



We welcome the Localism Bill - now communities need to welcome new homes

10 December, 2010

Survey shows scale of opposition to new development

Monday's publication of the Localism Bill - after much delay - will at last give some much needed guidance to housebuilders and Local Authorities alike, as to how the new planning system is intended to work.

But, as a recent YouGov poll demonstrates, the Government's aspiration that the new system will deliver more homes relies on changing local people's attitudes to housing.

A YouGov survey commissioned by the New Homes Marketing Board (NHMB) has revealed that more than eight in ten people (81 per cent) believe Britain needs more housing for sale and rent, especially affordable homes for first-time buyers. But it also shows that far fewer people - just 50 per cent - would welcome more homes of all types in their own immediate neighbourhoods.

This is a decrease even from 2007 when in a similar poll 58% of people said they would welcome more homes in their neighbourhoods.

This NIMBYism is the challenge the new "localist" policy approach has to meet and overcome at a time when house building is already at the lowest level since 1924. This whilst millions languish on Local Authority waiting lists and restricted mortgage availability has seen First-Time Buyer numbers drop to record lows.

The Government believes that by giving people more power, more homes will get built but this survey shows how much Government and Local Authorities need to do to help house builders convince local people of the benefits of development.

With Local Authority budgets slashed, the financial rewards of development, through the New Homes Bonus, will be vital for boroughs and towns across the country. It's important that this is understood by councillors and their electorate.

Speaking today, Stewart Baseley, Executive Chairman of HBF said;

"The Localism proposals provide a real chance for people to develop their communities for the better and house builders will work with them to build the homes communities and families want. More homes will mean more money for local facilities and services and will enable young people to live in the communities where they grew up."

"The Government and Local Councils need to join us in educating communities of the severity of the housing crisis and the benefits of new homes."

End

For media enquiries, or to arrange an interview, please contact Tim Collins on 020 7960 1612 / 07813 883473 or tim.collins@hbf.co.uk or Steve Turner on 020 7960 1606 / 07919 307 760 or steve.turner@hbf.co.uk

Notes to Editors:

1. The Home Builders Federation (HBF) is the representative body of the home building industry in England and Wales. The HBF's 300 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: www.hbf.co.uk

2. All figures, unless otherwise stated, are from YouGov Plc. The survey was undertaken for the New Homes Marketing Board. Total sample size was 2137 adults. Fieldwork was undertaken between 8th - 10th November 2010. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+). The results, which include breakdowns by region and socio-economic grading, can be found by following the link below. Total sample size for the 2007 YouGov survey mentioned was 1,998 and carried out online between 12th and 14th September 2007. The figures have been weighted and are representative of all GB adults (aged 18+).

3. [Please click here view the survey](#)

4. [Click here](#) to view Grant Shapps' 'Your Community needs you' speech.