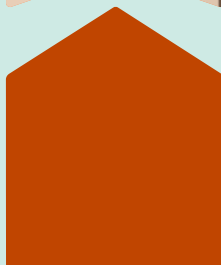
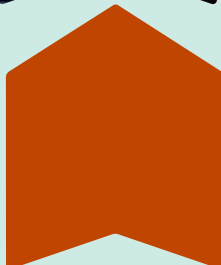



# Annual Report

2024

[hbf.co.uk](https://hbf.co.uk)



A photograph of Stewart Baseley, HBF Chairman, speaking into a microphone. He is an older man with glasses, wearing a dark suit, white shirt, and a red tie with white polka dots. The background shows a large hall with a wooden wall featuring names and numbers 7 and 8.

*“It was very encouraging that housing was a political priority for the parties and voters during the election. The new Government is certainly ambitious in its plans for housing and since the election, many welcome announcements have been made.”*

Stewart Baseley, HBF Chairman

Stewart Baseley,  
HBF Policy Conference 2024



# Chairman's Statement

2024 was another challenging year for the home building industry.

One of the biggest events was, of course, the General Election and it was very encouraging that housing was a political priority for the parties and voters. The new Government is certainly ambitious in its plans for housing, and since the election many welcome announcements have been made. First and foremost, the Government hit the ground running, as we had encouraged them to do, by reversing the previous government's detrimental planning reforms and announcing proposals for new towns and the release of 'grey belt' land. Elsewhere, I have been pleased to see reforms made to technical education and apprenticeships, as well as progress towards unlocking the homes that have been delayed due to nutrient neutrality issues, which have been hanging over the industry for six years now.

However, despite this ambition - and a target to build 1.5 million homes during this Parliament - the Government's plans for housing and home building risk falling short unless further policy levers are pulled, and quickly. As this Annual Report details, the operating environment for the industry remains extremely tough, particularly due to constraints in the Section 106 market, uncertainty over future building regulations and regulatory costs, and a lack of support for first-time buyers.

Of course, fixing our broken housing market will take time. As I write this, the Government has not yet been in office for a full year, and it is navigating a very difficult agenda both at home and abroad. However, they are committed to growing the economy, and house building has always been an important lever to achieve this - so I remain hopeful that the Government will go further than it has to date in helping more people onto the property ladder and unlocking much-needed affordable housing.

Change also occurred at HBF in 2024. In July, I stepped down as Executive Chairman but continue as Chairman, after leading the organisation for almost two decades. I was delighted that the HBF Board appointed Neil Jefferson as Chief Executive, and he leads an excellent team who are well placed to represent members' interests in the years ahead. With housing so prominent - and the issues the industry faces so complex and pressing - I am confident that under Neil's leadership HBF will continue to be the voice of the industry, ensuring members interests are robustly represented to government and others at this critical time.

Finally, I would like to thank all our members for their continued support, the board of directors for their wise counsel and guidance, and all my colleagues at HBM and HBF for your dedication and hard work during a very busy and significant year.

**Stewart Baseley**  
HBF Chairman



# Chief Executive's Statement

Housing returned to the top of the political agenda in 2024 following the General Election in July. As highlighted in this Annual Report, the HBF team has worked hard to develop close and constructive relationships with the new ministerial team - both before and since the election. We have engaged in high-level meetings with the Prime Minister, the Deputy Prime Minister, other ministers and senior officials, in which we have made clear what the industry needs to deliver on the Government's ambitious housing targets.

Another significant development in 2024 was the outcome of the Competition and Markets Authority's (CMA) house building market study, which HBF also worked hard to influence. It was encouraging to see so many of the CMA's conclusions and recommendations echo the concerns HBF had highlighted in our written submissions and engagement with the organisation.

However, despite these positive developments and the Government's more constructive and engaged approach, it seems that the sheer number and complexity of issues the industry faces increased significantly in 2024. To take just one example, the problems caused by the lack of bids from Registered Providers (RPs) for Section 106 Affordable Housing units became a major issue. HBF has worked to ensure this issue is on the political and media agendas, and we have seen some welcome coverage of our commentary and research on the topic, but more action from the Government is urgently needed.

2024 also brought confirmation that the Building Safety Levy (BSL) will come into force, even though this has now been delayed until 2026. While we understand the difficult fiscal choices that the Government faces, the addition of this new levy alongside other additional taxes and regulations is undermining the Government's growth and housing ambitions. We will continue to raise our significant concerns about the impact of the BSL and the growing regulatory burden on development viability at the highest levels.

To raise awareness of all these issues and more, our policy team produced 17 reports and pieces of original research in 2024. Our reports often receive significant media coverage and are shaping the debate around home building and housing supply, featuring on the front pages of national newspapers and regularly being cited by parliamentarians. Our reports last year included the State of Play report produced with Close Brothers and Travis Perkins, which highlights the particular challenges faced by SME home builders, and the Economic Footprint of Home Building report, which demonstrates the contributions the industry is making to local communities across the country. Furthermore, amidst ongoing policy changes, HBF's regular working groups, briefings, and industry updates are also keeping members informed of nascent challenges and emerging business opportunities.



As was the case politically, the past year has also been a period of transition at HBF, with Stewart Baseley stepping down as Executive Chairman to become Chairman last July. I would like to thank Stewart again for everything he has done over two decades with HBF to position the organisation so positively. Stewart's wisdom and counsel continue to be invaluable to us all as we navigate the many challenges and opportunities facing the industry.

In March of this year, we also launched HBF's new branding, with a fresh logo, look and feel. Our updated branding reflects the industry we represent today and our ambitions for the future, positioning us as the confident, trusted and credible voice of the home building industry.

HBF's other activities in 2024 included the annual New Homes Week campaign; our Development Finance Seminar for SME members; and various initiatives to attract and retain new talent, overseen by HBF's skills team. We also continue to engage with all levels of government on behalf of the industry including the Welsh Government and metro mayors, as well as making representations at local plan examinations and on the numerous Building Regulation changes currently being progressed.

I hope you find this 2024 HBF Annual Report a valuable summary of all of this work and more over the past year.

## Neil Jefferson

Chief Executive



Neil Jefferson

# HBF year in review 2024



Issued over **50 briefings** for members on Government policy and announcements



Met with over **70 parliamentarians**



**Engaged with over 1,000** Prospective Parliamentary Candidates (PPCS)



Published **17 pieces** of research



Increased our LinkedIn community **by 38%**



Delivered **6 webinars on key industry topics**



Secured around **£3 million of funding** from CITB to support the Home Building Sector Skills Plan



Actively represented the industry in around **3,000 stories** across print, online, and broadcast media.

- ▶ Held over **100 member meetings**
- ▶ Responded to over **120 local plan** consultations
- ▶ Attended **16 local plan** examinations
- ▶ Produced **5 RIDDOR** data reports and **3 Health and Safety** guidance documents
- ▶ Supported the delivery of **269 bricklaying** masterclasses and **157 roofing** masterclasses
- ▶ Supported **45 women into work** placements through the Women into Home Building programme

## Membership overview

- ▶ HBF has around **425** members.
- ▶ This includes about **275 home builders**, ranging from FTSE 100 companies to small family firms.
- ▶ We also have over **150 associate members** who are involved in the planning, construction and sale of new build homes.

# Committees and working groups

HBF's committees reflect the day-to-day work of the in-house team and provide invaluable member feedback on issues and policy implementation. They help ensure that HBF is fully informed in its discussions with ministers, officials, journalists and sector stakeholders, as well as industry responses to consultations. HBF is extremely grateful to those who give their time for committee meetings and especially to the Chairs.

HBF also establishes working groups, with specific terms of reference, to address new issues of concern to the industry or a significant group of members. HBF encourages members to offer their expertise to these groups and to play a full part in contributing to the debate and, therefore, inform HBF's response to key issues.

HBF's committees and working groups include:

- Health and Safety Committee
- Highways Group
- Tall Buildings Group
- Utilities Group
- Water Matters Group
- Regional Technical Meetings (7 English regions and Wales)
- Regional Planning Groups (7 English regions and Wales)
- Career Attract Group
- Skills and Supply Chain Engagement
- Future Talent Group
- Equality, Diversity and Inclusion Group
- Mental Health Awareness Group



**Find out more and  
how to join a group  
on our website.**

Emma Ramell, Planning Conference  
2024



# Meet the team

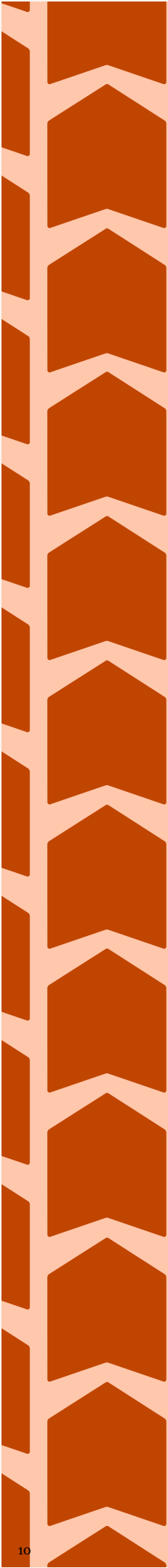
In July 2024, Neil Jefferson became the HBF Group Chief Executive, with Stewart Baseley stepping back from executive duties to become Chairman rather than Executive Chairman. The changes provide continuity for a senior level for HBF as it begins its relationship with the Labour Government.

HBF also welcomed some new colleagues to its team in 2024:

- Helen Moore, Group Director of Orbit Homes, joined the HBF board in January.
- Anissa Morris joined HBF as Campaigns and Communications Manager in November.

## HBF team

- Stewart Baseley, Chairman
- Mark Behrendt, Planning Manager (London and Southern)
- Catherine Bullough, Project and Relationship Manager, Industry Attraction and Skills
- Steph Calder, Executive Assistant
- Rachel Danemann, Planning Manager (Midlands and South West)
- Rianna Fry, Digital Communications Director
- Andy George, Director for Industry Attraction and Skills
- Hannah Gillman, Communications and Campaigns Officer
- Joanne Harding, Planning Manager (Northern)
- Mark Harris, Planning and Policy Advisor for Wales
- Tracey Hill, Project and Contract Manager, Industry Attraction and Skills
- Razia Iqbal, Senior Bookkeeper
- Neil Jefferson, Chief Executive
- Marian Macdonald, Office Manager and PA
- Laura Markus, Policy and External Affairs Manager
- Anissa Morris, Campaigns and Communications Manager
- David O'Leary, Executive Director
- Emma Ramell, Director of External Affairs
- Deena Shaw, Project Coordinator, Industry Attraction and Skills
- Sam Stafford, Planning Director
- James Stevens, Director for Cities
- Mark Thackstone, Finance Director
- Laurence Thompson, Policy and Campaigns Officer
- Steve Turner, Executive Director
- Rhodri Williams, Technical and Sustainability Director
- Catherine Wilson, IT and Digital Manager



# Policy and planning: Representing the industry in Whitehall and beyond

## General election

HBF started our pre-election engagement campaign in early 2023, meaning we were well prepared for the general election when it came earlier than expected by many, in July 2024. Our pre-election campaign had several strands, including:

- The publication of an HBF manifesto – Home building: An engine for growth, prosperity and opportunity – A blueprint for the next government – outlining the industry’s key asks of Government.
- Organising Prospective Parliamentary Candidates (PPC) site visits, and briefing PPCs on key industry issues.
- The development of the PPC engagement toolkit for SME members.
- A public affairs campaign, supported by Lexington Communications.

## Engagement with the new Government and MPs

HBF has enjoyed a significant amount of engagement with MPs, officials and the new Government, including Housing and Planning Minister Matthew Pennycook and the Secretary of State for Housing, Communities and Local Government, Angela Rayner. This engagement has built on the well-developed links we established prior to the election and allowed us to shape the thinking of the Government. HBF’s engagement has included:

- Participating in multiple ministerial and Government roundtables, including at 10 Downing Street.
- Responding to Government consultations, such as submissions to HM Treasury ahead of the Budget.
- Hosting roundtable discussions with MPs and HBF members to introduce a new generation of MPs to the industry.
- Producing a regular Parliamentary Newsletter for MPs and Lords, and preparing briefings for Parliamentarians ahead of key debates.

## Affordable Housing

We are continuing to draw the attention of Ministers, officials, MPs and the media to the difficulties members are experiencing in securing bids from Registered Providers (RPs) for Section 106 Affordable Housing units. We have published research highlighting the increasing number of Section 106 units that remain uncontracted, and Chief Executive Neil Jefferson gave evidence to the Housing Select Committee on the issue earlier this year. Furthermore, HBF has secured coverage and provided commentary on the issue in both national and trade press.



Michael Gove,  
HBF Policy  
conference 2024



*“The Government’s Remediation Acceleration Plan was published in December, which followed extensive negotiations between the Government, HBF and its members to develop a joint plan to accelerate remediate buildings at pace, including a roundtable with the Deputy Prime Minister.”*

Building safety

Frances Haque, HMI 2024



## Building safety

The Government's Remediation Acceleration Plan was published in December, which followed extensive negotiations between the Government, HBF and its members to develop a joint plan to accelerate remediate buildings at pace, including a roundtable with the Deputy Prime Minister. The Plan included commitments HBF had pushed for from the Government on future messaging around progress and the capacity of the Building Safety Regulator (BSR). Throughout the year we expressed our frustration to the Government and more publicly about the significant delays members are experiencing, both to remediation and new build projects, as a result of the lack of capacity within the BSR. The underperformance of the BSR was a topic of scrutiny by the House of Commons Public Accounts Committee in late 2024 and into 2025 with Executive Director, David O'Leary providing evidence on behalf of HBF.

Alongside the publication of the Plan, the Government also confirmed that they will proceed with the Building Safety Levy. This levy is something HBF has pushed back hard on since it was first proposed by Michael Gove, including with a letter to the Chancellor signed by over a hundred member companies in March. In part due to pressure from the industry, the levy has been delayed until 2026.

We will continue to press the Government. Another new tax on home building is unjustified, and contributions from other sectors should be secured before further targeting of UK housebuilders.

## Competition and Markets Authority market study

The Competition and Markets Authority (CMA) published its Market Study in February. It was encouraging to see so much of the content of HBF's extensive submissions to the CMA played back in its articulation of problems and operation of the market. The study and Government response in October created an opportunity for HBF to put many longstanding issues, such as estate management, onto the policy agenda. The findings of the report are proving extremely useful in addressing the unfounded criticisms of the industry - not least about land banks, housing targets and build-out rates.

## SMEs

Building on our 2023 SME campaign, HBF continues to raise the issues faced by SME home builders with the Government and officials, and we recently visited 10 Downing Street with a delegation of SME members that allowed us to make the case for smaller companies at the very highest level.

In December, we launched our 2024/25 SME State of Play report in Westminster, which is produced in partnership with Close Brothers Property Finance and Travis Perkins. The report outlined the challenges facing SME home builders. Alongside industry colleagues, a number of Parliamentarians were in attendance.

HBF also held another Development Finance Seminar in November for HBF's SME members. Attendees heard from a range of development finance providers and had an opportunity to network with industry colleagues.

## National Planning Policy Framework

HBF responded to the National Planning Policy Framework (NPPF) consultation in July. Following the publication of the consultation, HBF also issued an industry statement of support signed by around 40 HBF member companies. The statement was featured in coverage of the Government's announcement across national and trade media.

While acknowledging the very positive changes put forward in this revised NPPF, the industry statement also observed that, ultimately, the number of new homes delivered in the years to come will also be influenced by other factors, not least on the demand side. We would once again like to thank those members who supported the statement.

## Planning policy

The Government has made several other planning announcements and interventions since coming into office in July. This has included working papers on brownfield passports, planning committees, and development and nature recovery, as well as various other consultations to which HBF has responded. We continue to keep members updated on the latest planning policy announcements and the progress of the Planning and Infrastructure Bill through our regular member meetings, member briefings and monthly planning bulletin.



## Local plans

Representations on Strategic and Local Plan consultations are a key part of HBF's work. These representations ensure the industry's position on various issues is heard across the country as new plans are brought forward. In 2024, the HBF team responded to 117 local plan consultations and attended 16 local plan examinations, as well as responding to several Regulation 19 and Regulation 18 consultations.

## Nutrient and water neutrality

In 2024, as part of our campaign to raise awareness of the impact of nutrient neutrality, we published an updated landing page for the nutrients issue to mark the fifth anniversary of the first moratorium in June. We also released research examining the additional nitrate loading limits being granted to farms in Nitrate Vulnerable Zones.

The Government is proposing a nature restoration levy through the Planning and Infrastructure Bill, which was recently introduced in Parliament, which would release house builders from environmental obligations including the requirement to demonstrate nutrient neutrality. HBF continues to engage closely with the Government on resolving the issue.

HBF is also calling for the Government to support the approach to water neutrality that was beginning to emerge under the last Government – namely, to address the issue at a strategic level by working to ensure that water companies, government agencies and the regulator discharge their statutory responsibilities.

## Devolution and cities

HBF engaged closely with the metro mayors throughout 2024, including arranging for HBF members to meet with Andy Burnham, Mayor of Greater Manchester, and Richard Parker, the new Mayor of the West Midlands. HBF also participated in a roundtable in October chaired jointly by the Housing Minister Matthew Pennycook and Deputy Mayor for Housing and Regeneration in London, Tom Copley.

Ahead of the May 2024 London Mayoral election, HBF produced a manifesto for the London candidates, outlining the issues facing the industry and an overview of the housing crisis in London and the changes we need to see.

## New Homes Quality Board

HBF continues to support the work of the New Homes Quality Board (NHQB) and the associated New Homes Ombudsman, which now has over 200 registered builders and is expanding its role. This engagement includes close collaboration with the Government to understand how it will deliver on its commitment to put a new Homes Ombudsman on a statutory footing - a requirement supported by the CMA.

In 2024, the NHQB conducted a consultation on its New Homes Quality Code. Throughout this process, HBF has worked closely with members to ensure that industry perspectives and concerns were fully considered as the independent Code Review Council assessed potential changes.

## Customer Satisfaction Survey

HBF once again published results from the industry Customer Satisfaction Survey (CSS). The 2024 National New Homes Customer Satisfaction Survey results show that 90% of new build home buyers would 'recommend their builder to a friend', the fourth successive year that the industry has upheld a score of 90% or above.

From 2026, star ratings will be based on a new metric of the quality and service questions from both the 8-week and 9-month surveys, and the actual survey year that will determine that award is now underway. HBF has worked with polling company Ipsos MORI on a new set of rules to cover the new HBF star rating scheme.

## Retirement housing

HBF contributed to the final report of the Older People's Housing Taskforce and our Chairman, Stewart Baseley was a member of the Taskforce. The report was published in November and made ten recommendations. HBF continues to argue for the Government to prioritise the development of retirement housing that meets the needs of older adults and ensures their independence in later life.

## Digital identity

Throughout 2024, HBF worked with stakeholders and the Government to develop and implement a framework that will allow the industry to meet the requirements of the Data Bill with regard to Digital Identity. Over 50 members are now signed up with Etive, which manages the project, and we are working closely with them to develop their internal process to allow them to comply with the upcoming legislation that will enforce the requirements.

## Construction Leadership Council

HBF plays an active role in the Construction Leadership Council (CLC), and over recent years has supported the work of the CLC's Housing Working Group which throughout the year was chaired by Mike Woolliscroft from Vistry. The group worked on a paper to identify how the sector and Government could work collaboratively to tackle the skills gap. We are also participating in a task and finish group which is focused on tackling the delays being experienced by developers with regards to the BSR.

## Deposit Unlock

The Deposit Unlock scheme developed by HBF and major homebuilders has continued to grow, allowing customers to access low-deposit mortgages at competitive interest rates. There are over 80 participating home builders, with Bluestone Mortgages becoming a participating lender in January 2024.



Alastair Campbell,  
Annual Lunch 2024



# Technical and sustainability

## Future Homes Standard

HBF responded to the Government's consultation on the Future Homes Standard last year. The consultation looked at a range of proposals, including new performance requirements; options to reduce running costs balanced against built costs; heat networks; and guidance on fabric and fixed building services. While much of the industry is supportive of the use of some PV, our response argued that the requirement of 40% is too prescriptive. Ahead of the implementation of the Standard, HBF is keeping members regularly updated and we held a series of webinars on Part L and the Home Energy Model (HEM) last year.

## Future Homes Hub

The Future Homes Hub has been well supported by members and has undertaken a range of important work on behalf of the industry throughout 2024. This included creating the Whole Life Carbon (WLC) tool for developers; setting up the Future Homes Standard implementation boards; and hosting a series of webinar workshops for HBF members and the wider industry on various topics.

## Energy and water efficiency

In addition to the regular publishing of updated stats on the energy efficiency of new build homes, last year we published Wat-er Save analysis, highlighting the increased water efficiency of new homes and the subsequent financial and environmental benefits. The analysis found that new build properties are reducing water usage by almost 8.5 billion litres a year.



Julie Spinks, HBF Technical  
Conference 2024



## Biodiversity Net Gain

Biodiversity Net Gain (BNG) became law for major planning applications on 12 February and small sites on 2 April. HBF hosted a series of successful webinars to provide more info to the industry on BNG, which featured contributions from Natural England, the Department for Environment, Food and Rural Affairs (Defra), the Ministry of Housing, Communities and Local Government (MHCLG) and the Planning Advisory Service.

The team continues to engage with those respective organisations about the implementation and rollout of BNG. This has included developing a list of asks of the new Government that, working with partner organisations via the Future Homes Hub, can improve the system as it continues to bed in. We have also released new research this year on the ongoing implementation challenges members face implementing BNG, not least with regards to local authority capacity.

## Building Regulations

HBF worked with members to interpret and respond to various Building Regulations consultations and announcements throughout the year, including:

- Further updates to Part B: Fire. The Government confirmed that second staircases will be required in all new tall residential buildings over 18 metres and further updates are anticipated on Part B in the forthcoming year.
- Changes arising from the Grenfell Tower Inquiry report, which HBF continues to monitor and keep members updated on.
- The fundamental review of all Approved Documents Building Regulations in England, announced in December.
- Defra and MHCLG confirmed their intention to proceed with the consultation on Part G related to water efficiency. This will look at the strategic reduction in water demand in new homes over the next 10 years.

## Building Safety Regulator

HBF worked throughout the year to highlight the problems that members have experienced with delays and lack of information from the Building Safety Regulator (BSR). HBF's Technical and Sustainability Director, Rhodri Williams has been attending weekly meetings with the head of the BSR, Phillip White, and others at the regulator to discuss and highlight these issues. A roundtable was also held between HBF members and White in October. Whilst the BSR reports weekly updates and improvements, it is clear that these are not yet being felt by members involved with the Gateway 1 and 2 application stages, and HBF continues to raise these issues.

## Health and safety

HBF's Health and Safety Group reports RIDDOR data via its partnership with Safety Services UK. This data provides a housebuilding-specific view of construction-related safety statistics on UK sites. The RIDDOR reports are produced quarterly, providing valuable information for members in direct relation to health and safety activities on home building sites. We hope the platform will highlight the ongoing commitment to quality and safety in UK home building.

HBF's Health and Safety working groups have also continued into 2025 with a focus on dust control, mitigation and personal PPE.

## Ofwat consultations

Last year, HBF responded to Ofwat's Environmental Incentives Common Framework (EICF) consultation. The consultation set out draft guidance high-level framework for environmental incentives ahead of its introduction in April this year. Generally, new water and sewerage connection changes will increase and the developer rebate paid by water companies to the developer for new infrastructure will be replaced by the Environmental Component. In our response, HBF raised caution about small-scale water re-use schemes and maintained that it is the water company's duty to ensure water security and human health at all times.



# Communications and external engagement

## Media coverage and social media

HBF actively represented home builders and the industry in around 3,000 media sources last year. This included 2,600 online stories, 98 TV and radio appearances and 50 print stories. Importantly, our key messages, research and reports have shaped the narrative of home building and construction, influencing debate and encouraging positive action to address the challenges facing our members.

We also continue to build our networks across social media platforms, increasing our LinkedIn community by 38%. This enables our messages to reach a broad audience, generating high levels of engagement and support. Our LinkedIn posts alone were seen more than 2.2 million times last year.

## Research and insight

HBF published 17 pieces of research throughout the year, highlighting both the work of the industry and the difficulties faced by home building companies. The reports have enjoyed widespread attention from national media and parliamentarians and covered a range of topics including the affordability of home ownership, unspent developer contributions and uncontracted Section 106 units.

The HBF team has also written a series of insight and opinion pieces on issues affecting the industry, which have been well-received on social media. These pieces have covered topics including strategic planning, BNG, retirement housing, and forecasts for housing supply.

## Events

Throughout the year, HBF has organised several events to raise awareness of the key issues facing the industry. Alongside those events mentioned earlier in this report, these include:

- In March, HBF held a skills showcase in the Houses of Parliament which was attended by over 20 MPs and Lords from across the political spectrum, who were able to meet apprentices, trainees and graduates in the industry as well as representatives from a range of developers across the country.
- Following the general election, HBF hosted roundtable discussions for new and returning backbench Members of Parliament to help highlight the positive contribution that house building makes to communities and introduce MPs to the work of HBF
- At Labour Party Conference, HBF co-sponsored a reception with Prowgress and Left Foot Forward on Affordable Housing, during which Chief Executive Neil Jefferson spoke about the need for more new homes of all tenures and the home building industry's vital role in their delivery.
- At Conservative Party Conference, HBF partnered with Next Gen Tories to host a fringe event exploring how Britain can build the homes it needs. Chief Executive Neil Jefferson was joined on the panel by Jack Rankin MP and Alys Denby, City AM.



## Webinar series

HBF delivered a series of webinars in 2024 including webinars on BNG; a session on changes to the National Customer Satisfaction Survey and HBF Star Rating scheme; new build market insights; and water neutrality. Further webinars are planned throughout this year, and all are available to watch on demand on the HBF website.

## Equality, diversity and inclusion

HBF's Equality, Diversity and Inclusion (EDI) Group meets quarterly, working to increase the home building industry's adoption of policies that promote, attract and sustain a diverse and inclusive workforce. Back in June, the group was delighted to hold HBF's first EDI conference which brought together over 70 industry colleagues from across a range of occupations and seniority levels. The conference discussed the barriers to creating a more inclusive home building workforce and identified potential solutions. The conference will take place again this year.

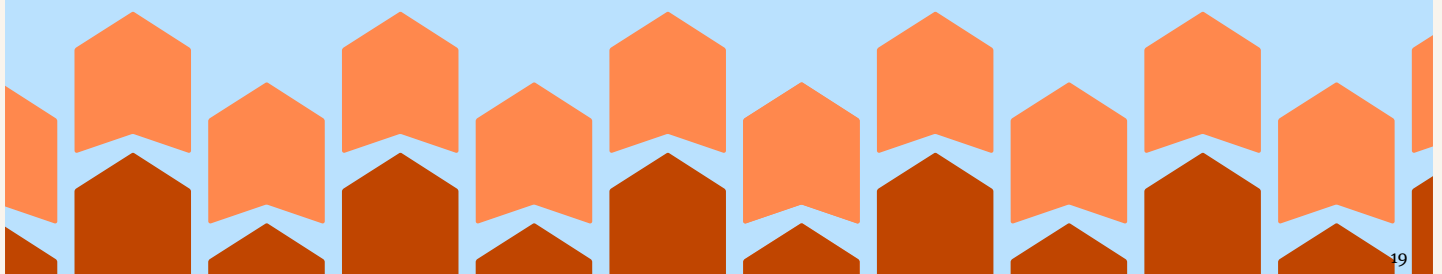
## Mental health

HBF produced a submission to the Labour Party's call for evidence on mental health and the action needed to lower suicide rates, informed by the views of HBF's Mental Health Group. The Government has committed to delivering a long-term cross-government strategy for mental health which will be informed by the evidence gathered during the consultation period.

Mental health training, delivered by the Lighthouse Construction Industry Charity, is also available for free for HBF members, targeted at SMEs and the supply chain. The training aims to encourage discussion around mental health and provide participants with the knowledge of basic mental health, signs and symptoms.



Mark White, Bargate Homes, 'From the Ground Up' campaign



## Rebranding and website updates

Since January last year, we have been improving our website to make it easier for members to access resources and key information, including a 'get started' page to increase the visibility of the membership benefits available to you and how to access them. All employees of member organisations can create a free online account, and we promote this within their organisations to ensure colleagues are benefitting from the knowledge, support and resources HBF membership provides.

Following research and development in 2024, in March this year, HBF released its new branding. The branding reflects the organisation we are today and our position as the confident, trusted and credible voice of the home building industry. We are asking members to phase out legacy assets and replace outdated materials with the new logo and branding.

## New Homes Week

In 2024, our New Homes Week campaign provided a platform for industry to come together to increase the visibility of new build benefits. Our central campaign was based around the theme 'Tomorrow awaits: Make it yours', tapping into the notion that moving home marks the beginning of an exciting new chapter in people's lives.

Our content focused on authentic voices, showcasing real homeowners and experts to help build consumer confidence. The campaign was delivered through a range of touch points and attracted more than 55 media stories with a potential audience of 58 million, and our digital campaign activity was seen around 4 million times. Importantly, we were able to secure a range of partnerships and support with credible consumer brands, including Rightmove, Zoopla and the Mortgage Advice Bureau. Our campaign ambassador, interiors and lifestyle influencer, Olivia Bowen's content focused on the broad benefits of new build homes. As well as fronting our media engagement, Olivia's social media content extended the reach of our messaging and successfully surfaced consumer advocates with more than 1,000 positive engagements.



Skills Reception 2024





New Homes Week “from the ground up initiative” campaign



Future Talent Conference 2024



# Skills

HBF has continued to work on a range of initiatives to attract new talent into the industry:

- We continue to work with the Construction Industry Training Board (CITB) to develop the homebuilding sector plans. CITB has invested £3m into the initiative for the next two years to support the development of on-site multi-skilled hubs, masterclasses and other initiatives.
- HBF's skills team has set up masterclasses to rectify quality issues identified during NHBC Inspections, funded by CITB. In total, 1,400 brickwork masterclasses have been delivered so far to over 12,800 bricklayers, including 269 masterclasses in 2024. 157 roofing sessions were also delivered to 821 roofers in 2024.
- The Partner A College workstream has been developed in response to the issues of attrition of Further Education (FE) full-time students. The aim is to increase employment opportunities and enable quicker transfers from FE courses into construction. Home builders and their supply chain will partner with FE colleges which have been identified as having a strong construction department.
- HBF has continued to deliver the Women into Home Building programme with our members after Women into Construction ceased trading last year. In 2024, 12 home builders engaged in the programme, with 45 women completing work placements, 155 women engaged and informed about careers, and 11 women securing employment.
- The HBF Future Talent Conference 2024 took place at Wyboston Lakes in March 2024, with 29 organisations represented and 107 delegates attending. The event featured interactive workshops for delegates focussing on trending areas including biodiversity net gain implementation and reputation management.
- The skills team and Go Construct have created a regular programme of ambassador onboarding sessions to encourage employers and their employees to get involved in the HBF/Go Construct STEM Ambassador Network. Four sessions were hosted in 2024.
- HBF joined 20 other exhibitors - from national housebuilders and suppliers to regional and SME businesses - at Haydock Park Racecourse for their third annual North West home building careers event in September. Over 250 students from schools and colleges in the area came along to hear about opportunities and pathways into the industry.
- 1,746 visitor cards were issued in 2024, bringing the total to over 10,000.
- A team of dedicated CITB Advisors are working with six of the major home builders to support their supply chains in recruiting, training and retaining their apprentices. In 2024, the New Entrant Support (NEST) team engaged 316 subcontractors and created 102 new apprenticeships.
- Our team has engaged with Skills England and responded to various consultations and inquiries on skills. These submissions have highlighted what the industry needs to close the skills gap in the years ahead.





# HBF Wales

## Planning and technical

HBF made representations at LDP examinations throughout the year on behalf of the industry and responded to several Welsh Government consultations. This included November's Welsh Government consultation aimed at improving the resilience and performance of planning services. We also highlighted ongoing resource and capacity issues within LPAs in a joint letter sent by HBF and RTPI Cymru to the Cabinet Secretaries for Housing and Planning last year.

Delays caused by SuDS Approving Bodies (SABs) continue to be a significant issue. HBF is in ongoing discussions with Welsh Government officials and the new Cabinet Secretary for Climate Change and Rural Affairs, Huw Irranca-Davies MS, about these delays. We also attend the SuDS Community of Practice meeting held quarterly. Unfortunately, little progress has been made thus far on the necessary changes to the system to help speed up decisions, and this remains a key priority in 2025. A recent meeting with the Welsh Local Government Association (WLGA) on the issue was more positive. HBF has also participated in high-level discussions around phosphates, attending Welsh Government summits held every six months and planning subgroups that meet bi-monthly.

Another area of focus last year was building safety and the various updates to Building Regulations. In March, the Welsh Government confirmed that the Building Safety (Wales) Bill would go significantly further than the Building Safety Act in England, extending its scope to all multi-occupied residential buildings, regardless of height. HBF has been actively engaged with the Welsh Government on the Bill's proposals and responded to consultations on changes to Building Regulations, including Parts S and B.

## Policy and research

2024 saw significant political changes in Wales, with three different First Ministers and two Cabinet Secretaries for Housing. Despite the political churn, HBF continues to engage constructively to increase awareness of the major barriers to housing delivery, and this engagement has put us in a good position in the run-up to the 2026 Senedd elections.

Our engagement in 2024 included meetings with the new Cabinet Secretaries for Housing and Planning, and participation in the Welsh Government's 'Affordable Housing deep dive' taskforce. HBF also worked closely with Members of the Senedd (MSs) throughout the year, contributing to various Senedd Housing Committee and Senedd Finance Committee consultations; maintaining communication through our regular Parliamentary Newsletter; and engaging with housing spokespeople from opposition parties.

Furthermore, HBF strongly advocated for the extension of Help to Buy Wales in 2024, and we are pleased that the Welsh Government has now confirmed that this vital support for the industry and first-time buyers will be continued until September 2026. To this end, HBF released research in September outlining the success and impact of Help to Buy Wales. HBF also engaged with ministers and the Senedd Finance Committee to call for the scheme's extension, and we regularly participate in the Welsh Government's Help to Buy Wales subgroup.

Our team produced several other reports and resources to support our messaging in Wales in 2024. This included research on unspent developer contributions and the economic and social footprint of the industry in Wales, as well as opinion pieces on LPA capacity in Wales and issues with Local Development Plan (LDP) adoption. Members also have access to HBF's key messages resources, which outline the latest Government statistics and industry messages in Wales.







**Katherine Ryan, housebuilder  
awards 2024**

# Housebuilder media

2024 proved to be another successful year for Housebuilder Media, which delivered its full range of successful events and awards as well as Housebuilder magazine and an online digital offering.

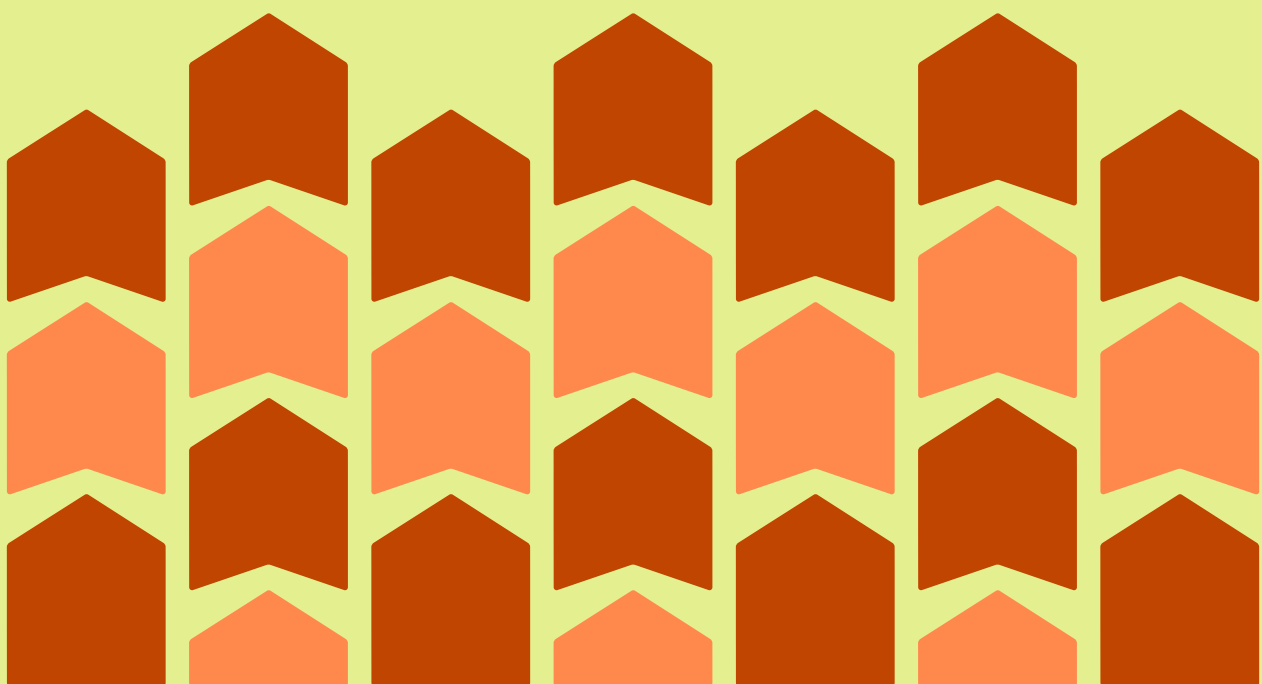
Throughout the year HBM continued to provide vital information to the home building industry while creating opportunities for the industry to come together to network, learn and celebrate. The company benefits from a unique position at the heart of the industry through its ownership by HBF and special partnership with NHBC.

The major events of the year fared well, starting in the spring with the successful HBF Policy Conference, AGM and Midlands dinner. The HBF Planning and Technical Conferences, Wales Conference, and HMI followed in the autumn. The Housebuilder Awards in October were also well-attended and a huge success.

Housebuilder magazine is published physically and digitally throughout the year, distributed every month to its comprehensive readership cohort and providing unrivalled coverage of the many issues affecting the housebuilding industry. Despite the ongoing uncertainty in the industry, there continues to be strong demand, and advertising also picked up the pace from the spring.

## HBM'S TEAM

- Ben Roskrow, Publishing director
- Helen Board, Business manager
- Rob Houghton, Sales manager
- Kellie Kent, Events manager
- Suzie Mayes, Deputy editor
- Lisa Sweeney, Deputy events manager
- Ruth Greenwood, Team administrator



# HBF

Home  
Builders  
Federation

The Home Builders Federation (HBF) is the representative body of the home building industry in England and Wales. The HBF's member firms account for some 80% of all new homes built in England and Wales in any one year, and include companies of all sizes, ranging from multi-national, household names through regionally based businesses to small local companies.

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