

# Insights from the Industry Voice

Stewart Baseley, Executive Chairman, Home Builders Federation

David O'Leary, Policy Director, Home Builders Federation

**Conference Call, Tuesday 09 February 2021**  
**15.30 GMT / 16h30 CET / 10.30 EST**

**Please [click here](#) to register and receive dial-in details.**

The Home Builders Federation (HBF) is a highly respected and influential representative body that has helped to secure a range of government stimulus measures for the industry. HBF was instrumental in highlighting the worsening housing crisis in England and then worked with the government to develop mortgage support schemes such as Help to Buy, Newbuy and Homebuy Direct. On the wider policy front, HBF has had considerable success ensuring policy with regards to planning, regulation and sustainability reflects industry concerns. This was reflected in the NPPF and recent Housing White Paper, which contained several proposals put forward by HBF.

HBF is also actively working to ensure the industry has continued access to EU labour post Brexit, as it looks to deliver further increases in output. It recently undertook a census of the housebuilding labour force to help inform the debate. Skills is a critical issue for the industry. To drive this agenda forward, HBF established the Home Building Skills Partnership, which is now well on track with initiatives aimed at attracting more people into the industry and increasing the training of the existing workforce. Build quality is another issue at the top of HBF's agenda.

Stewart Baseley has been on the HBF board since 2002 and has served as its Executive Chairman since 2005. Stewart began his housebuilding career with Crest Nicholson in 1983 before moving to Charles Church, where he became CEO in 1990, a position he held for eight years. In 1998, he became Chairman and CEO of Centex UK, which in 1999 acquired Fairclough Homes. In 2005, he oversaw the sale of Centex UK to Miller Group.

David O'Leary is HBF's Policy Director. He joined HBF in 2013 and has led on a range of projects including the development of policy proposals to address the long-term decline of SMEs in the sector and HBF's engagement with the government on both housing supply and demand. Prior to joining HBF, David worked as an adviser to the Conservative Party on housing and at a London Borough, where he was responsible for housing and enterprise policy and government relations.