

# Housing Market Intelligence *2024*

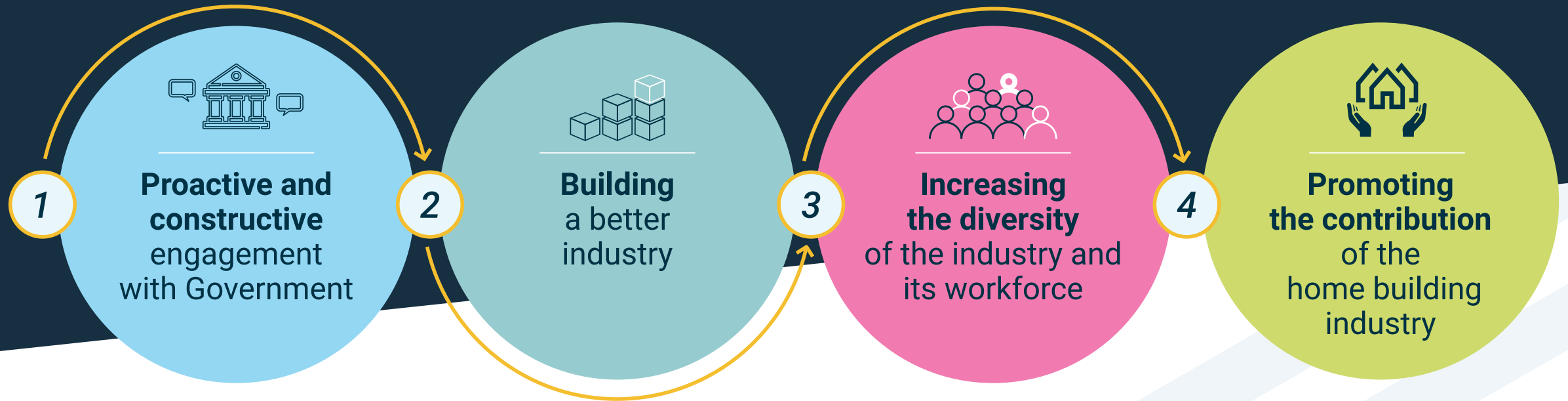
**Neil Jefferson**

Chief Executive

Home Builders Federation



# Our activity





## Proactive and constructive engagement with Government



**Building  
a better  
industry**



**Increasing  
the diversity  
of the industry and  
its workforce**



**Promoting  
the contribution  
of the  
home building  
industry**

# Working on your behalf



Proactive and  
constructive  
engagement  
with Government

Industry statement of support was issued alongside the Government's July NPPF announcement

Statement sets out industry's support of the reforms and its commitments to building more and better

Highlighted the additional action Government needs to take

Helped start our relationship off on a positive footing





# Building a better industry



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constructive  
engagement  
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industry

# Building a better industry



**Building  
a better  
industry**



**Quality**



**Building  
safety**



**Environment**



## **Increasing the diversity of the industry and its workforce**



**Proactive and  
constructive  
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# Increasing the diversity of the industry and its workforce



Continuing to highlight to Government the action that needs to be taken to tackle the skills gap.

Focusing on attracting, retaining and upskilling.

2024 featured HBF's inaugural EDI conference.

Fifth cohort of the Women into Home Building programme launched.

Continuing our focus on reversing the decline in SME housebuilders.





# Promoting the contribution of the home building industry



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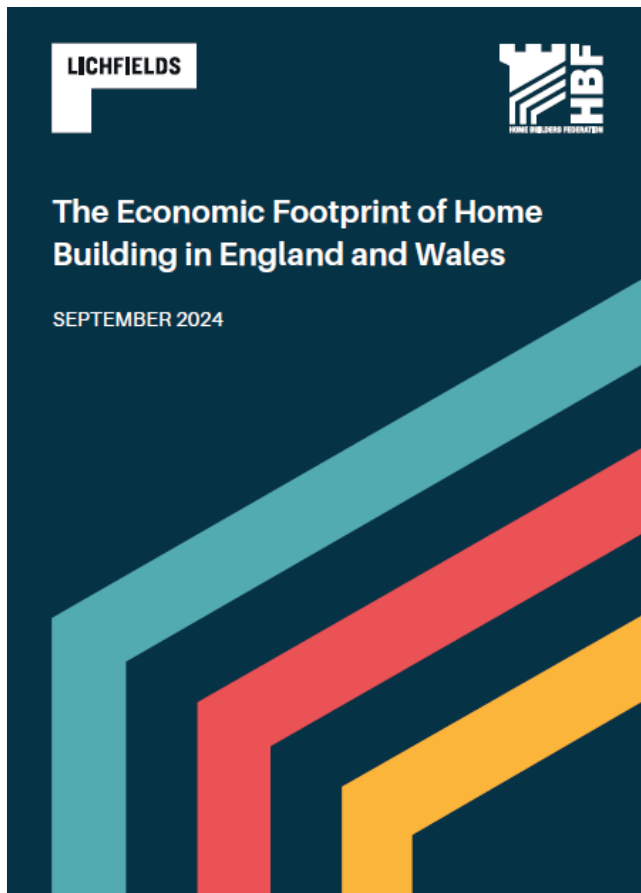


**Increasing  
the diversity  
of the industry and  
its workforce**

# Promoting the importance and contribution of home building



## The home building industry



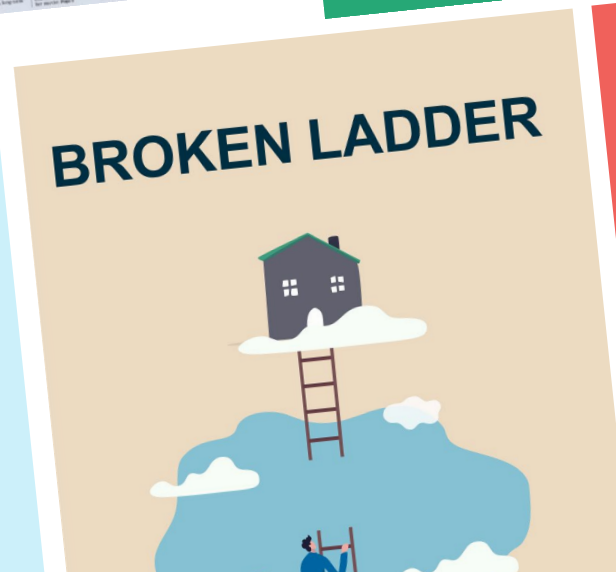
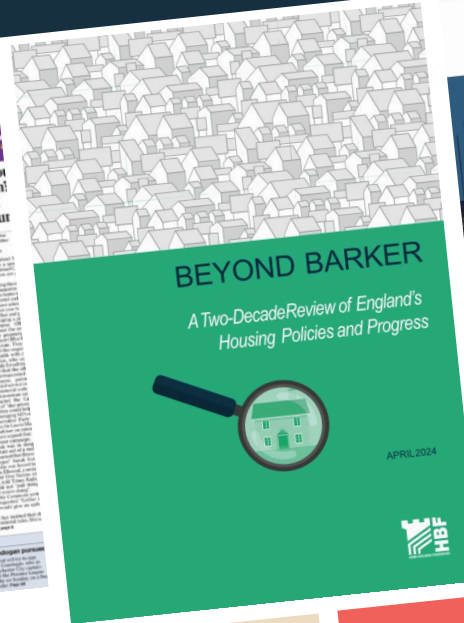
Supports almost  
**834,000 jobs**

**Generates  
over £53bn**  
in economic  
activity

Provides more  
than **£9bn**  
**for Affordable  
Housing delivery**  
each year



# Communications, campaigns, research



# Next steps

With ongoing member support HBF can keep pushing for a better environment in which to **invest and build.**

New government has got off to an excellent start but **there is much to do.**

Planning reform was the essential first step. Now we need to build partnerships, strengthen relationships and **make a strong case on behalf of the industry.**

# Tackling market issues

There are a raft of planning process, taxes and regulatory issues that without being addressed will greatly inhibit growth ambitions.

**There is no time to waste.**

Government yet to engage seriously with market issues, but new homes need financing whether through **grant, cross-subsidy, investor buyers or mortgages.**

We've joined with National Housing Federation to write to the Chancellor to encourage **more boldness in tackling market issues** that will otherwise stem supply.

# And finally...

The industry is facing many challenges, but we are working hard on your behalf to tackle them and **build a brighter future.**

We are **determined to do our best by our members** and are always looking for areas where we can improve.

If you haven't already, please participate in our **HBF members survey.**

Thanks for your support.



The voice of the  
home building  
industry

[www.hbf.co.uk](http://www.hbf.co.uk) | 0207 960 1600 | twitter: @homebuildersfed