



# HBF

Home  
Builders  
Federation

# Annual Report

2025



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

# Home Builders Federation



Stewart Baseley, Chairman

# Chairman's Statement

Looking through this Annual Report, it is clear that the fundamental challenges facing the home building industry remain significant. The Government has continued to pursue planning reform and remains ambitious in its aim to deliver 1.5 million new homes during this Parliament, which is welcome. However, a clear gap persists between that ambition and delivery on the ground.

Bridging this gap will require greater boldness from Ministers. The Government must look beyond planning reform and address the demand side of the equation, particularly through stronger support for first-time buyers. It must also be prepared to make difficult trade-offs to improve the wider business environment, especially when it comes to the burden of policy costs on home building.

Recent months have also seen growing global uncertainty. Instability in the Middle East, alongside broader geopolitical and economic pressures, are increasingly impacting supply chains, build costs and market confidence. These external shocks underline the need for a stable and supportive domestic policy environment now more than ever.

Against this backdrop, HBF has continued to represent members' interests and ensure the industry's voice is heard at the highest levels. The work set out in this report reflects the breadth of that engagement across a wide range of issues.

I would like to thank our members for their continued support, the Board for its wise counsel and the HBF team for their hard work and commitment. The challenges we face are significant, but with bolder Government action and the right policy environment in place, I am confident the industry can continue to play a vital role in supporting economic growth and meeting the country's housing needs.

**Stewart Baseley**  
Chairman



# Chief Executive's Statement

2025 was a challenging year for the home building industry, despite some welcome progress on several longstanding issues. Throughout the year, HBF engaged closely with ministers, officials and parliamentarians to ensure the industry's priorities and the barriers to delivery remained firmly on the political agenda, including through engagement with the new Secretary of State, Steve Reed.

The operating environment remained difficult, with ongoing pressures on viability and a continued lack of demand-side support constraining delivery. As we are consistently making clear, without progress on these issues, the Government's housing ambitions will become increasingly difficult to achieve.

Despite these challenges, it was encouraging that the Government maintained its focus on increasing housing delivery, and we saw progress on a number of issues, due in part to the efforts of HBF and the wider industry. Changes to the leadership and governance of the Building Safety Regulator were a welcome step forward, while provisions in the Planning and Infrastructure Act to address nutrient neutrality, alongside the removal of Natural England's requirement for water neutrality, represent significant breakthroughs after several years in which delivery had stalled in affected areas. We also welcomed changes to planning policy that HBF and the wider industry have long called for, and will continue working with the Government to ensure these support increased delivery in practice.

In the autumn, HBF engaged extensively with the Government on proposals to introduce a single rate of Landfill Tax, which would have represented a substantial increase. The decision not to proceed was therefore a positive outcome following sustained engagement from HBF and the wider industry, although the tax is still set to rise, albeit to a lesser extent.

Another important development was the Government's decision to delay the introduction

of the Building Safety Levy until October 2026. While this delay was welcome, the levy remains a significant concern for the industry, particularly for SME home builders. Alongside other taxes and policy costs, such as the Future Homes Standard, it adds further pressure to development viability at a time when housing supply is already under strain. HBF will continue to press the Government to reconsider the levy and the wider impact of policy costs.

Disruption in the Section 106 Affordable Housing market was a significant issue for members during the year, with many developments delayed by a lack of bids from Registered Providers. The Government has since set out proposals intended to address this, including measures HBF has called for, and we will continue to engage as these develop.

Throughout the year, HBF worked to ensure these issues remained firmly on the political and media agenda. In 2025, we engaged directly with more than 75 parliamentarians and responded to over 50 Government consultations. Our research and reports continued to shape debate around housing delivery and highlight the challenges facing members, attracting widespread media coverage. More than 30 reports and pieces of analysis were published during the year, including research on uncontracted Section 106 Affordable Homes, the challenges facing SME home builders and our quarterly Housing Pipeline reports.

Last March, HBF unveiled its new branding and logo. While our core purpose remains unchanged, the refreshed identity better reflects the organisation we are today and our role as a forward-looking and trusted voice of the home building industry in England and Wales. Thank you to members for helping to make the rebrand a success.

HBF's wider activity in 2025 included the annual New Homes Week campaign, a comprehensive programme of member events, including the SME

*“The operating environment remained difficult, with ongoing pressures on viability and a continued lack of demand-side support constraining delivery”*

Development Finance Seminar, and initiatives to attract new talent into the industry. This included the publication of the Home Building Sector Skills Plan and programmes such as Women into Home Building and Partner a College.

We also continued to engage with all levels of government on behalf of members, including the Welsh Government and Combined Authority mayors, as well as making representations at local plan consultations and examinations.

I hope this Annual Report provides a helpful overview of the work HBF has undertaken on behalf of the industry throughout 2025.



**Neil Jefferson**

Chief Executive

# Our impact in 2025

75

Parliamentarians engaged



43

mentions in parliament



40

policy briefings issued

50

Government consultations responded to

30

pieces of research and insight published

3,000 news stories featuring HBF, averaging 9 mentions in the news every day



34

local plan examinations attended

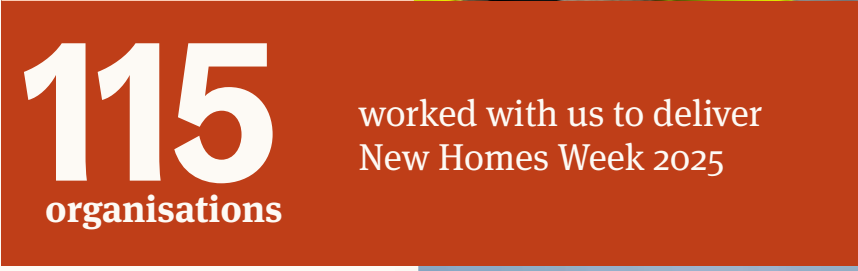
120

local plan consultation responses submitted



**70**  
**women**

supported into work placements through Women into Home Building

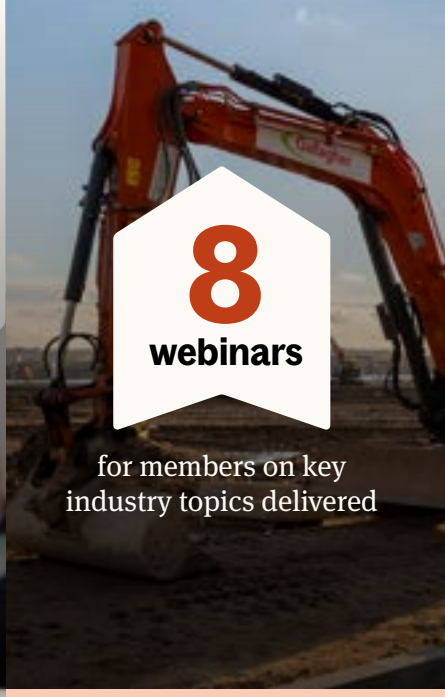


**115**  
**organisations**

worked with us to deliver New Homes Week 2025

**25**

partnerships secured through Partner a College



**8**  
**webinars**

for members on key industry topics delivered

**22%** increase in our LinkedIn community

## Membership overview

**450**  
**HBF members**

**265**  
**home building companies**

**180**  
**associate members**

Our core home builder membership ranges from FTSE 100 companies to small family firms.

While our associates include professionals in planning, construction and new build sales.



# Meet the team

## HBF Board

We were pleased to welcome Dean Finch, Chief Executive of Persimmon Homes; Greg Hill, Deputy Chief Executive of Hill Group; and Mark White, Managing Director of Bargate, to HBF's Board in 2025. Their experience from across the industry will be invaluable as we continue to represent members' interests in the years ahead.

## The HBF Board is:

- » **Stewart Baseley**  
Chairman, HBF
- » **Neil Jefferson**  
Chief Executive, HBF
- » **David O'Leary**  
Executive Director, HBF
- » **Steve Turner**  
Executive Director, HBF
- » **Mark Thackstone**  
Finance Director, HBF
- » **Jennie Daly**  
Non-Executive Director
- » **Dean Finch**  
Non-Executive Director
- » **Neil Fitzsimmons**  
Non-Executive Director
- » **Greg Hill**  
Non-Executive Director
- » **Gerald Malton**  
Non-Executive Director
- » **Helen Moore**  
Non-Executive Director
- » **Mark White**  
Non-Executive Director

HBF would also like to thank Bellway Chairman John Tutte, Barratt Redrow Chief Executive David Thomas and Managing Director of Fairgrove Homes Steve Midgley, who stepped down from HBF's Board during 2025. The whole team is grateful for the advice, time and dedication they have offered during a period of significant change for both the industry and HBF.

## HBF welcomed new colleagues to its team in 2025:

- » **Catherine Williams** joined as Planning Director.
- » **Andy George** joined as Director of Industry Attraction and Skills.
- » **Ben Sloan** joined as Head of Membership.
- » **Chris Martin** joined the regional planning team as Planning Manager for the North East, North West and Yorkshire.



## The HBF team is:

- » **Stewart Baseley**, Chairman
- » **Mark Behrendt**, Planning Manager (London and Southern)
- » **Catherine Bullough**, Projects Manager, skills team
- » **Steph Calder**, Membership and Website Officer
- » **Rachel Danemann**, Planning Manager (Midlands and South West)
- » **Rianna Fry**, Digital Communications Director
- » **Andy George**, Director of Industry Attraction and Skills
- » **Hannah Gillman**, Communications and Campaigns Officer
- » **Mark Harris**, Planning and Policy Advisor for Wales
- » **Tracey Hill**, Project and Contract Manager, skills team
- » **Razia Iqbal**, Senior Bookkeeper
- » **Neil Jefferson**, Chief Executive
- » **Marian Macdonald**, Office Manager and PA
- » **Laura Markus**, Policy and External Affairs Manager
- » **Chris Martin**, Planning Manager (North East, North West and Yorkshire)
- » **Anissa Morris**, Campaigns and Communications Manager
- » **David O’Leary**, Executive Director
- » **Emma Ramell**, Director of External Affairs
- » **Deena Shaw**, Project Co-ordinator, skills team
- » **Ben Sloan**, Head of Membership
- » **James Stevens**, Director for Cities
- » **Mark Thackstone**, Finance Director
- » **Laurence Thompson**, Policy and Campaigns Officer
- » **Steve Turner**, Executive Director
- » **Catherine Williams**, Planning Director
- » **Rhodri Williams**, Technical and Sustainability Director
- » **Catherine Wilson**, Head of IT and Digital





SME home builders roundtable

# Committees and working groups

HBF's committees reflect the day-to-day work of the organisation and provide valuable member feedback on policy, planning and technical issues. They help inform HBF's engagement with ministers, officials, journalists and other stakeholders, as well as industry responses to consultations. HBF is extremely grateful to those who give their time to these committees and working groups.

HBF also establishes working groups to address emerging issues affecting the industry. Members are encouraged to contribute their expertise and help inform HBF's responses 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
- » Regional Planning Groups
- » 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.



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

## Engagement with the Government

HBF maintained extensive engagement with ministers, officials and MPs throughout 2025, highlighting the barriers to housing delivery facing the home building industry. This engagement included:

- » Following September's reshuffle, Chief Executive Neil Jefferson attended a roundtable with the Secretary of State for Housing, Communities and Local Government, Steve Reed, who also spoke at HBF's Policy Conference in March 2026.
- » Meetings with ministers, including Housing and Planning Minister Matthew Pennycook, Devolution Minister Miatta Fahnbulleh and Building Safety Minister Samantha Dixon.
- » Responding to more than 50 government consultations on a wide range of planning, policy and technical issues, including submissions to HM Treasury ahead of the Budget.

## Engagement with parliamentarians and opposition parties

HBF engages extensively with parliamentarians to ensure the industry's voice is heard in Westminster. In 2025, HBF was cited more than 40 times in parliamentary debates. HBF's parliamentary engagement in 2025 included:

- » Meetings with more than 75 MPs and Peers through parliamentary events, meetings and roundtables.
- » Hosting several roundtable discussions with MPs and HBF members on issues including estate management and SME home builders.
- » Producing a quarterly [Parliamentary Newsletter](#) distributed to all MPs and Peers.
- » Meeting with opposition parties, including the Conservative shadow housing team and representatives of the Liberal Democrats, Plaid Cymru and Reform UK.



Matthew Pennycook, Minister of State for Housing and Planning



### **First-time buyers and demand-side support**

HBF continued to highlight the need for additional demand-side support for first-time buyers. Our research included the [‘Broken Ladder’](#) series on affordability, [analysis of redemptions](#) from Help to Buy, and [polling](#) undertaken in partnership with Public First on a potential new equity loan scheme.

HBF also contributed to the Housing Select Committee inquiry into the affordability of home ownership, providing oral evidence in early 2026, and set out detailed proposals to the Government and officials for a new demand-side support scheme incorporating a developer contribution. In addition, HBF participated in the Ministry of Housing, Communities and Local Government’s (MHCLG) Help to Buy Evaluation Advisory Group.

### **Section 106 and the affordable housing market**

HBF continued to highlight the challenges within the Section 106 Affordable Housing market, particularly the increasing number of homes that remain uncontracted due to the financial pressures facing Registered Providers. Drawing on member data, HBF [shared evidence](#) with ministers and officials outlining the scale of the issue and its impact on housing delivery. The Section 106 roadmap set out by the Government in early 2026 reflected a number of HBF’s asks, including the greater use of cascade agreements.

## Building Safety Levy

Following sustained pressure from HBF and the wider home building industry, the Government announced that the £3.4 billion Building Safety Levy has been delayed from autumn 2025 to autumn 2026. HBF has consistently argued that the levy represents an unjustified additional tax on home building and continues to press the Government to reconsider the policy.

Ahead of the announcement of the delay, HBF coordinated a [letter](#) to the Chancellor signed by 115 home builder members calling for the levy to be reconsidered. HBF also submitted evidence to the Public Accounts Committee's inquiry into cladding remediation, with Executive Director David O'Leary giving evidence to the Committee last March.

## Landfill Tax

HBF engaged with the Government on proposals to abolish the Lower Rate of Landfill Tax, which would have significantly increased the cost of disposing of construction waste. HBF analysis suggested the proposals could add around £15,000 per plot to the cost of building new homes, attracting front page coverage in *The Times*. Following engagement from HBF and extensive industry efforts, the Government confirmed in the autumn Budget that it would not proceed with the proposal. However, this tax is still estimated to increase by 475% over the coming years, which HBF continues to highlight to the Government.





Helping u  
property i  
to thrive.

T  
of t  
b

Personalize  
flexible fra

Supporting  
throughout  
project

Decisions w  
you need th

Consistently  
whatever the

community/finance

## SME home builders

Throughout 2025, we highlighted the challenges faced by small and medium-sized (SME) builders through research, events and engagement with the Government:

- » HBF met with officials and advisors from Number 10 on SME barriers. In December, we also held a roundtable with Mike Reader MP, the Government's Construction Champion, on the challenges facing SMEs.
- » In November, we launched the [2024/25 State of Play report](#) in Westminster, produced in partnership with Close Brothers Property Finance and Travis Perkins. HBF also published a [joint report](#) with Quantum Development Finance on planning delays on small sites.
- » HBF wrote to ministers highlighting the potential impact Business Property Relief reforms could have on family-owned home builders and worked with Family Business UK to amplify the industry's concerns.
- » A new [quarterly sentiment survey](#) of SMEs has been launched to raise awareness of issues as they arise.
- » HBF holds regular SME Developer Seminars, supporting SMEs to connect with providers of development finance and law, tax and insurance services.

## Planning policy

Several planning reforms were announced by the Government in 2025, and HBF engaged extensively with these changes, including:

- » At HBF's annual Planning Conference in September, Housing and Planning Minister Matthew Pennycook announced the publication of updated flood risk guidance, resolving the 'puddles' issue that had affected several planning applications and decisions on sites with surface water flooding.
- » In December, the Government published a [new draft National Planning Policy Framework \(NPPF\)](#). The proposed changes entrench other reforms, such as building homes around train stations and introducing a category of 'medium development'. HBF provided detailed representations to the Government on the draft NPPF.
- » The [Planning and Infrastructure Act](#) progressed through the legislative process during the year. HBF submitted [written evidence](#) to the Bill Committee, outlining industry concerns and recommendations for amendments.
- » HBF responded to a range of national planning consultations during the year, including setting out strong objections to elements of the Government's policy paper on build-out rates, and providing views on proposals for a national scheme of delegation.
- » We continued to support members and engage with the Government ahead of the transition to the new plan-making system.

HBF continues to keep members updated on the latest planning policy announcements through our regular [member briefings](#) and [monthly planning bulletin](#).

## Nature recovery and nutrient neutrality

HBF played a key role in advising the Government, MPs, peers and Natural England on the structure of the Nature Restoration Fund (NRF) and the benefits of this approach. As part of this work, HBF's Director for Cities, James Stevens, gave evidence to the Commons Bill Committee on aspects of the Planning and Infrastructure Act, including the NRF.

In October, CG Fry won its legal argument in the Supreme Court that new Government policy cannot be required on a development once outline permission has been granted. HBF and the Land, Planning and Development Federation (LPDF) supported CG Fry's case at both the Court of Appeal and the Supreme Court.

## Water neutrality and infrastructure

Following the publication of HBF's report '[A Drain on the Nation](#)', HBF has been working closely with MHCLG and Defra on solutions to sewerage capacity issues that are delaying housing delivery.

In October, the Government announced [a package](#) of actions removing Natural England's requirement that residential development provide water neutrality in West Sussex, ending a four-year moratorium on home building. The solution agreed by the Government is one HBF and many members had advocated for since 2022.

## Local plan representations

Representations on strategic and local plan consultations are a key part of HBF's work. These representations ensure the industry's position is heard as new plans come forward. In 2025, HBF's team of regional planners submitted responses to 120 local plan consultations and attended 34 local plan examinations on behalf of members.

HBF also holds regional planning meetings three times a year focused on local challenges and opportunities, alongside the national planning committee, which informs HBF's response to key issues.

## London

HBF published its '[Mind the Gap](#)' report in September to highlight the barriers to housing delivery in London and potential solutions. The Government subsequently announced emergency measures to tackle the collapse in residential starts and completions in London, addressing several issues that had been highlighted by HBF. Following the announcement, HBF hosted a roundtable to bring together home builders and housing associations operating in London, as well as Matthew Pennycook and representatives from the Building Safety Regulator (BSR), the Greater London Authority (GLA) and MHCLG.

HBF, with Pocket Living, has also established the London Residential Developers Forum to meet regularly with the Deputy Mayors for housing and planning for London.

## English devolution

In June, the Government unveiled the [English Devolution and Community Empowerment Bill](#). The Bill introduces a new framework for devolution, replacing a patchwork of regional arrangements with 'Strategic Authorities'.

Ahead of the Mayoral elections for four Combined Authorities in May, HBF released a [manifesto](#) for the new Mayors. HBF also continued to engage with Mayors throughout 2025, including meeting with Andy Burnham, Richard Parker, Tracy Brabin, Steve Rotherham and the Deputy Mayors for Housing and Planning in London, Tom Copley and Jules Pipe.

## Adoption and estate management

Following the publication of HBF's '[Slow Lane to Adoption](#)' report, HBF has worked with MPs and members to raise awareness of the delays in the adoption of infrastructure on new housing estates. This included a roundtable with members on estate management and adoption in the autumn. HBF also responded to the Manual for Streets 3 consultation and has held discussions with the Government on the Housing Estates Bill.



Catherine Williams, Planning Director



HBF Star Awards drinks reception

## Commonhold

The Government published its long-awaited Commonhold White Paper in March, outlining plans to transition away from leasehold as the default tenure for new flats. HBF has engaged with the Government on these proposals, including attending a ministerial roundtable on the path to commonhold and highlighting the need for a carefully managed transition involving lenders, valuers and other key stakeholders. A response to the February 2026 consultation on ‘Moving to commonhold: banning leasehold for new flats’ was also submitted by HBF, and Executive Director David O’Leary recently gave evidence to the Housing Committee on the topic.

## Industry guidance on compliance with competition law

Following the investigation by the Competition and Markets Authority (CMA), HBF and Homes for Scotland (Hfs) developed UK competition law [guidance](#) for the industry. The Guidance covers UK competition law principles regarding information exchange. Alongside the Guidance is a [‘Do’s and Don’t’s’ document](#) that picks out the high-level key points that companies need to be aware of.

## Digital identity and markets

In collaboration with Government and industry partners, HBF is developing a framework for the use of digital identities within the home buying process. We have been working with representatives from our Legal Group to clarify the requirements of the new Digital Markets, Competition and Consumers Act and how it relates to the sale of new homes. The Act, which came into force last April, requires home sellers, including home builders, to provide significantly more upfront ‘material information’ to buyers.

## Construction Leadership Council

HBF plays an active role in the Construction Leadership Council (CLC) and works closely with the CLC on a range of issues affecting the construction sector, including skills, regulatory pressures and delays involving the BSR.

## Construction Industry Training Board

HBF surveyed members regarding the proposed Construction Industry Training Board (CITB) levy for 2026-2029. Following the consultation process, HBF voted in favour of the levy proposals and communicated this decision to both CITB and members. The team continues to work with CITB to understand the implications of recent changes to the funding landscape and to ensure members' concerns are clearly understood.

## Customer satisfaction and quality

The [2025 results](#) from the National New Homes Customer Satisfaction Survey (CSS) showed that 94% of new build home buyers would recommend their builder to a friend. This was the fifth consecutive year the score was above 90%.

For this year's survey, HBF implemented changes to the methodology used to determine star ratings. Star ratings are based on a new metric of the quality and service questions from both the 8-week and 9-month surveys.

HBF continues to support the work of the New Homes Quality Board and the associated New Homes Ombudsman, and is engaging with the Government as it works towards meeting its commitment to put the code and redress arrangements on a statutory footing.



# Technical and sustainability

## Future Homes Standard

The full technical specification of the Future Homes Standard (FHS), along with the Government's formal [response to the consultation](#), was delayed until March this year. HBF will continue to engage with the Government and the Future Homes Hub on the implications of the FHS for industry, particularly around the coverage target for PV.

Throughout 2025, HBF highlighted the contribution the industry is making to net zero ambitions, including through our ['Watt a Save'](#) research on energy efficiency, and responding to the Government's [consultation](#) on EPC reform.

## Building Safety Regulator

HBF has maintained regular engagement with the Building Safety Regulator (BSR), meeting at least twice a month. Discussions have focused on improving processes and reforming the regulator's systems. Earlier in the year, HBF hosted two industry [webinars](#) to allow members to engage directly with the BSR.

In January, the BSR formally moved from the Health and Safety Executive (HSE) to become a non-departmental public body within MHCLG. Major governance and leadership changes were also announced last June. It is welcome that members are reporting some improvement in application performance as a result of the changes.

## Building safety

In July, MHCLG [published an update](#) to the Remediation Acceleration Plan (RAP). HBF continues to work with Government on the RAP and the Joint Action Plan on building safety. After September's reshuffle, HBF met with Samantha Dixon, Minister

for Building Safety, to discuss the RAP, the operation of the BSR and broader building safety issues.

HBF and members have also participated in working groups contributing to the Government's review of Building Regulations. These discussions have focused on ensuring clarity and support for the industry as new requirements are developed.

## Health and Safety

The HBF Health and Safety Group meets quarterly, with regular participation from the HSE. The group collects and publishes Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR) [data quarterly](#) and members are encouraged to contribute to this important piece of industry reporting and analysis. HBF also oversees several sub-groups focused on key topics, including dust control, occupational health, and service strikes.

## Water efficiency

In September, the Government launched a three-month [consultation on changes to Part G](#) of the Building Regulations concerning water efficiency. The consultation proposes phased reductions in water consumption for new homes. HBF submitted a formal response and engaged with members to inform its position.

Defra will also introduce mandatory water efficiency labelling (MWEL) for selected products starting this summer. Covered products include water-based appliances such as washing machines, washer-dryers, dishwashers, shower outlets, taps and toilets.

## Biodiversity Net Gain

The Government consulted on changes to Biodiversity Net Gain (BNG), including proposals to increase site thresholds and revise what is considered de minimis development. HBF [responded](#) to these consultations, supporting changes to site thresholds while highlighting areas of guidance that require further refinement.

HBF's BNG Working Group continues to meet quarterly to discuss the latest policy developments and consultations. HBF also carries out an annual sentiment survey on BNG implementation to help identify emerging issues affecting members.

## Future Homes Hub

HBF works closely with the Future Homes Hub. The Hub's work in 2025 includes an update to the [Future Homes Carbon Assessment Tool](#), the Consumer Implementation Group [key learnings report](#), and a new Later Living working group.

## SuDS

Defra published the new [National Standards for sustainable drainage systems \(SuDS\)](#) last June. The updated standards should support decisions made through the existing implementation mechanism within the NPPF. The Government is now considering whether to implement Schedule 3 of the Flood and Water Management Act to place SuDS on a statutory footing.





Women into Home Building campaign filming

# Communications and events

## Media coverage

HBF secured sustained, high-profile media coverage in 2025, with HBF mentioned in more than 3,000 UK news stories – averaging nine mentions per day and reinforcing our position as the industry’s leading voice.

Key highlights included:

- » [Panorama](#) – Neil Jefferson featured in BBC Panorama’s Race to 1.5 Million Homes programme in October, highlighting key challenges facing the industry.
- » Competition and Markets Authority (CMA) – We responded to media enquiries regarding the CMA investigation into information sharing, helping to manage the industry’s reputational risk.
- » Landfill Tax – HBF’s position on the tax received front page coverage in The Times, ahead of the Government’s decision not to proceed with moving to a single rate of the Tax in the Budget.

## Social media

HBF’s digital footprint continued to grow. Our LinkedIn audience increased by 22% last year, enabling our messaging to be seen more than 1.5 million times. We launched on Bluesky in 2025, and both this channel and X are enabling us to reach MPs and political opinion-makers, with the Housing Minister among MPs tagging us in posts throughout the year.

## Research and reports

HBF published more than 30 pieces of [research and insight](#) during the year, highlighting both the industry’s work and the challenges faced by members. The reports received significant media and parliamentary attention. Publications included research on [Local Planning Authority capacity](#), [skills shortages](#) and a Government ‘[progress report](#)’ marking a year since the General Election. The quarterly [Housing Pipeline report](#), produced in partnership with Glenigan, also continues to track planning permission approvals.





## Events

HBF organised a wide programme of member events, including:

- » Fringe events at Labour Party Conference and Conservative Party Conference focused on devolution and first-time buyers. HBF representatives also attended the Reform UK conference in Birmingham in September.
- » Our annual Parliamentary skills reception in March. The event showcases the variety of career paths and opportunities available in the home building industry, enabling members to network with MPs and Peers.
- » The SME Development Finance Seminar, which provides a unique opportunity for SME home builders to engage and explore the available opportunities to access finance.
- » A series of topical webinars covering a range of subject matters, from the Home Building Skills Sector Plan to changes to the NPPF. HBF hosted eight webinars last year, with more planned for 2026. [Webinar recordings are available to watch back on the HBF website.](#)

## New Homes Week

More than 115 organisations took part in 2025's New Homes Week campaign, including more than 70 member companies. The campaign's 'Community' theme highlighted the positive contributions of home builders and extended the reach of our research with Lichfields, [The Economic Footprint of Home Building](#).

The HBF-led campaign generated more than 65 news stories, reaching nearly 19 million people with regional media coverage promoting the benefits of development. Influencer collaborations were a key driver of engagement for our central activity, with [Olivia Bowen's content](#) alone securing over a million views and effectively delivering messaging on both new home benefits and Section 106 contributions.





Alun Cochrane, Comedian



HBF  
Chaired by Nathan Blagden  
Moderated by Nathan Blagden

HBF

## HBF rebrand and website

HBF's new branding and logo went live in March. The updated visual identity is a significant evolution of HBF's previous look, better reflecting the industry's transformation and HBF's role as a forward-looking and trusted voice for the home builders in England and Wales.

Alongside the rebrand, HBF updated its website with new navigation, rebrand colours and a redesigned layout to help members find resources and key information.

Logos and brand guidelines – including an HBF member badge – are available to download on the website at [hbf.co.uk/logo](https://hbf.co.uk/logo).



## Insight for our members

HBF continued to provide insight and resources for our members during the year. This included:

- » [Opinion and insight pieces](#) published on the website and in trade press to share key industry messages, including commentary on the Budget, retirement housing and net zero.
- » Twice-weekly industry news summaries and regular briefings following Government announcements, [exclusively for members](#).
- » [Key Messages resources](#), containing high-level industry messaging and statistics on a range of topics.
- » A new '[HBF Explains](#)' series of short briefings breaking down key industry issues and misconceptions, such as land banking and the Building Safety Levy.

## 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 July, the group was delighted to hold HBF's second EDI seminar, bringing together 70 industry colleagues from across a range of occupations and seniority levels. The seminar discussed the barriers to creating a more inclusive home building workforce and identified potential solutions.



## Mental health

HBF has continued its work to raise awareness of mental health challenges within the construction sector, including through partnership with The Lighthouse Charity. The HBF Mental Health Group meets regularly, and HBF has contributed evidence to the Department of Health and Social Care, highlighting the importance of addressing mental health and suicide rates within the construction workforce.



# Industry skills and talent attraction

## Sector Skills Plan

- » The updated [Home Building Sector Skills Plan](#) was published in August 2025, providing a roadmap for tackling workforce challenges across the industry. The Plan sets out initiatives to expand the workforce, improve training provision and strengthen industry engagement with education and skills providers. Over 30 individual home builders, suppliers and subcontractor members are involved in the Steering Group, Delivery and Implementation Group and associated projects. Throughout 2025, HBF also continued to work with members, Skills England and the Construction Mission Board to help prioritise delivery of the Plan's projects.

## Skills programmes and initiatives

- » The Women into Home Building programme, which introduces women to careers in the industry, oversaw 69 work placements in 2025. Since the programme began, 157 women have completed work placements and 52 women have secured jobs or apprenticeships, supporting efforts to improve workforce diversity and encourage more women into site-based leadership roles
- » The Partner a College programme, which builds partnerships between colleges and home builders, continued to develop in 2025. During 2025, 12 colleges, 10 home builders and three suppliers joined the programme, with employers supporting classroom sessions and workshops to help students develop work-ready skills. HBF also launched the Dual Professional Model, a programme designed to bring industry experts into tutoring, training, and assessing within FE colleges.
- » The Home Building STEM Ambassador programme, delivered with STEM Learning and Go Construct, continued throughout 2025, raising awareness of career opportunities in home building among students, parents, teachers and careers advisers.
- » HBF's Brickwork and Roofing Masterclass initiative, delivered by the National House Building Council (NHBC) and supported by the Construction Industry Training Board (CITB), provides expert training to SMEs and subcontractors. The programme has now supported more than 16,000 delegates. Last August, Dry Lining Trade Masterclasses were also introduced, funded by CITB and delivered by NHBC building inspectors.





- » HBF contributed to the NHBC Training Hub Steering Group, assessing locations for new training hubs. CITB is also delivering additional support through existing college infrastructure, while NHBC continues to expand its accelerated apprenticeship offer in key trades.
- » HBF continues to promote the Apprenticeship Support Project, administered by CITB. The New Entrant Support Team (NEST) supports supply chain businesses to recruit and train entrants and to help employers access CITB apprenticeship grants. To date, the programme has engaged with more than 580 businesses, resulting in 220 confirmed or pending apprenticeship starts.
- » HBF continued to work with employers and partners to develop guidance on recruiting ex-offenders. This includes collaboration with the New Futures Network, part of HM Prison and Probation Service, and the Fair Chance Business Alliance, as a platinum partner.
- » HBF continues to manage the Home Building Visitors Card scheme, with over 11,800 cards in circulation by the end of 2025. A total of 157 companies have registered to take part in the scheme.

## Events

- » The Future Talent Conference, held in February in Birmingham, brought together trainees, graduates and degree apprentices from across the industry for a day of workshops, networking and keynote speakers. The event enables early-career professionals to network and engage with industry leaders.
- » HBF and Haydock Park Racecourse joined forces once again to deliver the annual North West home building careers event in September. Part of the racecourse's Home Builders Day, the event provided a valuable opportunity for the industry to connect with local students.







# Wales

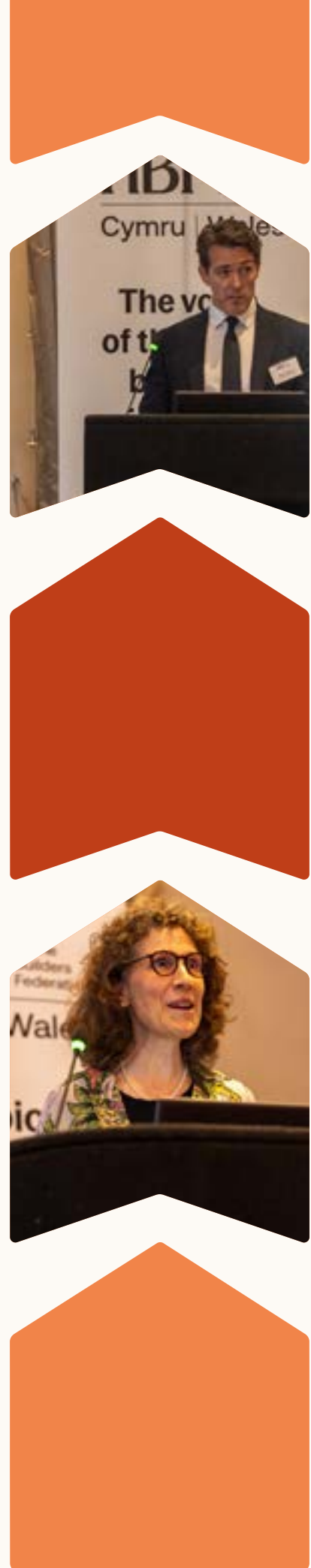
## Policy and Senedd elections

With the Senedd elections approaching, a key focus during 2025 was preparing the industry's asks for the next Welsh Government. In September, HBF published [Increasing Housing Supply in Wales](#), a blueprint informed by member feedback, setting out 12 priority recommendations. The blueprint has formed the basis of HBF's engagement with political parties ahead of the election, and HBF has engaged with election candidates and housing spokespeople for the opposition parties.

In 2025, HBF continued to work closely with ministers and officials on barriers to housing delivery. This included the House Builder Engagement Meetings and an SME roundtable with the Cabinet Secretary for Housing in October. HBF also continues to make the case for the Help to Buy Wales scheme to be extended beyond September 2026 and for the price cap to be increased, including through our Budget submission to the Senedd Finance Committee.

HBF also engaged with the [Welsh Government's Affordable Housing Taskforce](#), which published its recommendations in May. HBF contributed both written and oral evidence and subsequently joined the implementation group to take the recommendations forward. Overall, the conclusions of the Taskforce were positive for the industry.

The annual HBF Wales Conference and Dinner in September brought together members, policymakers and industry experts to discuss key housing issues, including planning, energy efficiency and the upcoming Senedd elections. This year's Conference will take place on 9 July. Members in Wales were also supported in 2025 through [key messages resources](#), [webinars](#) and the weekly [Wales Industry News Summary](#).





## Planning and technical

HBF continued to engage on planning issues throughout 2025, including responding to Welsh Government consultations and working with local authorities and officials on Local Development Plan (LDP) progress. LDP coverage across Wales remains insufficient, with only Cardiff and Monmouthshire submitting plans for examination during the year, while Wrexham's LDP was withdrawn soon after its adoption, a first in Wales. HBF also engaged with the emerging Strategic Development Plans being prepared by the Corporate Joint Committees in both North and South East Wales.

HBF responded to the Welsh Government consultation on promoting a resilient and high-performing planning service, which introduced increased planning fees and a roadmap towards full cost recovery for planning departments. Resource and capacity issues within Local Planning Authorities remain a major barrier to housing delivery and continue to be raised with ministers and officials. Delays caused by SuDS Approving Bodies (SABs) also remain a challenge, and HBF continues to participate in the Welsh Government's SuDS Community of Practice.

Nitrates became a significant issue during the year following Natural Resources Wales' (NRW) announcement regarding marine Special Areas of Conservation, which effectively paused housing development in parts of West Wales. HBF has engaged on solutions and continues to work with the Welsh Government, NRW and other key stakeholders.

Building safety and changes to Building Regulations were another key area of work in 2025, with the Building Safety (Wales) Bill introducing a new regime for all multi-occupied residential buildings. HBF also engaged with members and the Welsh Government on changes to Part L (Conservation of Fuel and Power).





Rylan, Housebuilder Awards 2025

# Housebuilder Media

2025 proved to be a successful year for Housebuilder Media, which delivered its full range of successful events, many of which exceeded expectations. Magazine advertising revenue, after a bright start, slowed towards the end of the year as the housing market entered an uncertain period.

Throughout the year, HBM has been able to continue to provide important business 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.

HBM's events started the year strongly with a successful Policy Conference, HBF Midlands Dinner and AGM, as well as a well-attended HBF Golf Day. The autumn events – which included the HBF Planning and Technical conferences and the Housing Market Intelligence conference – were well attended, while more than 700 guests enjoyed the Housebuilder Awards in November.

Sponsorship sales were strong in 2025, and Housebuilder magazine, the core of the HBM business, had another good year.

Housebuilder is published physically and digitally throughout the year, distributed every month to its comprehensive readership cohort and provides unrivalled coverage of the many issues affecting the home building industry. Meanwhile, the demand for online information continues to increase, and HBM serves through its multi-faceted website, which provides news, events, information, and advertising opportunities.

In 2025, HBM once again partnered with Marie Curie to deliver the highly successful Housebuilder Brain Game, which raised £288,000 for the charity on the night.

## 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 principal representative body for private sector home builders and voice of the home building industry in England and Wales. HBF 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 widely recognised national firms, through regionally-based businesses and small local companies.

020 7960 1600 | [info@hbf.co.uk](mailto:info@hbf.co.uk) | [hbf.co.uk](http://hbf.co.uk)

