

# Improving the reputation of homebuilders

Field Consulting

# The Challenge - Media

Britain has enough land to solve the housing crisis - it's just being hoarded

*Oliver Wainwright*



Developers are sitting on land without building anything, then selling it on for profit - a vicious cycle that can make it impossible to create affordable homes. What can be done to stop this speculative feeding frenzy?

## Britain's top developers are still building fewer homes than before the financial crisis, after officials slash their housing targets by 50,000 a year

- UK housing companies were handed millions of pounds through Help to Buy
- Developers are building fewer homes than they were before the financial crash
- Critics say the scheme pushed up prices and inflated bonuses and profits

## Growing complaints about new-build houses

By Rebecca Wearn  
Business reporter, BBC News

## USE IT OR LOSE IT Housing revolution is coming as ministers vow to crack down on greedy developers which hoard land without building on it

Sajid Javid suggested developers could lose planning permission if they don't follow through on plans to build

## It pays developers not to build homes

Slowing down construction keeps house prices high, says **Richard Gilyead** - while **Neil J Young** points to a tax-break enjoyed by the clergy

Housebuilders sitting on 800,000-home 'land bank' as property crisis deepens



# The Challenge - Politics



# The Strategy

## Building Your Reputation

To alleviate political pressure by improving the sector's image amongst the general public and political stakeholders via two campaigns:

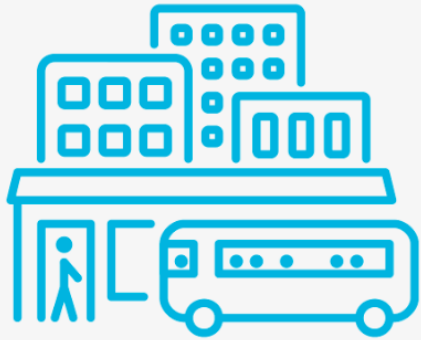
### Promoting Skills in the house building industry

Promoting the role of house builders in developing skills and employment opportunities

### Community Builders Week

Promoting the contribution that house builders provide to local communities

# Community Builders Week



# Promoting skills in the house building industry



# 6 month timeline

	September	October	November	December	January
<b>Community Builders Week</b>	Develop SOW for CBF report	Prepare report	Develop one page summary, infographics and branding for CBF Week	CBF report finalised Issue collateral for members	<b>Community Builders Week</b> Launch CBF report Reception in Parliament Social media and website takeover Media activity
<b>Promoting the skills associated with the house building industry</b>	Develop collateral for case studies from HBSP and members	Develop series of videos and infographics Compile report Issue collateral for members	<b>Launch skills report</b> Launch event Promote report via social media and media activity		

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