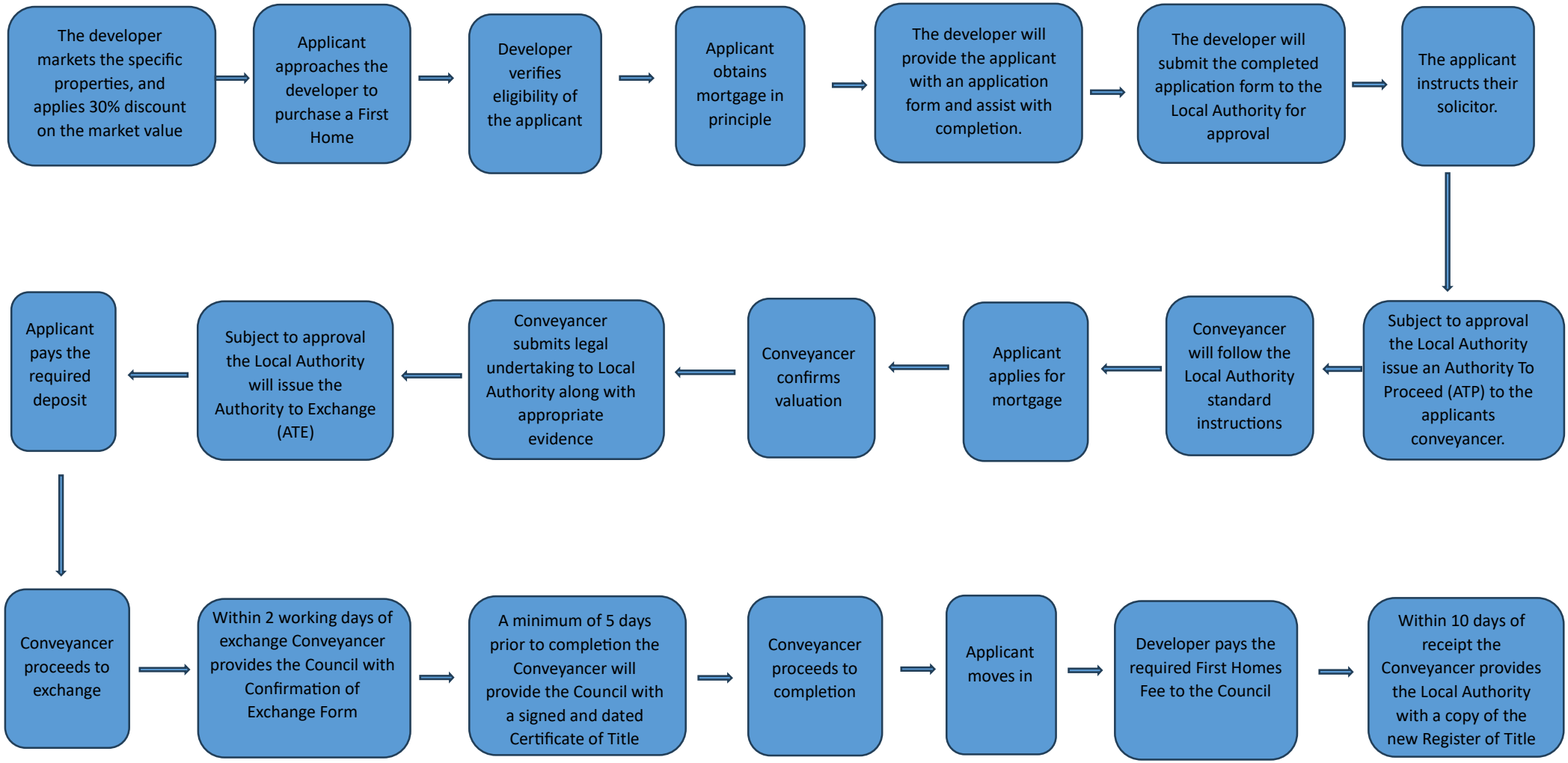The ‘New Build’ First Homes process