

Aiming Higher

How we can build more, better
homes across England

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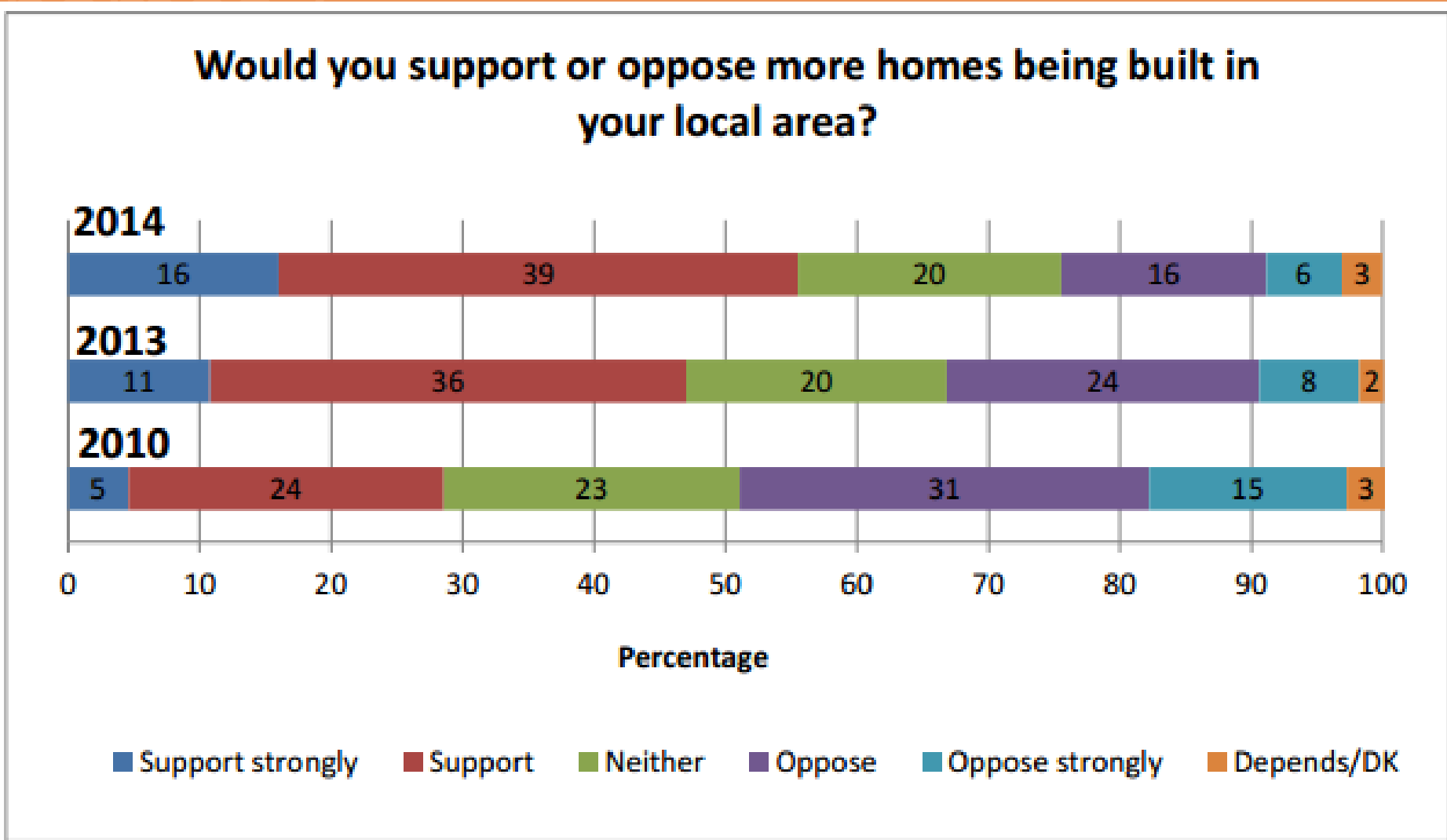
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Questions to consider

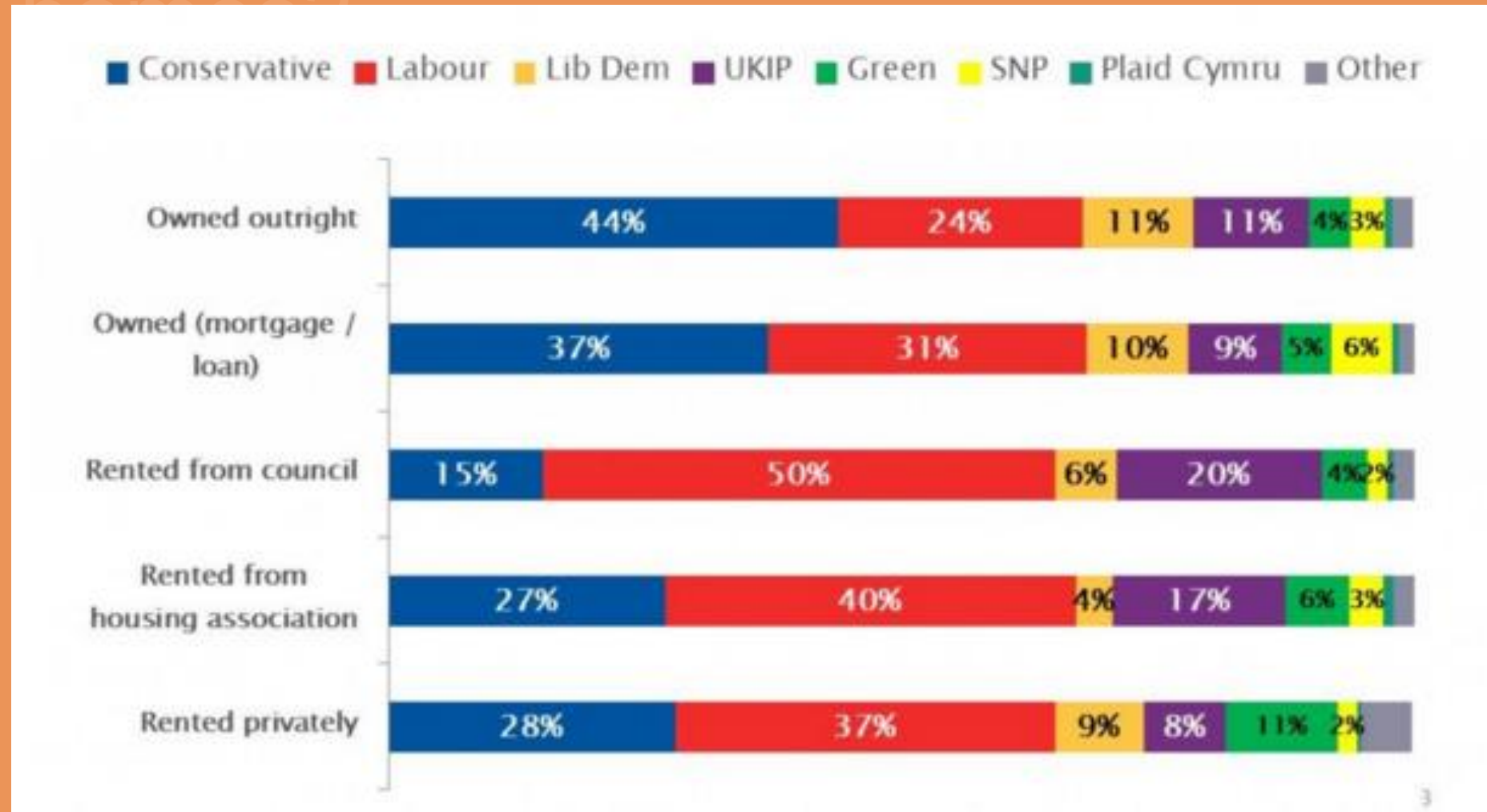
- What do we want from our new homes?
- What can we do to change public attitudes?
- Do buyers have a choice of what they actually want – or just what they can find?
- How space standards can make the difference

What do people think of new



- Public attitudes are changing - slowly
- Amongst over 65s opposition to housebuilding fell from 52% to 30% between 2010 and 2013

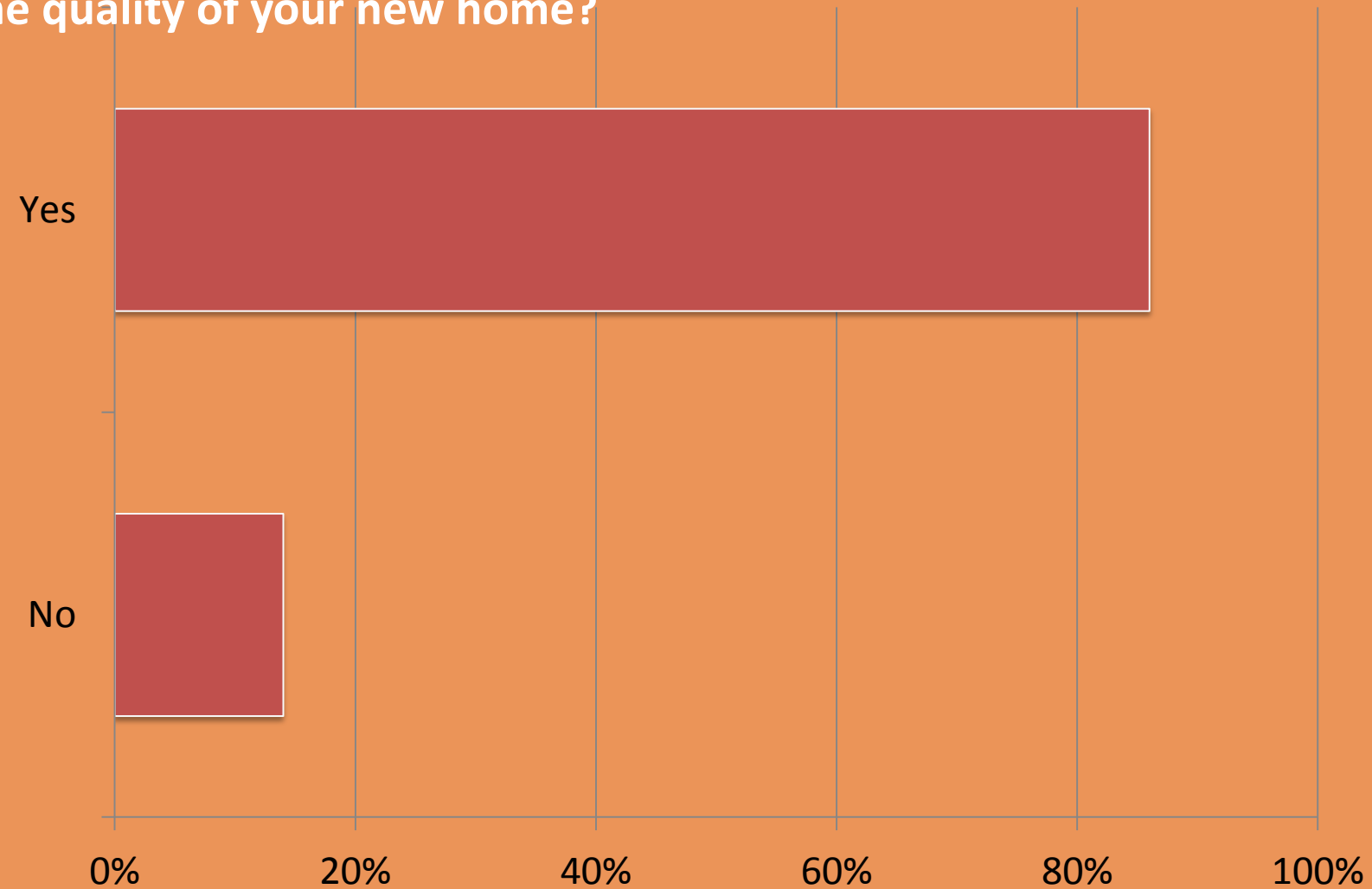
What do people think of new



- Housing and politics are linked more closely than people like to admit
- Does this explain the Conservative Party's focus on homeownership?
- What do housing shortages mean for politics - will it make

What do people think of new homes?

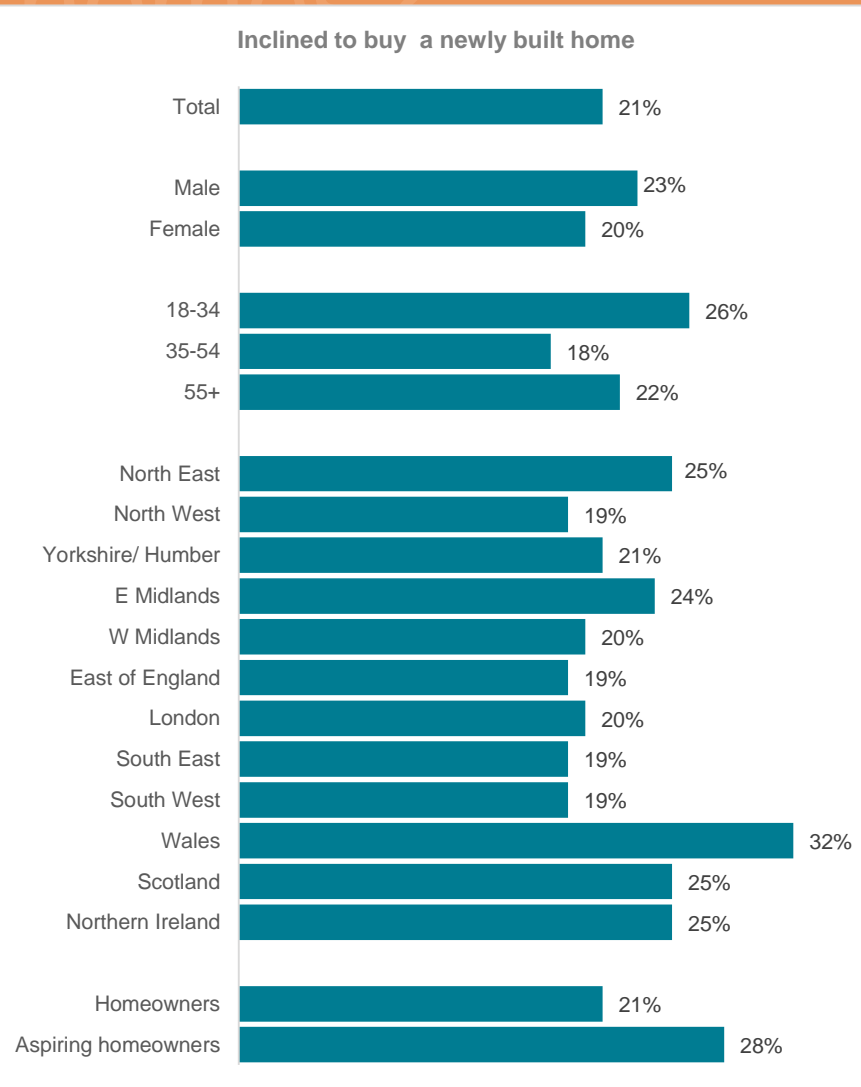
Are you satisfied with the quality of your new home?



Construction industry surveys tell one story.....

Source: National New Homes Survey 2014, NHBC

What do people think of new



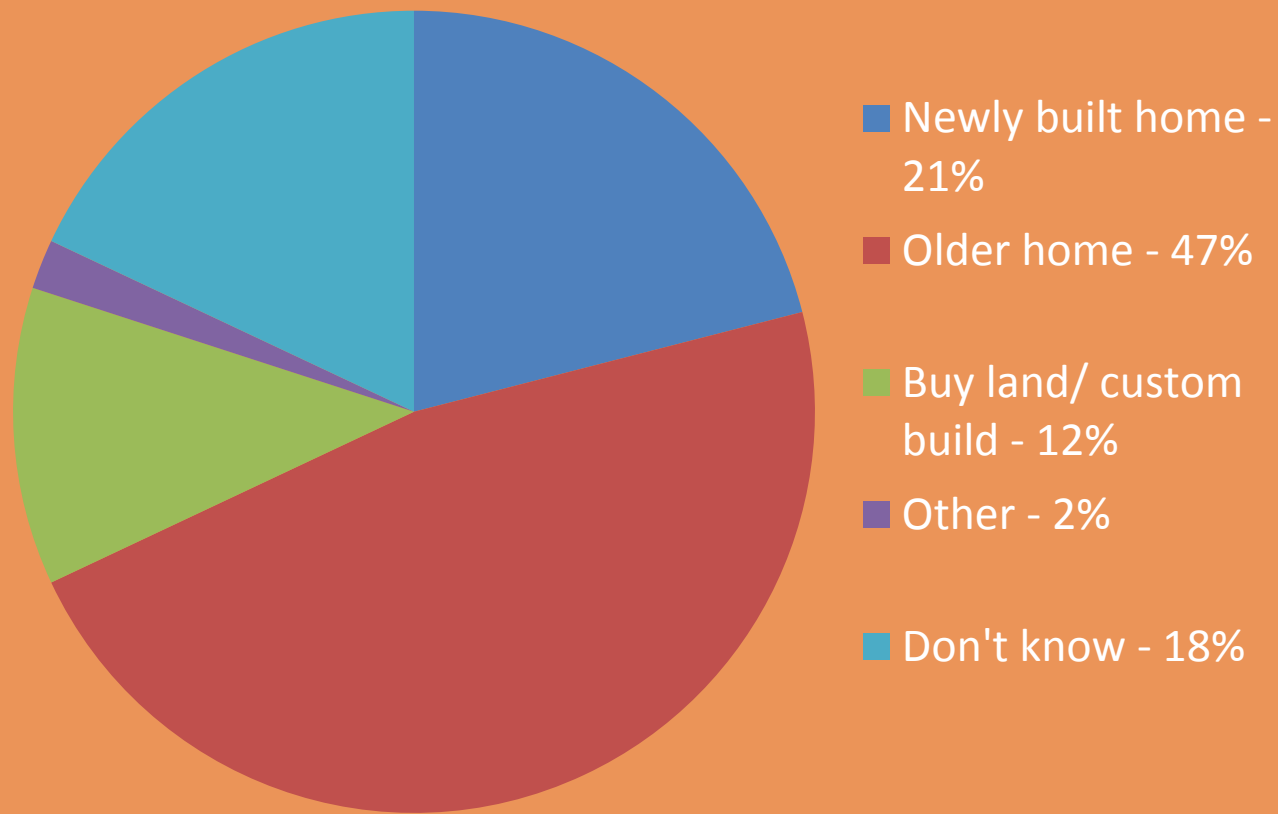
- Other surveys are a little more challenging.....
- Only 1 in 5 people would choose to buy a new build house if given the choice of all options.

Source: National Home Owners Association, 2015

What do people think of new

homes?

What type of house would you like to buy?



- A recent survey suggested that people aren't that excited at the prospect of buying a mass-market home.....
- Is perception more damaging to attempts to increase housebuilding than reality?

What do people think of new homes?

Opposition to new homes by type of area

	Support	Neither	Oppose	Depends/DK	<i>Change in opposition 2013 - 2014</i>
Big city	73	15	10	2	-7
Suburbs	53	23	22	3	-10
Small city or town	58	18	22	3	-12
Country village	43	25	27	5	-5
Farm or home in the country	41	24	32	3	+9
Total	56	20	21	3	-10

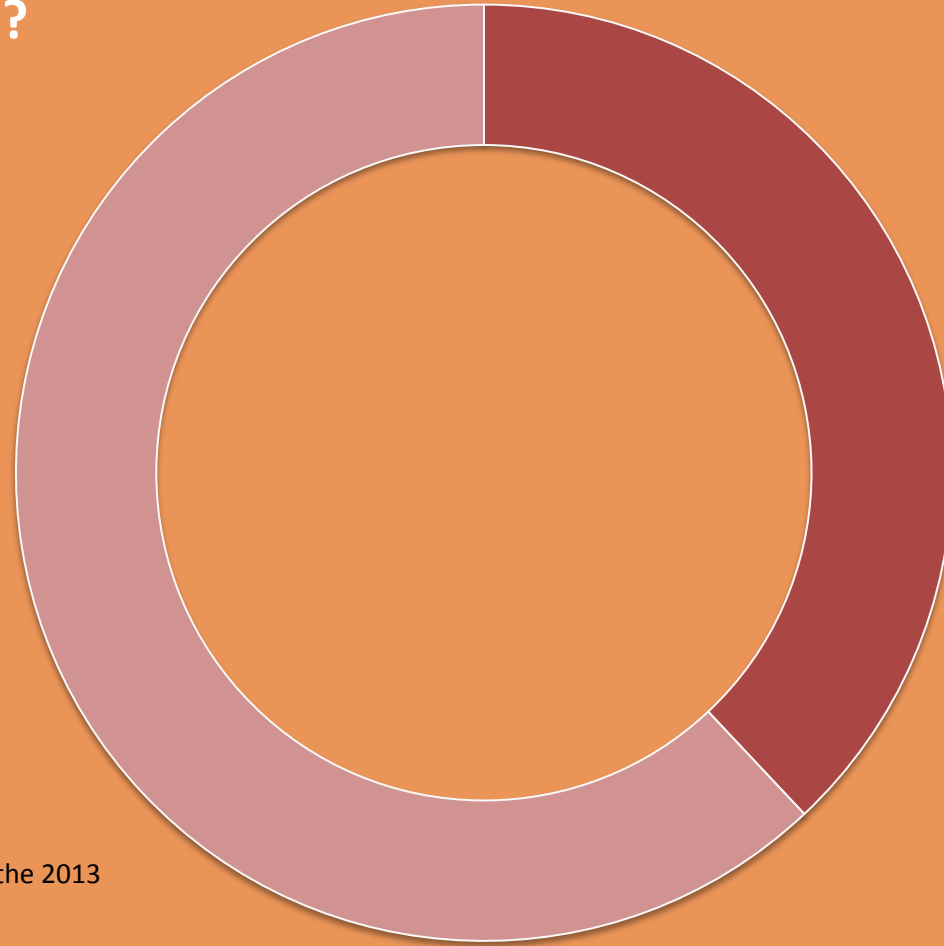
- Support for new homes is highest where it is hardest to build new homes.
- What can we do to change

What affects their

decisions?

Does the design of new homes have an impact on your support for their construction?

- Design contributes to my decision - 38%
- Design doesn't contribute to my decision - 62%



Source: Public Attitudes to Housebuilding: Findings from the 2013 British Social Attitudes Survey, DCLG

The people whose views are most significantly affected by design concerns are also the most likely to

- Vote
- Object to planning applications

What affects their

decisions?

Does the design of new homes have an impact on your support for their construction?

25-34

Over 65

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%

Source: Public Attitudes to Housebuilding: Findings from the 2013 British Social Attitudes Survey, DCLG

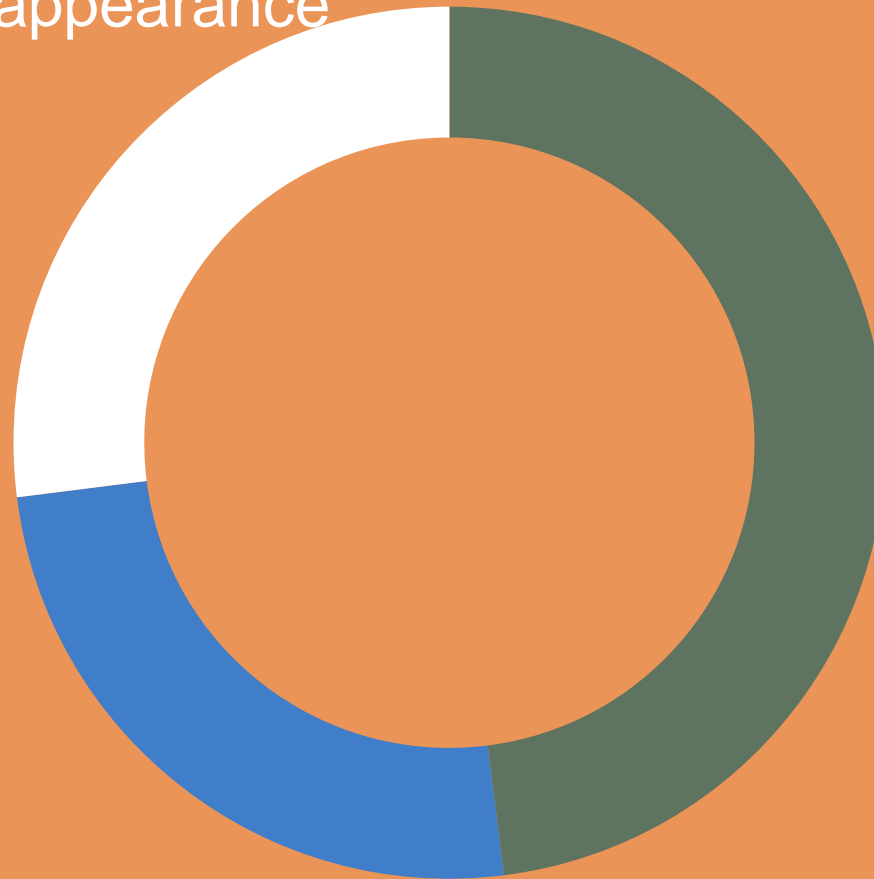
Does the market work?

- Who are we building for?
 - Does the housing market reflect consumer satisfaction?
 - How many people are stuck living in homes they don't want to live in any more but can't find an alternative to?

Does the market work?

Homes designed in the last decade are 'better' or 'much better' designed in terms of their external appearance

- Agree - 48%
- Don't Know - 25%
- Disagree - 27%



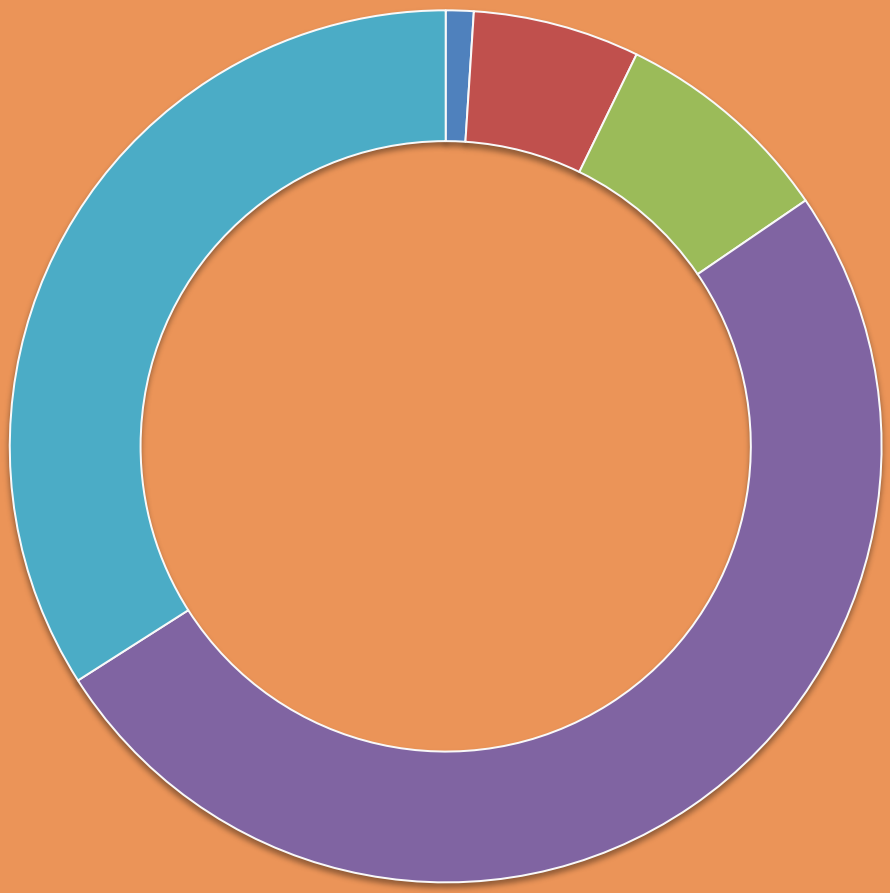
- People are getting happier with the design of new homes – is it playing a role in changing attitudes?

Source: Public Attitudes to Housebuilding:
Findings from the 2013 British Social Attitudes
Survey, DCLG

Does the market work?

Is it easier or more difficult for people to buy their own home than 20 years ago?

- Much easier - 1%
- Easier - 6%
- Neither - 8%
- More difficult -49%
- Much more difficult

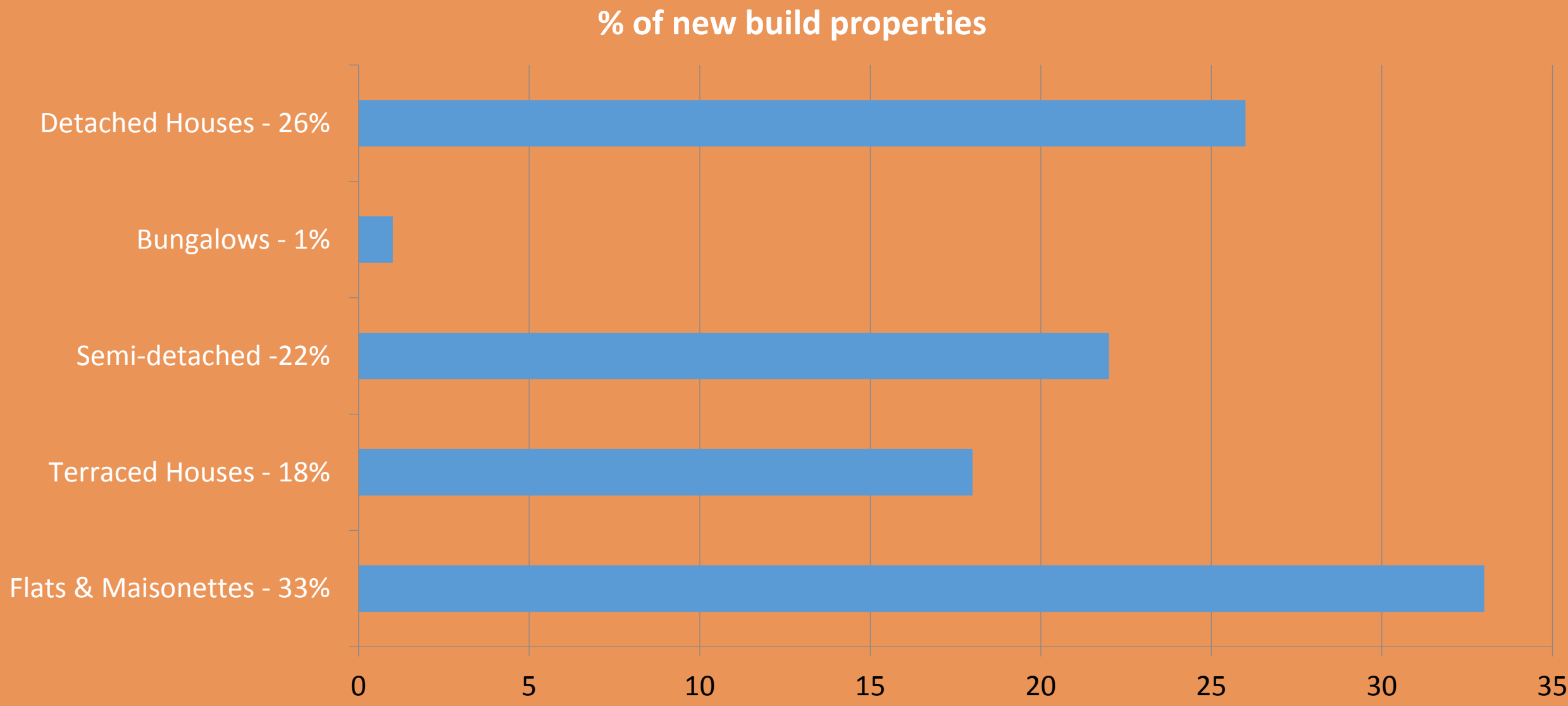


Source: Public Attitudes to Housebuilding:
Findings from the 2013 British Social Attitudes
Survey, DCLG

Does the market work?

- Simply asking people who buy new homes doesn't tell the whole story
- In 2014, 145,174 new homes completed – 33% of them are apartments
- In some parts of the country the a four bed house costs three times more than a four bed house.
- Will starter homes policy make this worse?

Does the market work?



Source: NHBC

Percentage of new build homes - 2014

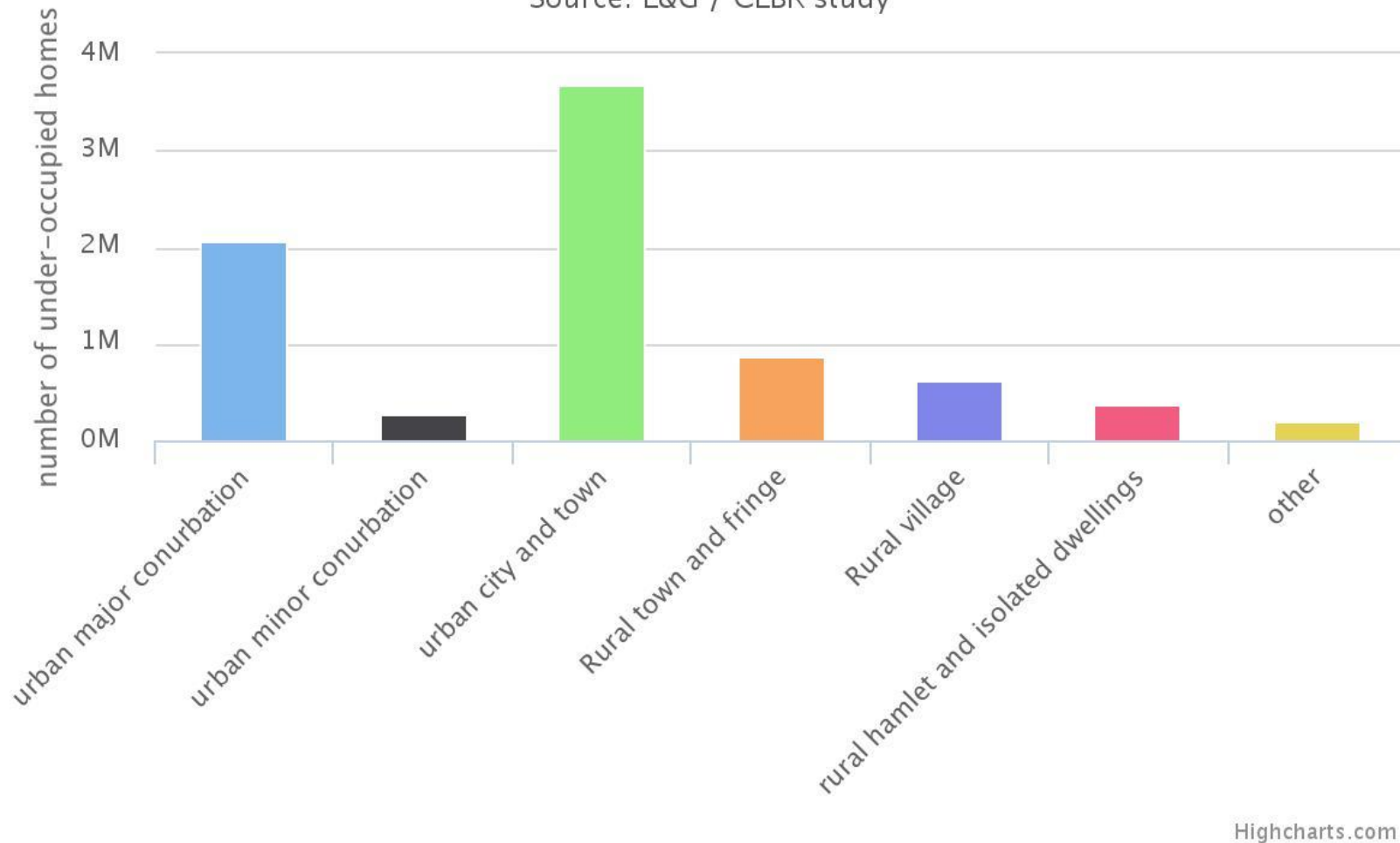
People aren't keen on downsizing

- 1/3 of homeowners aged over 55 have considered downsizing over the past 5 years - only 7% have decided to do so
- There is more than £800 million worth of under-occupied homes in the UK.

People aren't keen on

The half-empty homes are mostly in cities

Source: L&G / CEBR study



- What can we do to get more of these homes on the market?
- How many of these homeowners would be prepared to downsize if they were more confident about what they were buying?





Housing policy alone won't solve the housing crisis

- This makes it sound like a challenge we can't ever solve
- I don't think that it's going to be easy
- And the solutions aren't going to be found just by thinking about the housing that we build
- But that will clearly help....

Housing policy alone won't solve the housing crisis

- We think there are plenty of great examples of great work
- The question is how do we learn from that?
 - Politicians recognise that more needs to be done, but it is much easier for them to promote schemes that aren't going to hurt them politically.









How can we help?

- What do we think helps?
 - Do politicians understand the issues as well as we all think they do?
 - Do we understand what politicians are looking for?
 - How can we start to bridge the gap?



How can local authorities help?

- Local leadership
 - Design codes
 - Pro-active decision making
 - Integration of housing into wider debates
 - Confidence that development will add to communities

Housing needs to be seen as infrastructure

- Central & Local Government needs to start taking the same long-term approach to planning as it does (relatively successfully) with infrastructure projects.
- For this to be politically sustainable people need to feel that projects will benefit them – too many worry today about the impact on existing residents.
- The UK hasn't been good at planning support for new developments

What makes people support development?

- People have to feel confident that the developments are aimed at people like them.
- What value will the development bring to the local community?
- Will it bring a positive change?
- Is it somewhere I'd want to live?

We can't afford to keep missing opportunities



- New infrastructure schemes need to be combined with housing development
- Can the public sector use it's leverage to promote space standards and high-quality place making?

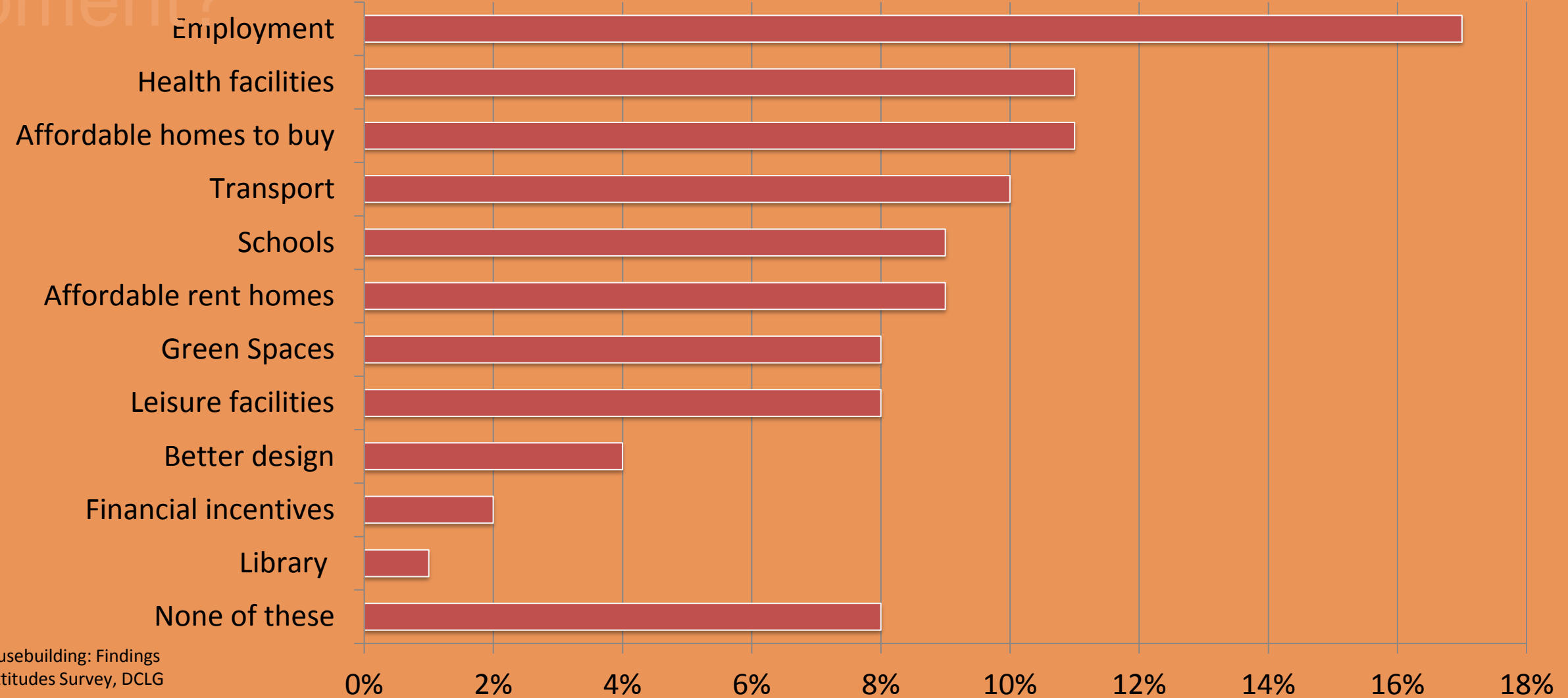


What makes people support development?

- One of the major concerns we see expressed is around the size of new homes
 - 45% of people in a recent survey said their biggest problem with new homes was the size of rooms
 - Labelling is poor – why don't new homes advertise their floor space like other homes on property websites?

What makes people support

development?
What factors are likely to support more homes being built in your area?



Source: Public Attitudes to Housebuilding: Findings
from the 2013 British Social Attitudes Survey, DCLG

What makes people support development?

43 sqm 1 bedroom flat



49 sqm 1 bedroom flat



We can't afford to ignore the scale of the

crisis



- In 2013 13,500 homes were complete in the South West
- We estimate that to keep up demand we'll need to build at least 18,000 new homes each year
- By 2025 we estimate that we'll be nearly 50,000 homes short of meeting demand

What does this mean for the South West?

- From our research we believe the average new 3 bed home in the South West to be about 88 square meters.
- Nearly 5 square meters smaller than the new national space standard.
- That's a bathroom worth of space that people are missing out on.

Small changes, big difference

- We think a space standard can be a statement that homes will meet your needs.
- This isn't about extra regulation – it's about establishing a level playing field.
- The current planning system already has enough incentives to try and reduce size and quality and increase density.

How do you adopt the new standard?

Demonstrate
Need

Demonstrate
Viability

Then adopt
into local plan

How could you adopt the new
standard

Adopt into building regulations

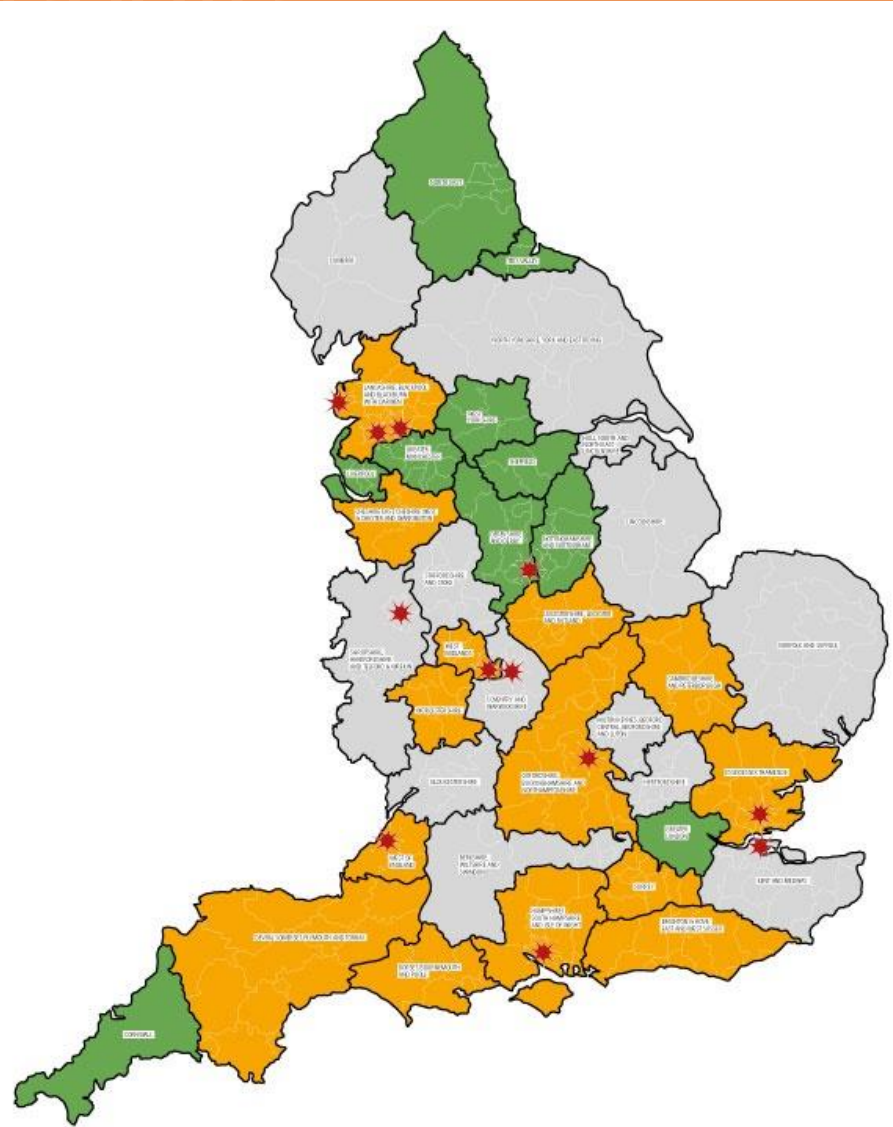
Myths about space standards

- Make all developments unviable
- Will mean that quality will decline
- We recognise that in many areas viability is a challenge and consideration needs to be given as to how to deliver this.

What happens if industry doesn't deliver?

- Potential for government action against the industry – especially if having got all the deregulation they've asked for, housebuilders still can't deliver the homes they've promised.
- Could we see an ombudsman established to tackle quality concerns?
- Return

What could devolution mean for the housing debate?



- Set housing standards?
- Raise resources?
- Borrow to finance infrastructure?
- Coordinate the sale of public sector land?
- Or not an awful lot?

