

# Housing Market Intelligence Conference 2019

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Stewart Baseley, Executive Chairman  
Home Builders Federation



# 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

## 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

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



Social, environmental and economic benefits of homebuilding



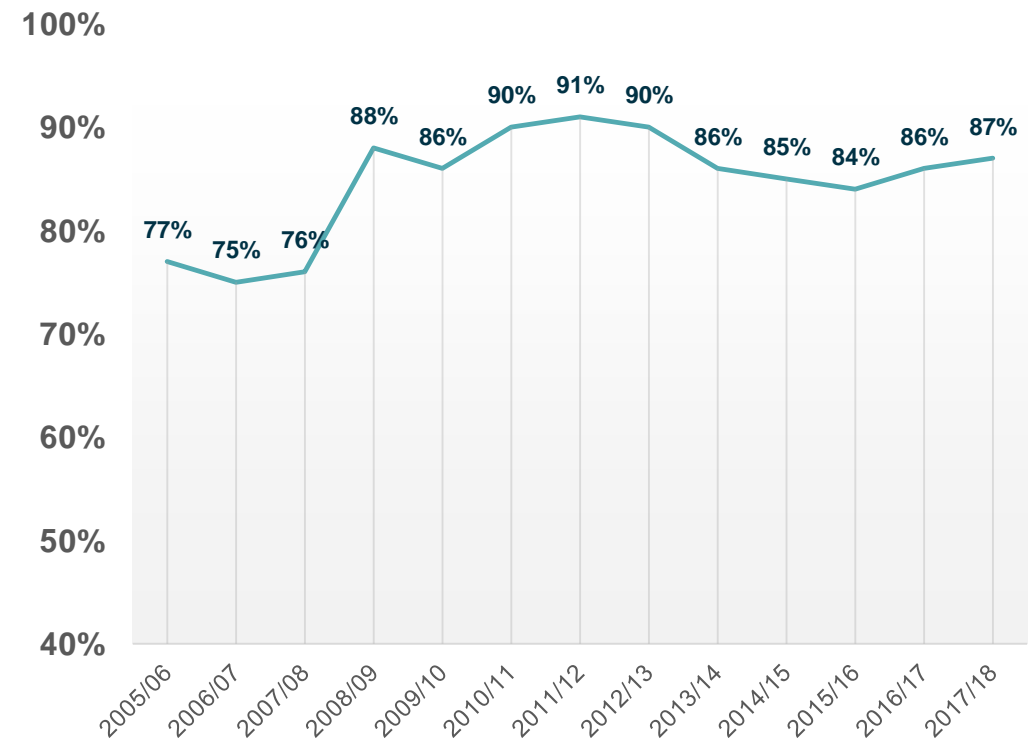
# Customer satisfaction, redress and build quality

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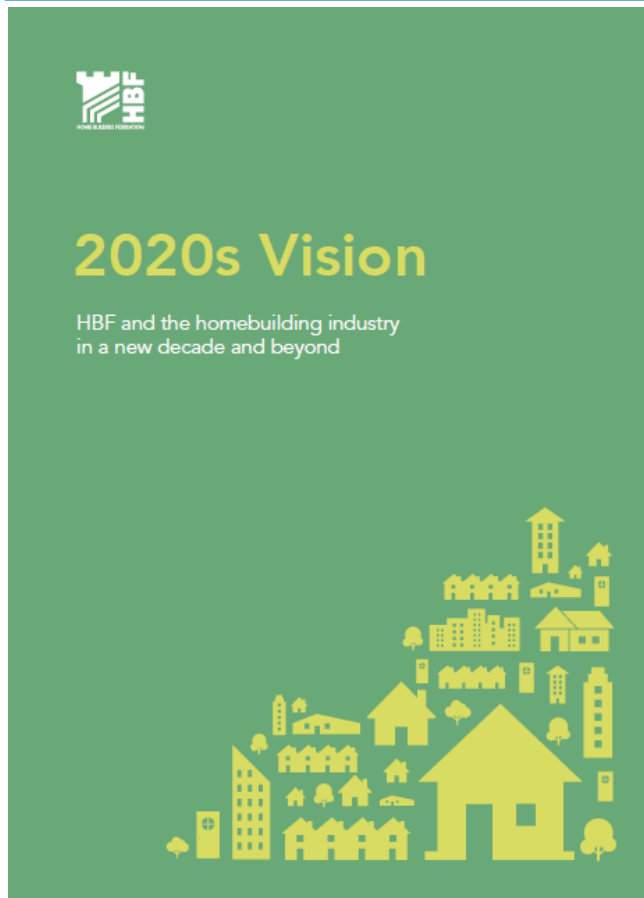
We are working with Natalie Elphicke to implement a voluntary New Homes Ombudsman

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



# Improving the industry's image: 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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