



Housebuilding Market Study – Floor 2N/013  
Office of Fair Trading  
Fleetbank House  
2-6 Salisbury Square  
London  
EC4Y 8JX

19<sup>th</sup> November 2007

Dear Sirs,

Homes for Scotland Response, November 2007

Homes for Scotland is the representative body for the private home building industry in Scotland. Homes for Scotland represents the interests of over one hundred and fifteen core homebuilder and developer organizations, as well as over eighty additional associated service and supply companies.

Together our membership provides approx. 95 of every 100 new homes built for sale in Scotland each year. Homes for sale currently account for 80% of all new homes constructed in Scotland and residential development is the largest source of private investment in our country.

We have a rapidly expanding membership of professional and other service businesses engaged in our industry, which contributes £5bn annually to the economy and employs more than 110,000 people directly and indirectly.

Homes for Scotland has been established to represent and speak for the home building industry. We aim to improve the quality of living in Scotland by providing this and future generations with modern homes, in the places people want to live. We are a modern influencing body, challenging where necessary on behalf of members' rights and interests, whilst engaging constructively with decision-makers and influencers.

Satisfying the diverse needs and expectations of its members is the key driver for Homes for Scotland, in addition to growing respect and trust for the organisation and for the industry by being knowledgeable, influential and proactive in promoting and protecting home builders' interests.

Much of this activity, together with broader information on our members and individual secretariat team, is available via our website, at :- [www.homesforscotland.com](http://www.homesforscotland.com)

In relation to current housing development activities, our views in this field are clearly influenced by the concerns, needs, desires and aspirations of our membership. However, on a wider basis we are delighted to be working with the Scottish Government within its Housing Supply Task Force, and look forward to continuing to contribute to its ongoing programme of work in the months ahead.

The attached submission should be read within that context.



In making this response we are not responding on behalf of our members or as a proxy for any direct contact the OFT may wish to have with them, but rather, simply directly on Homes for Scotland's own behalf.

Therefore, we are happy to attach our formal response to the OFT Market Study into the House Building Sector.

This response addresses the set of specific questions set out under your previously circulated list of proposed topics for comment. You will see that we have responded in some detail to certain topic questions where it is clear that they have a UK wide application. In the case of other topics, where these may or may not have a Scottish application, we have simply provided a commentary on the issues to inform OFT views and assist you in understanding any subtle or important differences that occur here.

We hope that you accept this submission as the beginning of a co-operative relationship with Homes for Scotland throughout the duration of your Market Study. If any of the points raised within this response require clarification or further information to be submitted we will be more than happy to assist. Please direct any future queries or correspondence to myself at the address below.

Yours sincerely

A handwritten signature in black ink, appearing to read "Jonathan Fair", written over a horizontal line.

Jonathan Fair

Chief Executive