

Housing Overview 2020

John Slaughter
Home Builders Federation



Issues

Image of the industry

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

External factors

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



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”*



HBF's priorities for a new decade

Quality & Delivery

Social and
Environmental
Responsibility

Homebuilding in
the 2020s

Talent

Housing
Affordability



New decade, new Government

Housing may not have been **the**

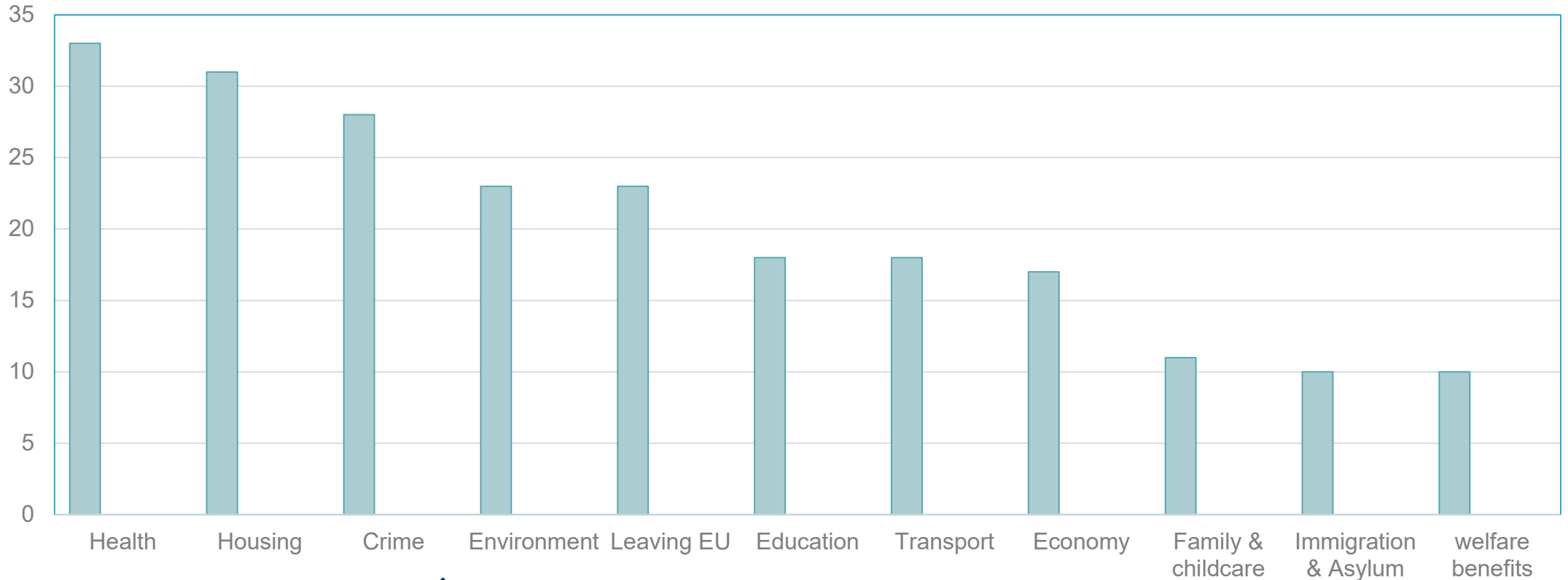


in the election, **but**:



Housing and swing voters

Most important issues for your local area – NHF/ YouGov November 19



Labour Leave voters and housing – NHF/YouGov

	Labour-Leave swing voters	Other swing voters
Housing in top three issues facing Britain generally	25%	16%
Housing in top three issues facing local area	36%	30%
Housing in top three issues most likely to affect vote	14%	10%
Conservatives should be doing more to address housing	63%	50%
Labour should be doing more to address housing	49%	36%

- **But:**

....Swing voters from London and the South were more concerned about housing than swing voters from other regions.



Households subject to affordability stress – Affordable Housing Commission

	No affordability issue	33% - 39% of income	40% + of income
Social housing (under retirement age)	87%	6%	7%
PRS (under retirement age)	71%	6%	23%
Retirement age (social)	90%	5%	5%
Retirement age (PRS)	85%	3%	10%
Broadly speaking the affordability problem more acute in London & SE			



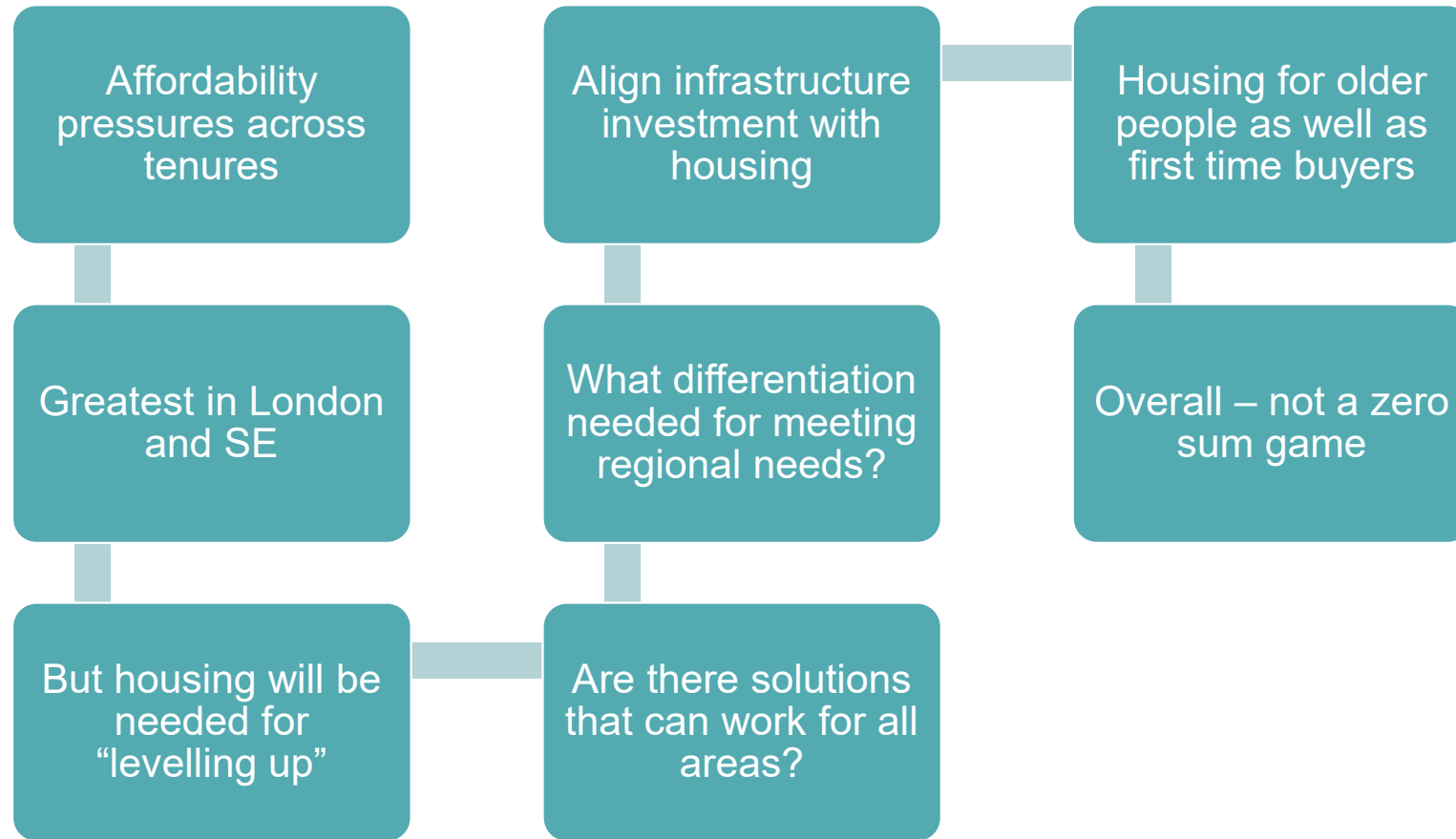
Affordable Housing Commission – numbers in affordability stress

Household categories	Numbers of households with affordability problems
Social rented housing	1 million
PRS	1.9 million
Older people	1 million
Homeowners	0.9 million
Total	4.8 million

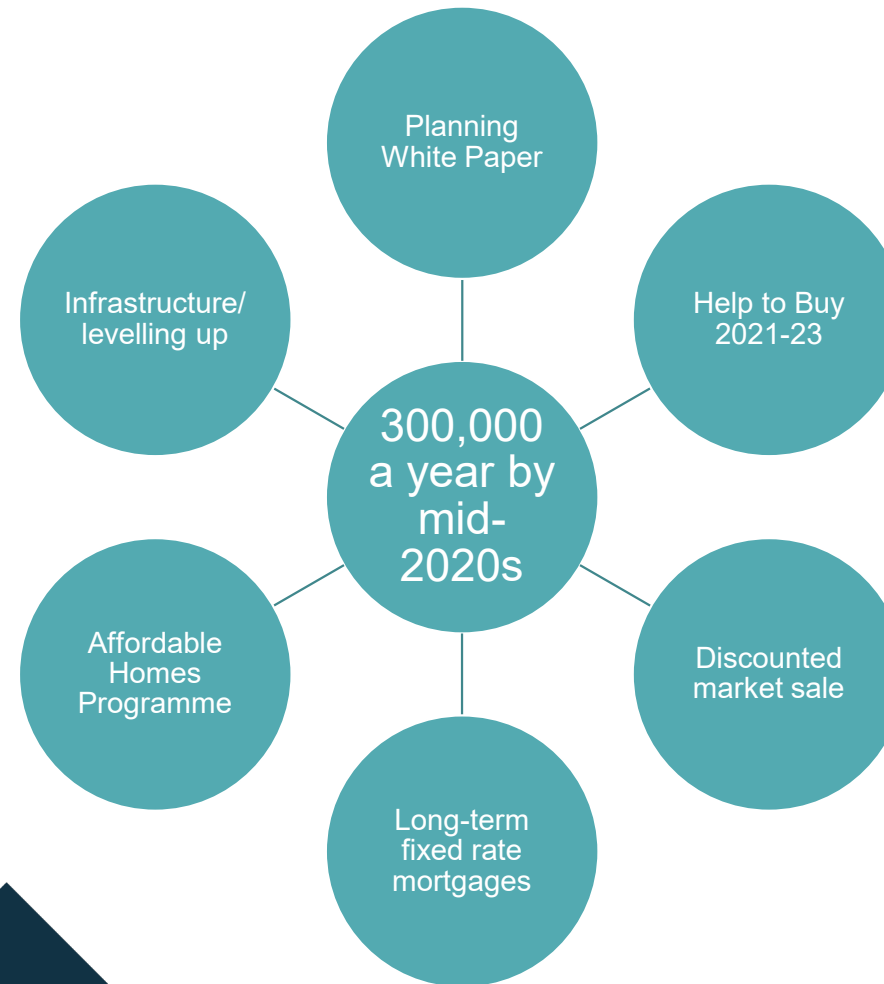
1.6 million renters under retirement age might be able to afford to buy (1.3 million from PRS)



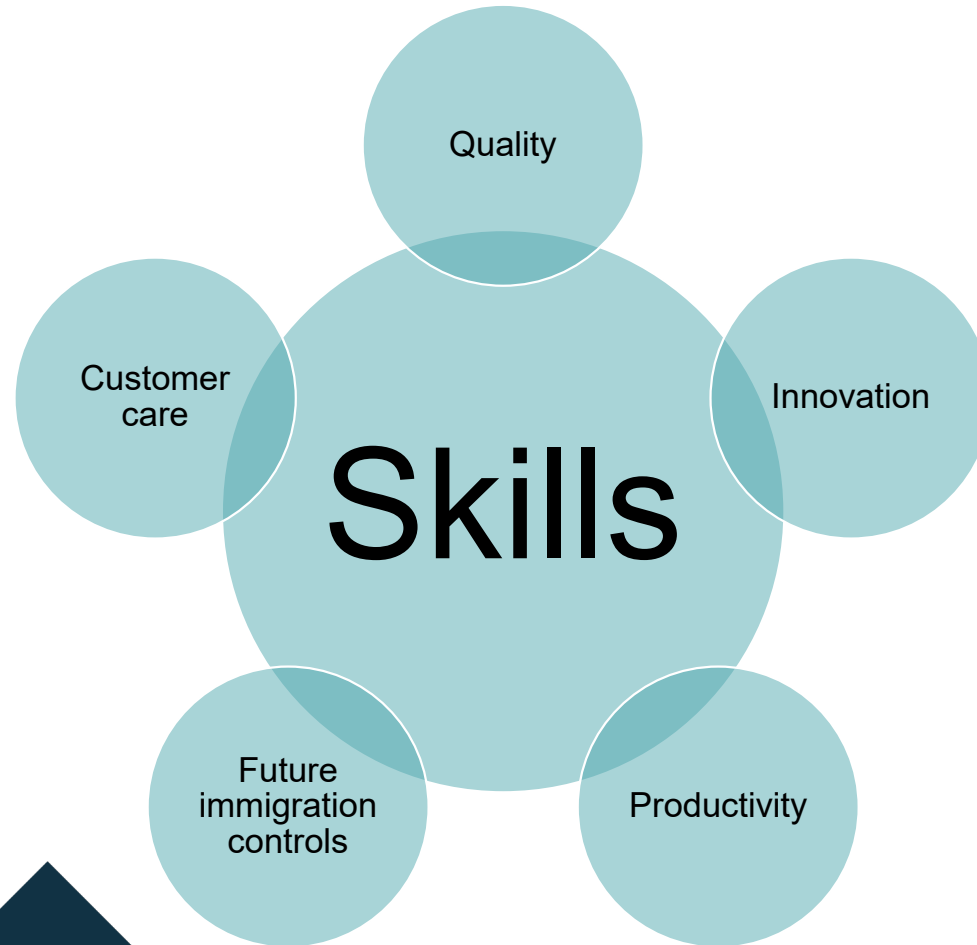
Some thoughts and issues



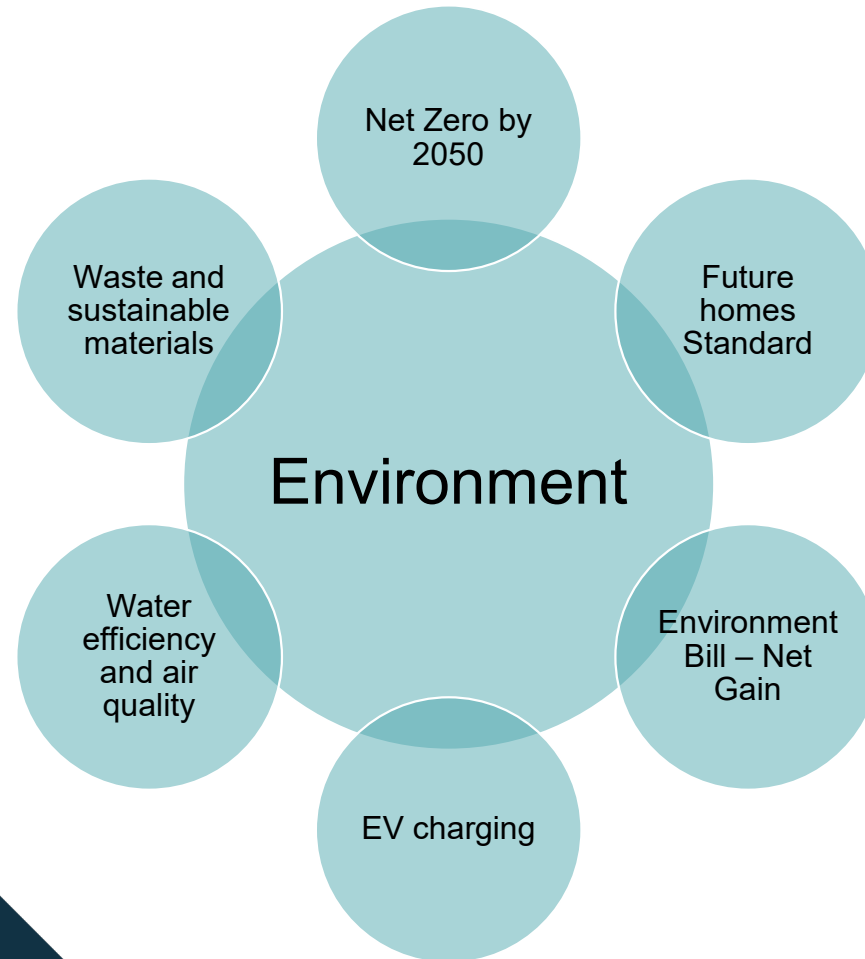
Housing policy - what do we know?



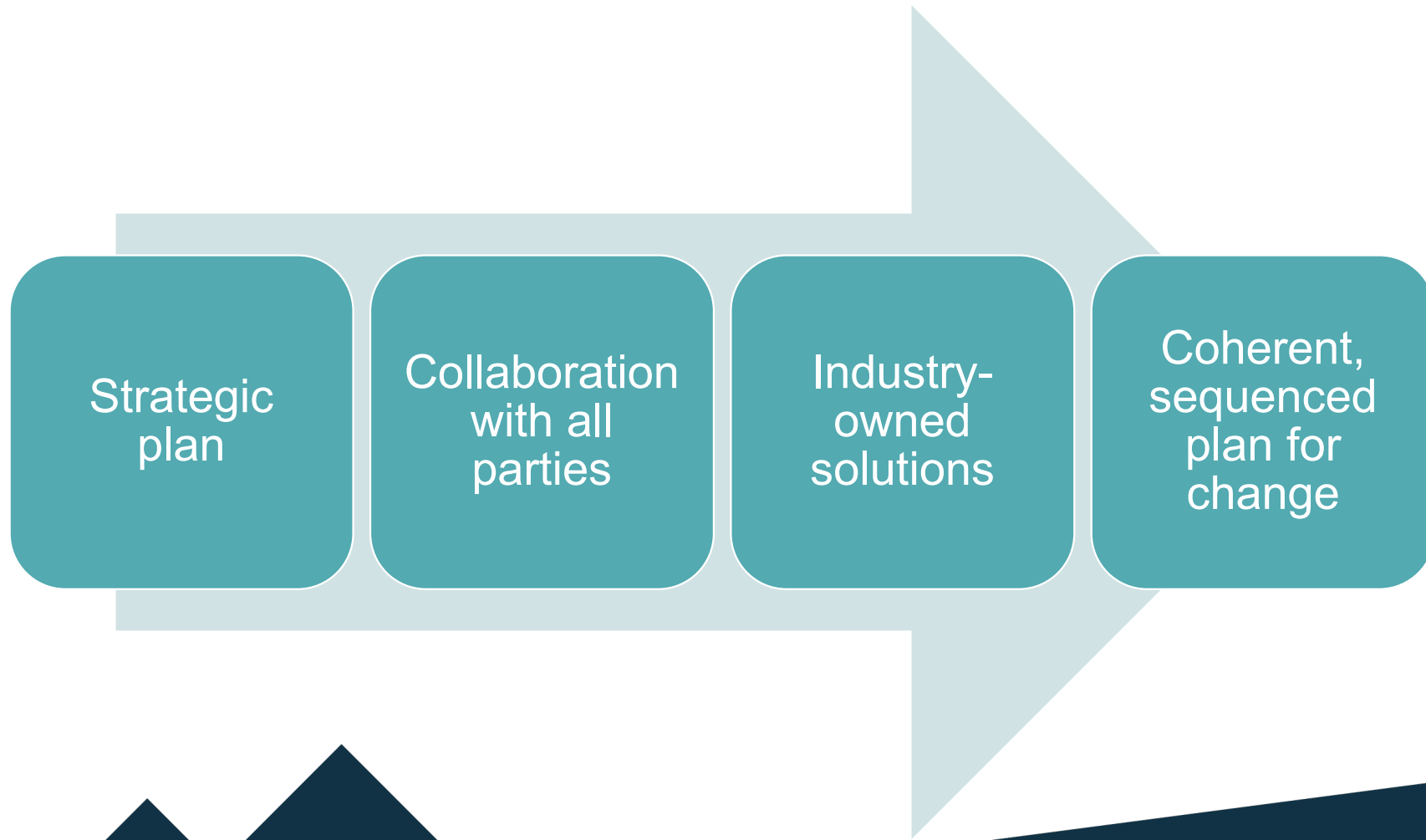
Skills and industry challenges



Housing and the environment



HBF action – Housing and Environment Summit



A PARTING THOUGHT







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