

Home Building Sector Skills Plan

Communications toolkit

August 2025

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About the Home Building Sector Skills Plan

Developed by the Home Builders Federation (HBF) in collaboration with members and partners, the [Home Building Sector Skills Plan](#) – launched on Thursday 14 August 2025 – provides a clear roadmap for tackling the industry’s longstanding workforce challenges.

As well as detailing future activity, the updated plan also highlights the progress made since the first iteration was published in 2023.

Sector priorities

The Plan focuses on three key workstreams:

1. Attracting and developing an inclusive talent pipeline
2. Futureproofing skills and competence
3. Resolving productivity and labour shortages

Supporting the sector plan

The updated Sector Plan sets out industry workforce priorities and showcases the impact of industry-led initiatives.

Our aim is to increase awareness of the plan and associated industry-led initiatives, and drive engagement with both current and future activities.

This toolkit gives you everything you need to get involved:

- Key messages to tell the story clearly and consistently
- Impact statistics to back up the case for change
- A ‘badge’ to strengthen recognition of the plan and demonstrate your involvement

Use these resources to amplify awareness at launch (14 August 2025) and keep the momentum going by uniting all related efforts under the Home Building Sector Skills Plan banner.

Key messages and statistics

- The Home Building Sector Skills Plan sets out a comprehensive, industry-led roadmap to attract, retain, and train the skilled workforce needed to deliver 1.5 million new homes within this Parliament.
- From reversing the decline in young people entering construction roles via the education system to driving diversity and strengthening capability, the Plan

shows how industry is taking ownership of workforce challenges and building on progress to break down longstanding barriers.

- While today's workforce can meet current delivery levels, a step change will be required to future-proof the workforce to meet future housing demand.
- The existing home building workforce must also upskill to meet new regulatory standards, including the Future Homes Standard.
- Change will be delivered through the plan's three priorities: attracting and developing an inclusive talent pipeline; futureproofing skills and competence; and resolving productivity and labour shortages.

Key messages for existing programmes

As part of our activity, we will be highlighting the success of existing HBF-led programmes. We encourage partner organisations to spotlight these initiatives, and others referenced within the plan.

Masterclasses

- Funded by CITB and delivered by NHBC, HBF masterclasses are short, intensive training sessions designed to enhance the skills of tradespeople working on home building sites throughout England, Wales, and Scotland.
- Since the launch of the first masterclasses in 2019, more than 15,000 tradespeople have benefitted from the brickwork or roofing training sessions.

Women into Home Building

- The Women into Home Building programme is designed to attract more women into site-based management roles, a historically underrepresented area of the industry.
- Since its launch, over 230 women have received support, career advice, and exposure to roles in home building, and a broad range of home builders have participated in the programme.
- The programme offers structured work experience and a pathway into employment, with many participants progressing to roles within the sector.

Partner a College

- The Partner a College programme is a two-year CITB-funded pilot designed to create stronger, more effective collaboration between home builders and further education (FE) colleges.

- As it stands, less than 40% of students who embark on a construction course go on to careers within the industry – the Partner a College pilot aims to change this.
- The pilot aims to align curriculum content with real-world site demands, improving employability and ensuring that students gain the practical, job-ready skills the industry needs.

Content

We have provided drafted copy in long and short formats to suit a range of uses, from briefings to news stories.

Long copy

The Home Builders Federation has released the latest iteration of its Home Building Sector Skills Plan, providing a roadmap for addressing the home building industry's workforce challenges.

Developed with home builders and partners, the Plan sets out a comprehensive, industry-led roadmap to attract, retain, and train the skilled workforce needed to deliver 1.5 million new homes within this Parliament.

While the current industry workforce can meet current housing supply levels, a significant step change will be required to meet future housing demand. The Plan highlights how industry is taking ownership of workforce challenges and building on progress to break down longstanding barriers.

Industry-led initiatives are already making a difference: over 15,000 tradespeople have benefitted from fully-funded brickwork and roofing masterclasses, more than 230 women have received guidance on home building careers via the Women into Home Building programme, and eight colleges and 10 home builders are engaged in the national 'Partner a College' pilot to enhance student employability.

Building on this momentum, the Plan will drive activity across three priorities - attracting and developing an inclusive talent pipeline, futureproofing skills and competence, and resolving productivity and labour shortages.

View the Home Building Sector Skills Plan on the HBF website at hbf.co.uk/research-insight/skills-sector-plan.

Short copy

The Home Builders Federation (HBF) has released the latest version of its Home Building Sector Skills Plan, outlining an industry-led strategy to address workforce challenges and support the delivery of 1.5 million homes this parliament.

While the current workforce meets today's housing needs, a significant increase will be needed to meet future demand. The Plan highlights ongoing industry efforts to reverse the declining numbers of young people entering the sector from education, boost diversity and overcome long-standing barriers.

It focuses on three key priorities: attracting and developing an inclusive talent pipeline, futureproofing skills and competence, and resolving productivity and labour shortages.

Read the full Plan on the HBF website at hbf.co.uk/research-insight/skills-sector-plan.

Social media

We will amplify the plan's launch across HBF's social media accounts, from which you are welcome to directly share our posts.

See below the suggested copy and a link to download supporting graphics.
Please remember to tag our accounts.

[Download graphic](#)

LinkedIn – Home Builders Federation

We're pleased to support the Home Building Sector Skills Plan – a roadmap to attract, retain, and train the skilled workforce needed to deliver 1.5 million homes this parliament.




Developed by the Home Builders Federation in collaboration with industry, the comprehensive strategy aims to address workforce challenges, while highlighting the impact of industry-led initiatives, including:

- ✓ Over 15,000 tradespeople have benefitted from fully-funded brickwork and roofing masterclasses
- ✓ More than 230 women have received guidance on home building careers via the Women into Home Building programme
- ✓ 8 colleges and 10 home builders engaged in the national 'Partner a College' pilot to enhance student employability.

View the plan on HBF's website

hbf.co.uk/research-insight/skills-sector-plan

Bluesky - homebuildersfed.bsky.social

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Home Building Sector Skills badge

To strengthen recognition of the plan and unite all related efforts under the Sector Plan banner, we have created a 'Home Building Sector Skills badge'.

We encourage you to add the badge to promotional assets of any initiatives and programmes referenced within the plan.

[Download the badge](#)

Thank you

We appreciate your continued support.

For questions related to the Home Building Sector Skills Plan, contact our Industry Attraction and Skills team at skills@hbf.co.uk

Alternatively, contact our communications team at comms@hbf.co.uk

HBF

**The voice of the home
building industry**

hbf.co.uk