

HBF Future Talent Conference

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Background for all of us - the housing crisis



General election



Many runners, a close finish - but no overall winner

An unusual election



Brexit the major political challenge – but existing domestic concerns fought back during the campaign

Housing remains important

Younger voters

- The young predominantly voted Labour
- Home ownership among the young has fallen dramatically
- Increasing percentage living in private rented
- **Majority voted Labour**

Older voters

- The old predominantly voted Conservative
- It is only among the over 60s that home ownership levels are still rising
- But a shortage of specialist housing to meet the needs of older people
- **Majority voted Conservative**

Solving the crisis critical for future social and political cohesion



A great time to join the industry and help make a difference

But we need more people



A reminder on your Conference challenge

What do you think would be the best brand strapline for promoting the industry to future recruits?



The best answer to be revealed at the close today

Welcome – enjoy!



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