resilient society.

There are compelling economic, social, and policy-driven reasons to expand the supply of affordable homes. It is essential if we are to address the ongoing housing crisis and reduce homelessness.

More social homes mean stronger, more inclusive neighbourhoods. They mean better health outcomes, better educational opportunities, and a healthier economy. Good housing is the foundation for a good life and everyone deserves that foundation.

As we deliver new homes, we are committed to building sustainably. That means maximising the number of homes we can deliver, while minimising our impact on the environment. Our homes must be energy-efficient, affordable to run, easy to manage, and designed to enrich the built environment around them.

But we can't do this alone. Real progress requires real partnership across the public and private sectors.

We need to come together to find smarter, more innovative ways of delivering the homes our society desperately needs.

When we look at new projects, we start with a simple principle, build where people want to live. That means thriving communities with existing support networks, schools, healthcare facilities, transport links, green spaces, and opportunity.

We prioritise building on brownfield land to limit environmental impact, even though these sites are often more complex and costly to develop.

One of the biggest obstacles we face right now is infrastructure capacity, particularly access to Northern Ireland Water services. The first question we ask on any project is, can we connect? If there's no capacity, that project is stalled before it can even begin.

We need joined-up thinking to ensure infrastructure investment keeps pace with housing demand.

Any success stems from a spirit of collaboration, working hand in hand with the communities where we build homes, alongside our public and private partners, funders, builders, landowners, and all stakeholders. It is through this collective effort that we achieve meaningful and lasting impact.

With the right partnerships, the right investment, and the right ambition, we can deliver the homes that Northern Ireland so urgently needs—and build a future where everyone has a place to call home.



On site with Anita at our new Radius head office site, Hollywood, Co Down.