

# HBF Yorkshire Conference 2019

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Stewart Baseley, Executive Chairman  
Home Builders Federation



# Output is continuing to grow...

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**222k net  
additions in  
17/18**

New builds  
accounted for  
195k of supply

Housing supply  
up 78% in 5 years

Anticipate 18/19  
net supply figures  
will demonstrate  
further increases

**367k planning  
permissions  
granted in  
2018**

Demonstrates  
commitment to  
deliver even more  
new homes

Permissions  
granted across  
21,848 sites in  
2017/18

Consistently  
above 350k 'run  
rate'



# But the industry is facing a number of issues

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## Image of the industry

- Quality
- Leasehold and management fees
- Land banking
- Building safety
- Diversity
- Skills shortages

## External factors

- Housing market
- Brexit
- Planning
- Future of Help to Buy
- Changes to building regulations
- Environmental agenda



# 2019 Perception Audit

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## Stakeholders

Homebuilders can, and do, deliver benefits...BUT

- *“Seems like an old-fashioned industry – looks the same as 30 years ago”*
- *“There are some examples of absolutely outstandingly good developments, and then some that are really quite poor”*
- *“Laddish” and lacking diversity*
- *Aggressive and driven only by profit*
- *Lack of trust in the industry*

## Public

Mixed perception of the industry...

- *Understand the role of the sector in providing skills training*
- *Those that live in new builds like them BUT*
- *People believe the industry is contributing to the housing crisis by building unaffordable homes*
- *“Most jobs go to workers from overseas”*
- *“Only interested in making money”*



# Forthcoming HBF and industry campaigns

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Highlight the diversity and the opportunities available in the home building industry



Social, environmental and economic benefits of homebuilding



# Highlighting the benefits of homebuilding is key...

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## ...Particularly at a local level

- The **political geography** of England is changing. Central government is gradually devolving power to newly created combined authorities and directly-elected Mayors now preside over more than half of England's population
- **Dan Jarvis** was elected as the first **Metro Mayor of the Sheffield City Region** in 2018
- **'One Yorkshire'** Devolution proposal is being explored by the local authorities
- The Government will soon be publishing a **White Paper on devolution**
- More of the important decisions that impact on the volume, type and specifics of the new homes being built in the future will be made from **new, regional or city-level** of governance
- HBF appointed **James Stevens** as **Director for Cities** in 2017 to increase industry's engagement with the Metro Mayors and Combined Authorities
- **Joanne Harding** is **HBF's Local Plans Manager for the North** and works with members and local authorities to achieve the most appropriate planning policies



# Economic footprint of homebuilding

As part of our regional engagement, HBF is publishing a series of reports highlighting the economic and social benefits of homebuilding at a local level

- Tomorrow we publish our **Yorkshire & the Humber: Economic Footprint** report
- In 2017-2018, **19,986** homes were built in **Yorkshire & the Humber**
- Based on research carried out by Lichfields for the HBF, we can estimate that in Yorkshire & the Humber in 2017/18, home building was responsible for...



# Estimating the economic footprint of homebuilding in Yorkshire & the Humber: 2017/18

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**Investment - £1bn** was spent on suppliers as a result of new build homes – 90% of this stays in the UK



**Jobs and Growth** - Supported and sustained **62,000** jobs and delivered **£3.4bn** worth of economic activity



**Public Services** - Generated **£241m** tax receipts...the equivalent of employing an additional **10,200** new police constables or **10,900** newly qualified nurses



**Stronger Local Communities and Environment** - Resulted in **£526m** spending in local shops and investment of **£5.9m** in open spaces





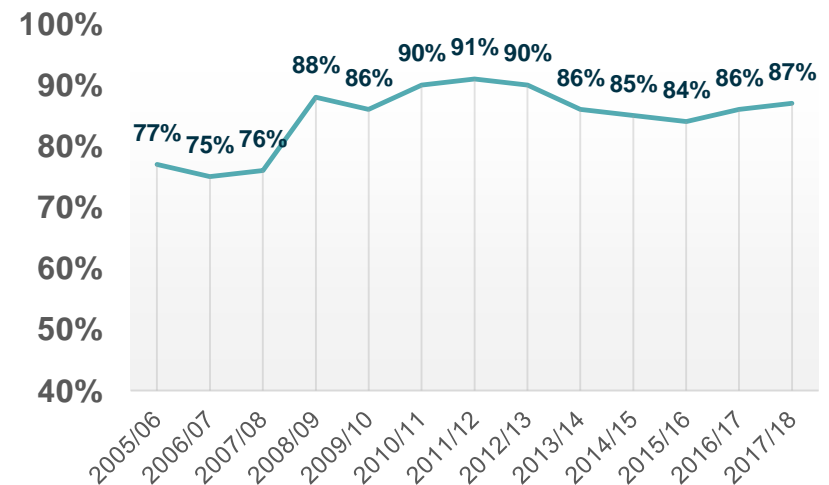
# Customer satisfaction, redress and build quality

The quality of new build homes continues to gain attention in the media and among politicians

However, scores in the Customer Satisfaction Survey (CSS) have improved

We still need to go further on quality

% of new home buyers who would recommend their builder to a friend



# Consumer redress

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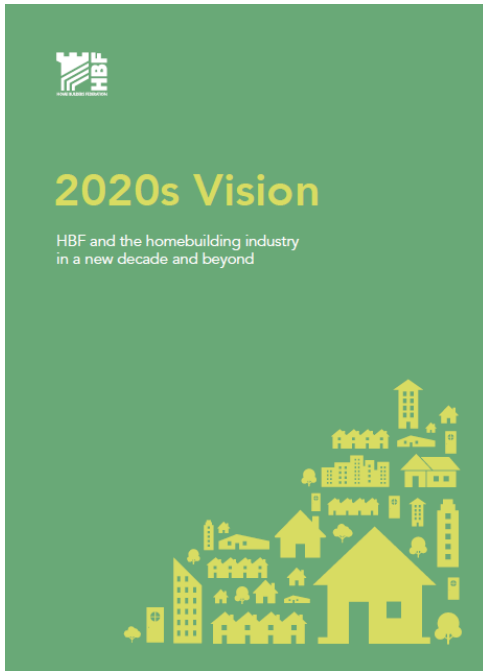
We are working with Natalie Elphicke to implement a voluntary New Homes Ombudsman

We hope that by doing so we are demonstrating the commitment of the industry to this agenda

We are in the process of finalising a new industry code, Minimum Warranty Standards and putting in place a framework within which an ombudsman can be appointed

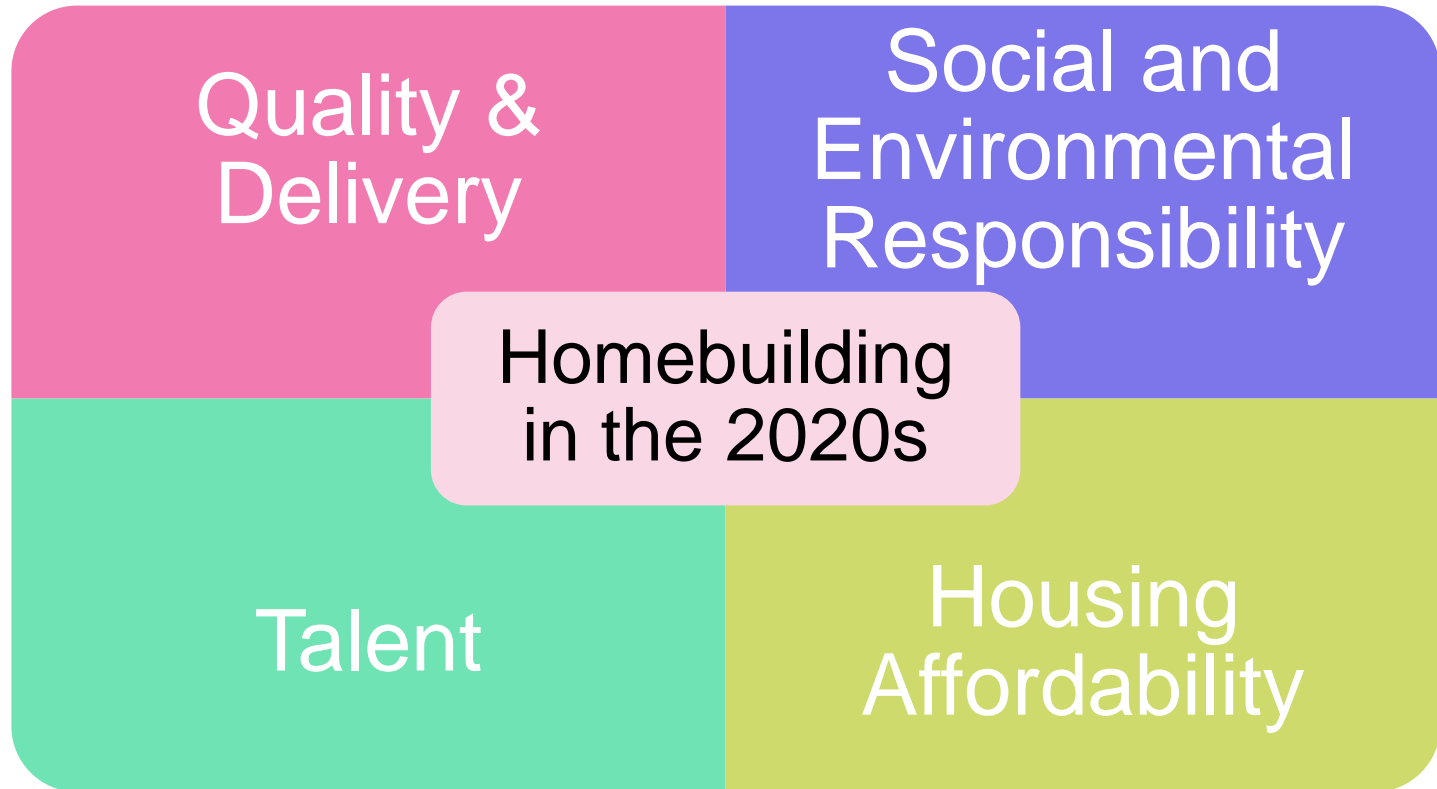


# A more proactive approach: Our 2020s vision



# HBF's priorities for a new decade

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The voice of the  
home building  
industry

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