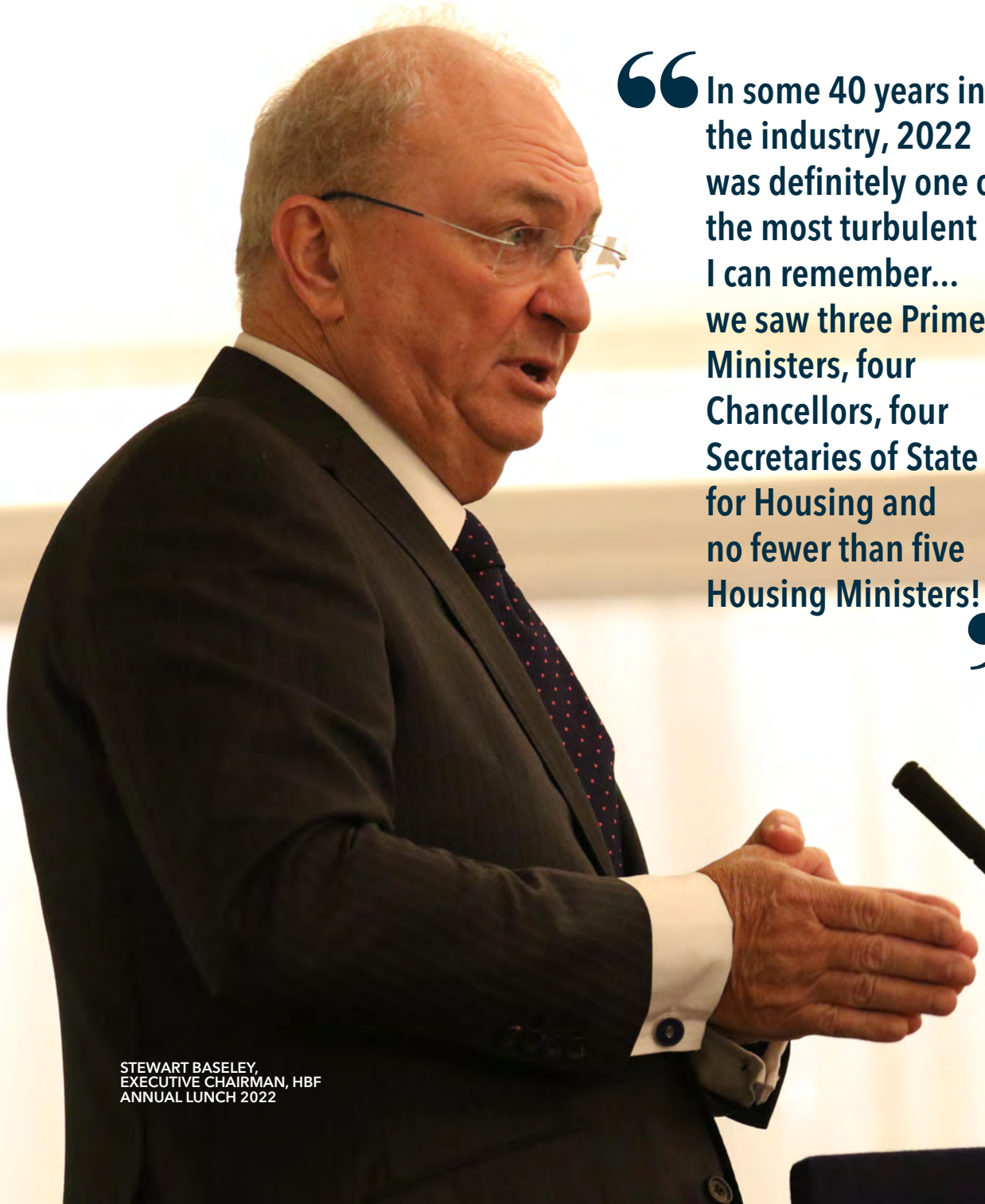


2022

ANNUAL REPORT



FOREWORD



STEWART BASELEY,
EXECUTIVE CHAIRMAN, HBF
ANNUAL LUNCH 2022

“ In some 40 years in the industry, 2022 was definitely one of the most turbulent I can remember... we saw three Prime Ministers, four Chancellors, four Secretaries of State for Housing and no fewer than five Housing Ministers!

”

EXECUTIVE CHAIRMAN'S FOREWORD

It would be impossible to try and recount all of the events of last year in the introduction to this annual report. In some 40 years in the industry, 2022 was definitely one of the most turbulent I can remember, with a whole host of geopolitical and economic issues, as well as many industry-specific challenges. If that wasn't enough, we saw three Prime Ministers, four Chancellors, four Secretaries of State for Housing and no fewer than five Housing Ministers!

2023 has got off to an extremely busy start, and we are already seeing the impacts rising interest rates and reduced mortgage product availability are having on buyer sentiment. I know members quite rightly are concerned about what this year holds, but ultimately, we should always remember that whilst economic cycles come and go, the fundamentals of housing demand don't change. People will always need homes and the role of our industry will always be vital because we provide people with communities where they live, work and raise their families.

I'm sure it will come as no surprise that building safety, nutrient neutrality and planning dominated our work throughout 2022.

The year kicked off with a major announcement from the Housing Secretary on building safety, and the conversations through the year and beyond as we negotiated the terms of the contract to remediate buildings affected by life critical fire safety issues.

More than one year on, the contract was published by DLUHC at the end of January 2023, which will see over £2.5 billion committed by signatories for remedial works. Although the contract is finalised, our work on this subject is far from over as the Government published the consultation on the Building Safety Levy just before Christmas, which will seek a further £3 billion over 10 years from a wider range of UK home builders including those already making substantial contributions.

This is additional to the Corporation Tax surcharge that the largest UK home builders are already paying which will extract £2.5bn out of the industry over the next decade and came into force on 1st April last year.

The new year has also brought with it a Competition and Markets Authority market study into the housebuilding industry following a letter from Michael Gove in December. Prior to this confirmation, I wrote to the CMA, welcoming a study, as an independent analysis of the policy and regulatory regime the industry has to work within should provide a platform for us to highlight the constraints on delivery, particularly for SME builders. The study has begun with a consultation from the CMA, to which HBF has submitted our response.

The issues around nutrient neutrality developed throughout 2022 due to a significant number of additional local authorities being drawn into the requirements in the spring, and the number of homes being held by this and other interventions by Natural England reaching around 150,000. The announcements from Defra on nutrient neutrality are far from satisfactory and fall well short of providing any immediate solution. Although some schemes are working for larger sites, there are still many businesses affected by this, and it remains a priority for us into 2023.

The complexities of the planning process have continued to cause issues for members of all sizes and things look to get tougher still as the reforms become ever more political, evidenced by concessions made by the Government to the backbencher group led by Theresa Villiers towards the end of 2022 and the publication of the NPPF consultation just before Christmas.

Of course, these are not the only areas we worked on over the course of 2022, and great progress

was made on quality, with the launch of the New Homes Quality Code and New Homes Ombudsman Service, and the successful rollout of Deposit Unlock which I am sure will prove increasingly important now that Help to Buy is finishing.

In addition, multiple new building regulations came into force during the year which members worked hard to prepare for and mark a significant step on the road towards net zero.

We have also continued our work on important initiatives around mental health, diversity and inclusion and skills, as well as continuing to contribute to relevant task forces and other industry groups. An overview of our work throughout the year can be read below and for any further detail, please get in touch with me or any member of the team.

I would like to take this opportunity to thank all our members for their ongoing support, our board of directors for their wise counsel and my colleagues, who despite much disruption, ensured we could continue to effectively represent the industry through another extremely challenging year.

I must also pay thanks to Andrew Whitaker, who retired as Planning Director last year after 27 years leading the HBF on planning matters and delivering invaluable advice to our members.

I was very sorry to hear that Roger Humber, former HBF CEO, passed away in September 2022 at the age of 79. Roger worked for HBF for nearly 25 years, first as a Planning Officer before becoming CEO from 1979-1999. He had retired from HBF to spend more time with his family but continued to work in the industry as a housing and planning consultant.



Stewart Baseley
Executive Chairman, HBF

housebuilder



TRICONNEX



ZOOPLA



Housing
Market
Intelligence



HMI CONFERENCE 2022



LUCY FRAZER MP, THEN HOUSING MINISTER AT
THE NHOB LAUNCH 2022

HBF COMMITTEES

HBF's committees reflect the day-to-day work of the in-house policy team. They provide invaluable member feedback on issues or policy implementation that helps to inform HBF in its discussions with ministers, officials and stakeholders or for industry responses to consultations. HBF is extremely grateful to the people who give their time for committee meetings and especially to the Chairs.

MEET THE TEAM

In 2022, there were a number of changes to HBF team.

Following the retirement of Andrew Whitaker, Sam Stafford joined as Planning Director in July.

Hannah Gillman also joined HBF in July, as Executive Assistant, and has now joined the communications team as Communications and Campaigns Assistant.. Stephanie Calder joined to replace Hannah as Executive Assistant.

Rianna Fry came on board as Head of Communications in October, with a particular focus on our digital communications.

Catherine Bullough joined the Skills Partnership just before Christmas, replacing Sara Cartin who moved to a role at NHBC.

At the start of 2023, David O'Leary and Steve Turner were made Executive Directors of HBF and joined the HBF Board.

In early 2023, Rhodri Williams joined HBF as Technical Director, replacing Kieran Walker who moved to a role at a housebuilder.

Rachel Danemann also joined us in the new year as part of the regional planning team, following the retirement of Sue Green in 2022.

Stewart Baseley, Executive Chairman

Mark Behrendt, Planning Manager (London & Southern)

Catherine Bullough, Project and Relationship Manager, Skills Partnership

Stephanie Calder, Executive Assistant

Rachel Danemann, Planning Manager (Midlands & South West)

Rianna Fry, Head of Communications

Hannah Gillman, Communications and Campaigns Assistant

Joanne Harding, Planning Manager (North East/West & Yorkshire)

Mark Harris, Planning & Policy Advisor for Wales

Jenny Herdman, Director, Skills Partnership

Tracey Hill, Project & Contract Manager, Skills Partnership

Razia Iqbal, Senior Bookkeeper

Neil Jefferson, Managing Director

Laura Markus, Policy and External Affairs Manager

Marian Macdonald, Office Manager & PA

Rachel Myers, Membership Manager

David O'Leary, Executive Director – Policy and External Affairs

Deena Shaw, Project Co-ordinator, Skills Partnership

John Slaughter, Director of External Affairs

Sam Stafford, Planning Director

James Stevens, Director for Cities

Lynda Tahri, Head of Communications, Skills Partnership

Mark Thackstone, Finance Director

Emma Ramell, Head of Policy and External Affairs

Steve Turner, Executive Director - Communications

Rhodri Williams, Technical Director

Catherine Wilson, IT & Digital Manager

2022 also saw changes to the HBF Board, with Jennie Daly and Katy Jordan joining in the summer.

2022



GOVERNMENT CHANGES

Throughout 2022 and the five Housing Ministers, four Housing Secretaries (one twice), and three Prime Ministers that were in post during the year, we continued to engage closely with relevant ministerial teams and officials. The turbulence surrounding the political changes has followed us into 2023, with another change of Housing Minister in the first few weeks of the year. Rachel Maclean is the sixth MP to hold the position within 12 months and 15th since the Conservatives came into Government in 2010. We have met with the new minister and hopefully she will be in post long enough to get to grips with the issues facing the industry.

While for most of his tenure the Housing Secretary Michael Gove has seemed only focussed on the building safety agenda, we are finally getting some traction with other ministers and officials in the Department and also in Treasury and Number 10. These relationships, and our wider well-developed links into Government and other stakeholder bodies, will hopefully allow us to influence and shape thinking on issues relevant to the industry.

BUILDING SAFETY

From the first announcement by the Government via the BBC in January 2022, that it intended to force UK housebuilders to pay to remediate all the buildings impacted by the building safety crisis, the issue dominated the entirety of 2022. HBF continued to progress with DLUHC and on behalf of its members to try and ensure that the longform documentation underpinning the Building Safety Pledge adequately reflects the principles subscribed to by signatory companies when the Pledge was announced in April.

Since receiving the first draft of the longform contract in July, HBF continued to engage with officials at DLUHC on the wording and commitments contained in the contract. The final version of the contract was published in January 2023, and the majority of signatories to the Pledge had signed the contract by the Government's deadline of 13 March 2023.

All of our briefings and available correspondence on this issue throughout the year can be read on the [HBF website](#).

The Government also recently announced the terms of the consultation on the Building Safety Levy.

Through our [submission](#) to the consultation, we have stressed that Government should be looking for contributions from other parties before, again, placing another tax in UK businesses and will continue to communicate the proportionality of the proposal and the potential implications of the Levy, particularly on the supply of affordable homes.

LURB & PLANNING REFORM

Throughout all the political changes in 2022, the direction of planning reform has also changed directions multiple times. As things currently stand, the Levelling Up and Regeneration Bill (LURB) is continuing to progress through the legislative process. However, some major changes have been made since it was first introduced earlier in 2022, as announced in a Written Ministerial Statement in December 2022:

- Following pressure from a group of Conservative MPs led by Theresa Villiers, the method for calculating local housing need figures will remain, but the Government will consult on changes and the numbers will be an advisory starting point, rather than mandatory.
- There will be no obligation on local authorities to maintain a rolling five-year supply of land for housing where their plans are up-to-date.
- The Government will consult on two further measures related to build out rates, building on what is already in the Bill. These are:
 - » allowing local planning authorities to refuse planning applications from developers who have built slowly in the past.
 - » making sure that local authorities who permission land are not punished under the housing delivery test when it is developers who are not building.

Just before Christmas, DLUHC published the consultation on changes to the NPPF.

Our response can be read on the HBF website.

Prior to this and ahead of Autumn Statement, we wrote to the OBR, highlighting the impact on housing supply and economic

activity that scrapping housing targets may have. The letter was featured in an article in The Telegraph, both [online](#) and print.

We have remained close to the progression of the LURB and have taken every opportunity to communicate the industry's challenges with the current process and proposed changes, including through a submission to the Bill Committee consultation. Our response can be read on the [HBF website](#).

HBF and the LPDF also recently invited Turley to offer a view on constructing locally derived assessments of housing need within a framework of a simple and proportionate minimum baseline that reflects a need to boost the delivery of new homes. That paper, which is hoped will form the basis of onward discussions with DLUHC, can be viewed on the [HBF website](#).

More on the debate surrounding planning reform can be read in our monthly planning bulletins, the latest version of which can be read on the [HBF website](#).

If you would like to be added to this distribution list, please email info@hbf.co.uk.

NUTRIENT NEUTRALITY

The issues surrounding nutrient neutrality were another major focus for HBF during the year. Despite multiple announcements from Defra throughout 2022, we are not satisfied that any of these will unlock the moratorium on house building that currently exists, and are continuing to communicate this to Government. Our briefing on the most recent announcement, made in November, can be read [on the HBF website](#).

We met with several political figures and other relevant individuals to discuss how to resolve the nutrients deadlock. HBF is working on a proposal to government to lift the embargo on housebuilding in the areas affected which encourages a more proportionate approach from Natural England. We also wrote to the Chief Planner in August seeking an extension to the life of planning permissions affected by the nutrient neutrality issue. We have not yet had a response.

To further highlight all the issues surrounding nutrient neutrality requirements, we worked with Lichfields on the production of two reports. The [first](#) looked at the economic impact of the delays to housing delivery and the [second](#) analysed the methods used by Natural England to determine the amount of nutrient related pollution generated by new housing development, finding that it significantly overestimates the contribution of the industry.

Since the start of 2023, we have had good engagement with the Government on this issue, attending a meeting with Number 10 and hosting a roundtable which was attended by representatives from Natural England, Number 10, DLUHC and Defra. We also welcomed the fact that the issue was covered in the Budget, although again, the proposed interventions fell some way short of delivering the speedy solutions the scale of the issue requires. Following that we published a further report containing proposed solutions that we felt more effective, and we have shared those with stakeholders.

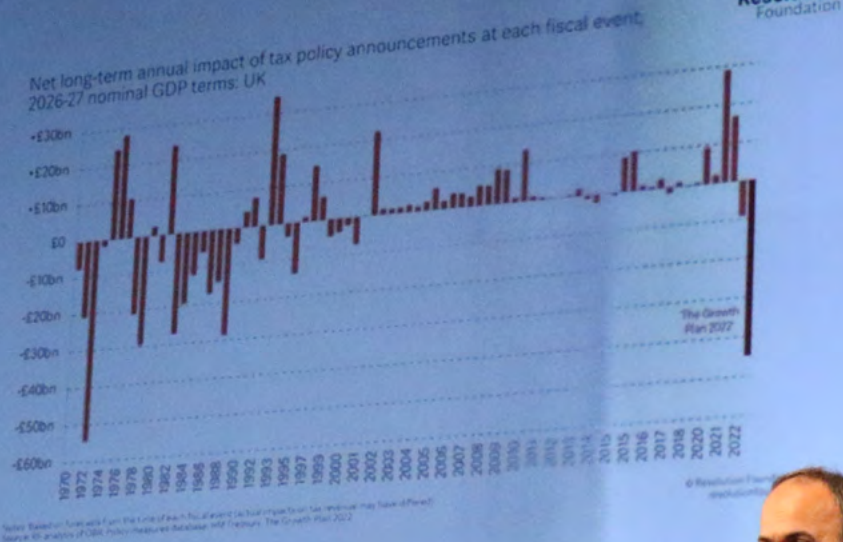
WATER NEUTRALITY

Throughout 2022, we were aware of members in certain regions facing delays due to issues relating to water neutrality and the protection of certain species of snail. Over the autumn, HBF and a number of affected developers attended a forum held by Southern Water. The result was disappointing, as Southern Water remain fixed on the concept that they will need to wait until 2025 before they are able to confirm whether indeed the process of abstraction is adversely impacting the protected species of snail in this area. We will continue to raise this issue in our communications with Government to try and agree on a more appropriate and proportionate solution.

LOCAL PLANS

HBF has continued to make representations at Local Plan consultations, including Places for Everyone in Greater Manchester, the East Midlands Devolution Deal and the Barnet Local Plan. More detail on our most recent activity in local plans can be read in our [monthly planning bulletin](#). For more detail on these, please get in touch with Sam Stafford, sam.stafford@hbf.co.uk.

The new government has slashed taxes



“Lower taxes lead to economic growth, there’s no doubt in my mind about that”

Liz Truss



RT HON GAVIN BARWELL
HMI CONFERENCE 2022



usebuilder



NEIL JEFFERSON, MANAGING DIRECTOR,
HBF POLICY CONFERENCE 2022

HELP TO BUY

With the Help to Buy Scheme beginning to wind down in the Autumn of 2022, HBF worked closely with the Government on securing an extension to the practical completion deadline. In December 2022, then Housing Minister Lucy Frazer wrote to us, confirming that the deadline will be extended by one month, to 31 January 2023.

At the start of 2023, the practical completion deadline was extended again, to 17 March. There was then a further extension for some plots, to 28 April 2023.

We also continue to emphasise the point that the scheme has been withdrawn at the point it is most needed since its inception highlighting that it is the first time in decades there has been no Government support scheme in place for the purchasers of new build homes.

DEPOSIT UNLOCK

Deposit Unlock has continued to expand throughout 2022, with over 30 HBF members now signed up to the scheme and more in the pipeline, along with three lenders as Accord Mortgages (Yorkshire Building Society) joined Nationwide and Newcastle Building Society. We expect to bring on board more lenders through the course of 2023.

An updated list of participating organisations can be found on the [HBF website](#).

NEW HOMES QUALITY BOARD

2022 saw the first builders activate under the new arrangements of the New Homes Quality Board (NHQB) with the launch of the New Homes Quality Code and New Homes Ombudsman Service (NHOS). The autumn saw parliamentary launches in Cardiff, Edinburgh and Westminster and there are now around 200 developers registered and working with the NHQB to ready themselves to follow the first builders to go live. The scheme will initially cover England, Wales and Scotland, and ultimately the whole of the UK.

Government has not yet revealed how it will use the powers in the Building Safety Act to put a statutory NHOS in place, but the support of ministers at the launches suggests they are satisfied that the NHQB's proposals will deliver the required objectives.

The launch follows years of work for HBF, our members and other relevant stakeholders and we continue to support the NHQB and members to ensure the proposals remain workable for industry. More can be read in the NHQB's latest update, available on their [website](#).

CUSTOMER SATISFACTION SURVEY

In March 2022, the Customer Satisfaction Survey results were published, finding that 91% of new build home buyers would 'recommend their builder to a friend', the third successive year that the industry has upheld a score of 90% or above. Additionally, 90% of those surveyed also said they would buy a new build home again, with 85% saying they would buy from their same builder again in the future. The industry achieved a Net Promoter Score of 42. March 2023 saw us publish the latest set of scores, that again saw over 90% of the industry's customers 'recommending' their builder.

We continue to work with Ipsos Mori and NHBC on a review of the industry customer satisfaction survey star rating process. We will be contacting members about this in the coming months.

RETIREMENT HOUSING

At the end of 2021 and start of 2022 we continued and concluded work with members to seek an improved transitional arrangement for the phasing out of ground rents for retirement developments under the Government's Leasehold Reform (Ground Rent) Bill. Despite significant engagement with and support from a number of parliamentarians, however, the Government was unwilling to change the provisions of the Bill.

We gave evidence to the APPG for Housing and Care for Older People's inquiry into shared ownership for older people.

We sought to engage with successive Housing Ministers and officials through the year to ensure the HBF could be fully involved in the important work of the planned Government Taskforce on Older People's Housing. Due to a succession of new Housing Ministers and the wider political uncertainty affecting Government, however, the Taskforce is yet to be fully launched and this is now likely to happen during 2023.

In connection with preparations for the Taskforce, we have also sought to work more closely with other bodies in the field of housing for older people, including the Retirement Housing Group. Our aim will be to ensure consistency in inputs to the Taskforce's work as far as possible.

CONSTRUCTION LEADERSHIP COUNCIL

HBF has continued to sit on various CLC Task Forces focusing on issues relevant to our members, including product availability and net zero, to ensure the wider industry is aligned in our approach to these issues.

MENTAL HEALTH

Mental health awareness has continued to be a significant focus for HBF this year. In particular, we have focused on breaking down the stigma around mental illness to encourage more people to seek help if needed. To this end, in June HBF [wrote to the Mail](#) on Sunday to express concerns about the disparaging language used in an article to describe builders who openly discussed their feelings.

HBF's Mental Health Group has also met numerous times this year and participated in a survey to establish the industry's progress in increasing mental health awareness since the launch of our campaign in 2019. The results are available to read on our [website](#).

Increasing the reach of our campaign to SMEs and supply chains is a key ambition for HBF. Throughout 2022, with the support of the Lighthouse Club charity, hundreds of free places on mental health awareness training courses have been made available for SMEs and the supply chain in the home building sector.

2023 looks set to be another important year for the campaign, starting with our awareness raising reception which was held in the Houses of Parliament in February. Around 40 industry representatives and 15 MPs attended and discussed the issues facing the industry in terms of mental health.





GRÁINNE GILMORE, HOUSING RESEARCH EXPERT
HMI CONFERENCE 2022

TECHNICAL &

BUILDING REGULATIONS

2022 was a busy year for building regulations, with multiple changes coming into force throughout the course of the year.

PART B

Changes to Part B came into effect in the summer relating to fire, including the ban on combustible materials and further requirements that set out requirements for emergency egress. The Building Safety Act, which gained Royal Assent in April 2022, also introduces the Building Safety Regulator.

Aside from the work relating to the Building Safety Pledge, two consultations relating to the new building control regime closed in October and we expect to hear the Government's response imminently. We will work to ensure any new arrangements are implementable for our members.

PART L, F, O AND S

Parts L, F, O and S all came into effect in June 2022 and, while the industry had worked to ensure that it was prepared for the new regulations, the required SAP software for implementing Part L was not only delivered late but also full of glitches too, this was communicated to the relevant ministers and officials and explained the impact this was having on housing supply.

SAP has been further revised following its initial release and an updated package was released in mid-October, which now appears to have resolved the majority of issues, albeit industry has lost three months of a twelve-month transitional period in which to prepare for new regulations.

We still await confirmation for the date that the Future Homes Standard (FHS) consultation will be launched. DLUHC have suggested that they will be setting out their proposals to ensure a more successful introduction and incorporation of SAP 11 for the implementation of the FHS to ensure an earlier 'roll out' of usable tools.

PART J

Approved Document Part J was updated over the Summer and on 1 October new requirements for carbon monoxide detectors were made mandatory by DLUHC. The changes are considered minor and a small overreach of what was previously required under Part J. However, the transitional period is only three months.

PART R

The regulations under Approved Document Part R came into force on 26 December 2022 with a 12-month transitional period which will be served on a site by site/phase by phase basis.

PART M

There are intentions to update Part M - Accessibility in all new homes. The previously published consultation response is available on the [HBF website](#), but a further Building Regulations Advisory Committee (BRAC) [something missing here] review is currently underway which includes HBF members. It is working to formulate further detail regarding these proposed changes and a secondary consultation is expected in Spring 2023.

ENVIRONMENT

OFWAT PR24 CONSULTATION

HBF submitted a response to the Ofwat PR24 consultation, which strongly challenged some of the proposals in the consultation document, particularly around the responsibilities of water companies and nutrient mitigation.

Ofwat has now published a Water and Waste Water Expenditure Report, looking at all UK water companies and their performance in relation to leakage, satisfaction and pollution. It found that many water companies are underperforming in pollution control measures and investment in WWTW.

Our response can be read on the [HBF website](#).

HEALTH AND SAFETY

Following the retirement of Don O Sullivan as Health and Safety Executive Sponsor, the group now has a new Executive Sponsor - Dean Finch, CEO Persimmon Homes. The group is working with Dean on its forward strategy and objectives through 2023.

The online platform collecting RIDDOR data has been available for members since October 2022.

FUTURE HOMES HUB

The work of the Future Homes Hub grew significantly during 2022 and is supporting the industry in all the changes needed to work towards environmental targets.

David Thomas, CEO of Barratt Developments, was appointed as Chair of the Future Homes Hub in 2022.

A task group has been set up following a request from DLUHC for the Hub to review the implications of delivering the range of technical options for low carbon homes at scale in implementing the Future Homes Standard. The Hub's analysis and report to DLUHC will inform the Government's expected 2023 consultation on the FHS.

Elsewhere, the Hub has completed a draft plan of action for the sector to prepare during 2023-6 for mainstream measurement and benchmarking of whole life (embodied) carbon and is undertaking work to inform the Government's water efficiency roadmap for developers to be included in the updated version of the Government's 25-year Environment Plan in early 2023.

More on the work of the Hub can be found on their [website](#) and in [November's Chairman's Update](#).

SKILLS

The Home Building Skills Partnership (HBSP) continued to work on a range of initiatives to attract new talent into the industry:

- HBSP and Women into Construction (WiC) have collaborated with a group of 12 members to develop a programme to recruit female Assistant/Site Managers. The programme aims to deliver three projects in 2023 to support 45 women and achieve a recruitment target of more than 50%.
- The HBSP Team joined 15 homebuilders, NHBC, CITB and other local strategic partners at an event hosted by the Trustees of the racecourse to promote careers in the industry to school and college students in the North West. 300+ local students attended the careers fair and were given the opportunity to get a taste for home building from some of the biggest names in the industry.
- The HBF Mental Health Awareness Group, working in collaboration with the Lighthouse Club, filled 134 funded training places with representatives from SMEs and the supply chain about raising awareness on mental health in the home building sector.
- The Future Talent Network has continued to create content on relevant topics. We are currently in the process of reviewing the operations of the FTN and have recently sent members a survey to help inform the future direction.
- The Department for Work and Pensions Kickstart programme came to a close at the end of September. HBF supported 12 employers who recruited 40 young people into roles and subsequently offered 18 permanent employment opportunities.
- We are working with The School Outreach Company (TSOC) to promote home building careers to school pupils across England. The project will be delivered over the 2022/23 academic year. The focus is on pupils in secondary schools identified in the Government's social mobility cold spots. 1,000+ schools have been selected.
- We continue to work with the employer representative bodies designated by the Government for the Local Skills Improvement Plans, to ensure our members have an opportunity to join workshops and input into surveys.
- HBF has been awarded a further 155 sessions by CITB for the Brickwork Masterclass. So far an additional 43 sessions have been delivered to 357 delegates and a further 50 bookings are scheduled to take place over the next couple of months increasing the number of bricklayers trained to over 9,000.
- We have continued to encourage the purchase and use of the virtual Homebuilding Site Visitor Card. Currently over 5,000 have been successfully purchased.
- The HBSP publishes a regular newsletter, the most recent of which can be read on the [HBF website](#).

For any more information on any of these initiatives, please visit the HBSP website or get in touch at :

skillspartnership@hbf.co.uk.



GET INTO HOME BUILDING

light up your street

passionate about
working with us

l do, a



The voice of the home
building industry

Lee Rowley MP

Stewart Baseley

Henry Hill

Natalie Elphicke MP

CONSERVATIVE PARTY CONFERENCE
HBF FRINGE EVENT 2022

conservative

PARTY CONFERENCES

The focus of our events at Party Conferences in 2022 was reversing the decline of SME home builders and each discussion featured expert speakers and lively debate.

At the Labour Conference in Liverpool, audiences heard from HBF Managing Director, Neil Jefferson, SME Developer, Katy Jordan, and Tom Copley, Deputy Mayor of London for Housing and Residential Development.

The following week the Conservative Party conference was held in Birmingham and alongside HBF Executive Chairman Stewart Baseley, panellists included then Housing Minister, Lee Rowley, Thakeham CEO, Rob Boughton and former NHQB Chair, Natalie Elphicke MP.

Both events were very well attended and covered a range of issues including planning, development finance, bureaucracy and specific Government policies such as the forthcoming Investment Zones.

It also provided HBF with a further opportunity to put before policymakers, councillors and other stakeholders the measures needed to help SME developers overcome the barriers to growth.

PARLIAMENTARY ENGAGEMENT

We continued to engage both proactively and reactively with parliamentarians throughout the year. The ongoing economic difficulties and exacerbation of the industry specific issues such as planning and nutrients means that it's more important than ever to reach out to MPs and Peers across the political spectrum and highlight the benefits that developers are providing at both a local and national level.

As part of this engagement, we produced a number of briefings for Parliamentarians on a range of topics including housing supply, energy efficiency and mental health awareness to help inform debate and discussion on house building. We have also been tracking the questions raised in Parliament and writing to those with an interest in areas related to housing. We have also continued to attend and engage with APPG meetings and consultations, where relevant to the industry.

We have also continued to issue our parliamentary newsletter. This is a quarterly communication for MPs and Peers to provide them with examples of recent industry activities, information on the challenges facing the sector and HBF's policy work and campaigns, the latest edition of which can be read on the [HBF website](#).

DIVERSITY AND INCLUSION

HBF's Diversity and Inclusion Group had an active year under its new Chair, Madi Pilgrim of Persimmon Homes. The Group completed its first benchmarking exercise of the home building industry's workforce which found that just 8% of people employed in trades/on-site roles are female. The survey will run again in 2023 and will help shape the Group's efforts to increase the diversity and inclusivity of the workforce. The Group has also shared best practice on a number of issues, including reverse mentoring and menopause awareness in the workplace. For further information or to join the Group, please contact emma.ramell@hbf.co.uk.

ENGAGEMENT

MEDIA

Throughout 2022, HBF continued to represent the industry in the media across a wide range of issues. We provided numerous briefings and quotes on a broad variety of issues to ensure the industry perspective is considered. We also undertook a large number of broadcast interviews for national/local radio and TV. Issues have included planning, building safety, Help to Buy and skills.

HBF appeared on Countryfile, to represent the industry on the issues of water neutrality. David O'Leary also appeared on a Panorama episode on the impact of the growing number of data centres, highlighting the issues that homebuilders were facing due to electricity capacity problems in West London.



On a more proactive front, we issue regular press releases to generate some positive media around reports we published or Government announcements such as the housing numbers.

NEW HOMES WEEK 2022

We celebrated the return of New Homes Week in 2022 by launching a redesigned website and a weeklong campaign to promote the benefits of new build homes.

This was supported by two pieces of research – the first being the HBF 'Greener, Cleaner, Cheaper' report, highlighting the energy efficiency of new builds compared to older homes.

The second being a piece of research undertaken specifically for New Homes Week. 'Location, location, insulation' discovered just how important sustainability is to new home owners, and how it effects their decision-making when buying a home.

New Homes Week took on an important theme for each day of the week, including sustainability and incentives to buy, allowing us to share information on different elements of a new build home. This was supported by some of our members who supplied blogs about each theme, and we also sourced micro-influencers who created content for us too, by taking a tour of a show home and sharing videos of their visits on their social media pages.

The New Homes Week social media pages shared a range of content, including blogs by members, case studies from members, infographics, images and video.

The campaign got some good media coverage and was a great success on social media. We will continue to post news on the refreshed New-Homes website to further encourage engagement from the public.

REPORTS

HBF published reports throughout the year to inform our communications to Government and highlight both the opportunities and challenges the industry faces. Among this year's reports were 'Watt a Save', which analysed the financial and environmental benefits of new build vs existing properties, and 'Building homes in a changing business environment', which identified the cumulative cost and impact of 12 new taxes, levies and regulations facing the industry in the coming years.

All reports can be read on the [HBF website](#).



MEDIA & CAMPAIGNS



BUKKY BIRD, GROUP SUSTAINABILITY DIRECTOR,
BARRATT DEVELOPMENTS
HMI CONFERENCE 2022

WALES

We have continued to engage with the Welsh Government at various levels on a range of policies that have an impact on our industry and have responded to a wide range of consultations relating to both Planning and Building Regulations.

Throughout the year, building safety and phosphates continued to be the main issues in Wales. Following months of conversations and negotiations, the Welsh Building Safety Pact was signed and published by affected members in October, and the early part of 2023 has seen the legal documentation confirmed. However, the Welsh Government are dealing with the remediation in a different way to England and, following a call for affected buildings to be identified, are now in the process surveying of all buildings which may have 'life-critical fire-safety' issues. The other main difference is that the Building Safety Fund does not cover Wales. In terms of future new buildings, the Welsh Government continues to work alongside the UK Government to bring forward new building safety legislation. We will continue to work closely with the Government as the legislation progresses and will keep members updated of any significant developments.

Progress remains slow on finding a solution to the issues members are experiencing around phosphate neutrality requirements. However, HBF remains engaged in several regular meetings, including the Welsh Government Oversight group and the Planning subgroup and there

remains a joint effort to find a sustainable solution.

Following the Phosphate Summit at the Royal Welsh Show in July, which HBF attended, the Welsh Government issued a statement identifying eight areas of work.

1. Nutrient Management Boards and fit for purpose governance and oversight arrangements.
2. Enabling nature-based solutions.
3. Identify and implement appropriate short-term measures.
4. An all-Wales nutrient calculator.
5. A consolidated 'menu' of potential mitigating actions and interventions.
6. Catchment consenting.
7. A platform for nutrient offsetting and exploring potential for nutrient trading.
8. A long-term roadmap supported by an action plan.

The new year has seen some more progress in this area, with the Welsh Government announcing a more detailed action plan to reduce river pollution from nutrients in March. We will continue to work with the Government and members on short term solutions which can allow development to start in advance on WwTW improvement works.

The New Homes Quality Board also officially launched, with an event at the Senedd in Cardiff, and it has been great to see the hard work of the industry come to fruition.

Speaking at the event, Mark Harris, Policy and Planning Advisor at HBF said:

"The new requirements are incredibly challenging for our industry. Housebuilders have had to make huge changes to all of their operating processes and systems and retrain all their staff - tens of thousands of people across the UK. - to enable them to comply with the new arrangements."

"However, the step change in standards compared to the current arrangements will undoubtedly deliver significant improvements to the quality of homes delivered and the service provided to purchasers, and robust redress in the event the builder does not live up to the exacting requirements of the new code."

We have also continued to engage with the Welsh Government on issues including building regulations - particularly surrounding the changes to Part L and F which came into force in November, and Sustainable Urban Drainage Systems - a review of which has recently been completed with a statement from the Minister on proposed changes due in July 2023.

We also worked closely with the Welsh Government and local authorities on the progression of Local Development Plans and Strategic Development Plans. Progression on both of these remains frustratingly slow but we remain hopeful that there will be further movement during 2023.



HOUSEBUILDER MEDIA

2022 saw a return to something approaching normality for Housebuilder Media following the Covid affected years of 2020 and 2021, with all events returning live and the magazine and website continuing to flourish.

This meant that HBM has been able to continue to ensure that it provides important business useful information to the homebuilding 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.

In the early part of the year there was still some doubt over whether events would be well attended in light of the prevalent Omicron wave of Covid, but the resilience of the industry and a determination to meet up again meant that the Spring events programme was a success. From the summer onwards business was largely back to normal and HBM benefited from the pent up demand for live interaction. The Autumn events - which included the HBF Planning and Technical conferences, the Housing Market Intelligence

conference and the HBF Ball - were well attended, while a record 700 people attended the Housebuilder Awards in November.

A bigger surprise was the success of advertising sales in Housebuilder magazine, which exceeded all expectations by reaching levels not seen since the financial crisis year of 2008. This increase bucked the media industry trend in which publishers are seeing a decline in on paper advertising.

Housebuilder 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. While the demand for online information continues to increase, the surge in magazine advertising revenue suggests that the paper edition still has much value.

The return of live events in 2022 and the success of the magazine meant that Housebuilder Media bounced back from the Covid years to deliver the third highest profit in its history.

HBM'S TEAM

Ben Roskrow, publishing director

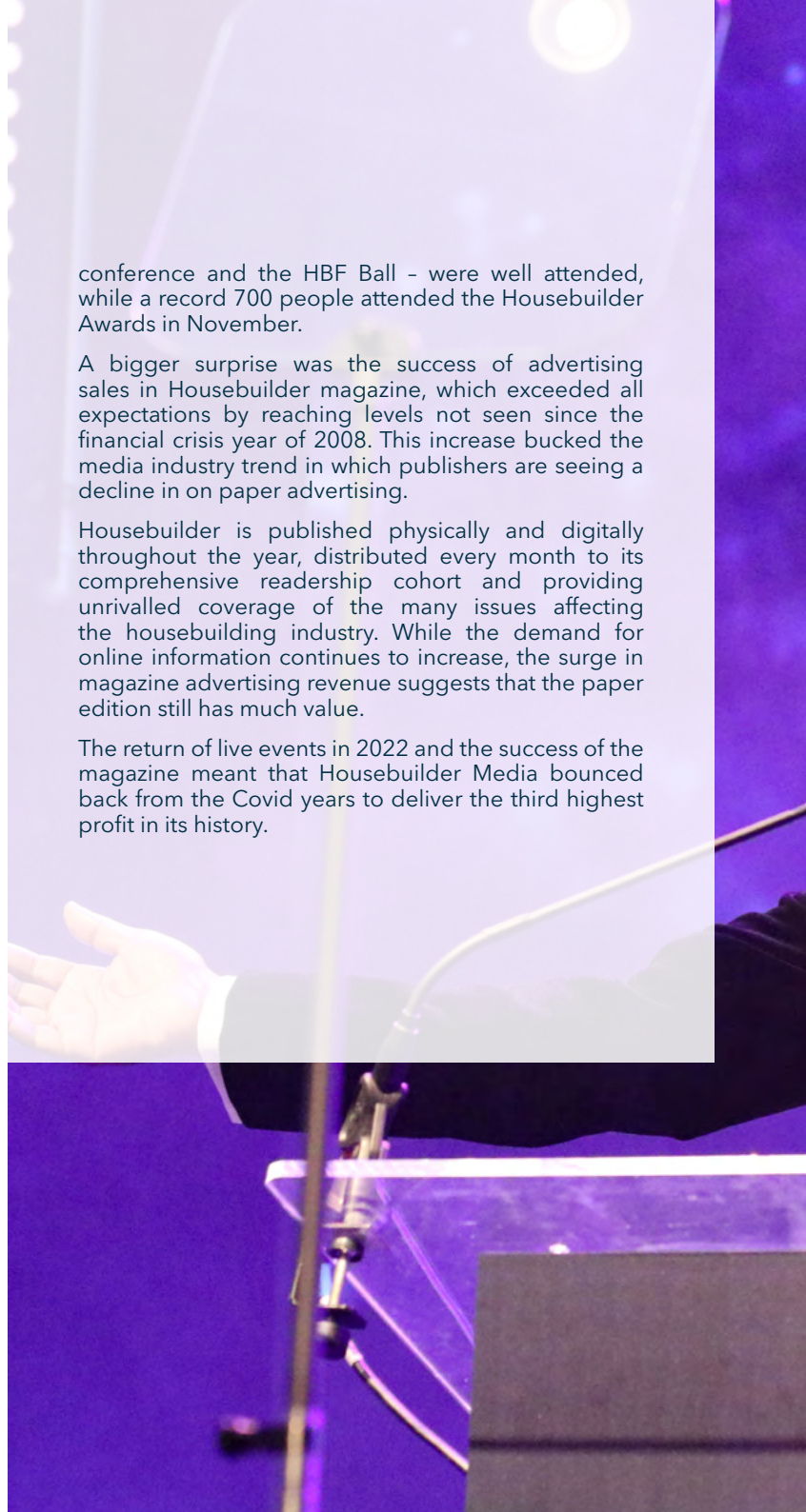
Helen Board, business manager

Rob Houghton, sales manager

Kellie Kent, events manager

Suzie Mayes, reporter

Lisa Sweeney, deputy events manager





LENNY HENRY HOSTING THE
HOUSEBUILDER AWARDS 2022



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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