

# Report to boards

This report sets out our progress against each aspect of our business plan, looking at key achievements and milestones. We have also included an update on our General Election campaign, and our latest media report which we hope you will find useful.

## Highlights

This report covers our activity up to the end of April and it has been quite a quarter; seeing all of our planning and campaigning culminating with the brilliant Relay to the Rally and the Homes for Britain Rally at Methodist Central Hall. With the tireless support of members we achieved our ambition of making housing a General Election issue and imprinting it on the public mind.



Hot on the heels of the rally we saw all political parties vying with each other to produce the highest numbers of new homes and seize public opinion with new initiatives and ideas, including of course the proposal from the Conservatives to extend the Right to Buy to housing associations. We responded strongly, loudly and coherently on behalf of our members and received the support of a growing number of partners (including the CBI) and opinion formers, some genuinely surprising in their support for our position. Arguably, we can unashamedly say that the week of the 16 March saw the Federation at its best; not just with the rally and the relay, but also the hugely successful Finance Conference and a quick, insightful and newsworthy response to the Budget. Other highlights include:

- a hugely successful last quarter for the Commercial Directorate, with the best end of year results since 2008/9
- being confirmed as a strategic partner in the Department of Health's health and care voluntary sector after a successful bid
- the launch of our Core Cities Home Truths report in March, with a stakeholder workshop with city leaders and members
- our roadshows and webinars, helping members through the roll out of Universal Credit, attracting 460 delegates
- changes to the Affordable Homes Guarantee Programme, the asset cover requirement and the security release clause, following significant lobbying
- Regulation roadshows organised to explain the changes to the regulatory framework and the new stress-testing approach, running May and June and accompanied by a new publication
- the launch of a web based governance resource for members and updated code of governance.
- a huge spike in web traffic on 14 April due to Right to Buy, with nearly 13,000 visits compared to 1,789 the previous Tuesday. My blog on Right to Buy, which originally attracted 329 people in February, was read by nearly 10,000 people.
- moving towards the final testing phase for our new CRM system, Personify, with staff training scheduled and the system set to go live on the weekend of 20/21 June.

We now know the result of the General Election and are preparing to work with the new government. Housing is high on the agenda, with the PM promising to offer the British people "the chance to get on.. with the dignity of a job, the pride of a pay cheque, a home of their own and the security and peace of mind that comes from being able to support a family." We are fully aware of the challenges ahead and continue to press hard the need to end the housing crisis, demonstrating the critically important role you all play in that. We will know more after the Queen's speech on 27 May, but please do get involved with our member discussions and respond to our questionnaires. We really need your feedback and views. I will keep in touch with you all as things develop.

**David Orr, Chief Executive**

## Contents

### Business plan areas:

- [Enabling the delivery of great homes](#)
- [Promoting health and wellbeing](#)
- [Supporting resilient businesses](#)
- [Running an effective Federation](#)
- [Cross-cutting work](#)

### Additional information:

- [General Election campaign update](#)
- [Media summary](#)

# Enabling the delivery of great homes

Housing associations are delivering great homes of all types and tenure

## Develop a vision for the future for housing associations

We have used the [Ambition to deliver](#) to shape our General Election strategy and messaging, particularly in relation to freedoms and flexibilities. The long term plan that we will be launching in July will also be entirely congruent with the Vision, and will clearly set out how we are on course to meet the ambitions that we have set ourselves as a sector.



There are currently just over 160 associations signed up, representing about 65% of the sector. Moving forward into 2015-16, we will be encouraging further sign up by housing associations and, more than that, looking at ways that we can embed the thinking, ethos and ambition of the vision in the work of our members. This will include developing a set of practical resources and examples showing what implementing the vision might mean to individual associations and their business planning process.

Contact: Rob Warm, Head of Member Relations, [rob.warm@housing.org.uk](mailto:rob.warm@housing.org.uk).

## Secure the best investment settlement for housing associations

The 2011-15 Affordable Homes Programme is now complete. Official delivery figures will be published in June, but we understand the Homes and Communities Agency (HCA) and Greater London Authority will meet targets, in terms of affordable homes built. We understand there was greater concern about missing targets for spend, which would have implications for funding this year. In this year's budget, Government announced the launch of a Help to Buy ISA. We came out [strongly against it](#), as the money could have been better and more efficiently spent on new affordable homes. While people struggle to raise a deposit this scheme also carries with it a number of problems – uncertainty (over the actual cost of the policy) and deadweight (no additionality).



Our General Election investment work is focussed very firmly on a call for increased public investment and we have built a strong and compelling case, highlighting the need for greater capital investment, both in total and per home, and for this investment to be consolidated in a single fund to be used more strategically. We are also exploring alternative ways of raising finance, for example through housing ISAs and tax credits.

We responded to all Party manifestos as they were published in the week of 13 April, gaining media coverage and providing updates and information for our members. In direct response to our lobbying, in March, Government announced the asset cover requirement has been reduced to 105% and the security release clause has been reduced to 115% on the Affordable Homes Guarantee Programme. This should make funding more attractive to housing associations.

Following the recent consultation, Government announced it will amend guidance and model leases to streamline the sales process for shared ownership homes in outright ownership. The changes announced are unlikely to have a big impact for housing associations.

The HCA completed its consultation on Recycled Capital Grant Fund (RCGF). For profit providers will be required to recycle grant plus a proportion of uplift based on house price inflation. We were concerned that this could be applicable to non-profit providers, but the HCA has confirmed there is no intention of extending the same approach to non-profit providers. We are continuing to work with the HCA on two other issues – writing off historic grant in the event of financial hardship and the requirement to have clear plans in place for the reinvestment of RCGF.

Contact: Adam Morton, Policy Leader, [adam.morton@housing.org.uk](mailto:adam.morton@housing.org.uk)

## Ensure there is a suitable supply of affordable land

Our General Election land work focuses on the principles that underpin a well-functioning land market. We are arguing for a [localised approach](#) to land, where control over the release and use of public land is held in the right place. Local authorities (or groups of local authorities working together) are best placed to coordinate the use of all public land. We are highlighting the need to update government guidance on best value when disposing of public land and all sites suitable for housing should be identified and 'zoned' in local plans.



In the Autumn Statement, Government announced its intention to establish a London Land Commission to develop a comprehensive database of public sector and brownfield land in the capital, and invest £1 million. While this announcement will go some way to ensuring a suitable supply of affordable land in London, identifying the land is only the first step. It must be linked to a coordinated strategy for release and housing delivery.

Contact: Adam Morton, Policy Leader, [adam.morton@housing.org.uk](mailto:adam.morton@housing.org.uk)

## Influence planning and building regulations to support delivery of more affordable homes

With the Royal Assent of the Deregulation Bill, the Housing Standards Review is now complete. A series of new technical documents has been created, complementing the existing Building Regulations that remain mandatory. There are also additional (optional) Building Regulations that relate to water and access, at a higher standard than minimum national regulations. A new national space standard has also been introduced, and the Code for Sustainable Homes has officially been retired.



The Government has issued a response to the consultation on speeding up section 106 negotiations. Updated guidance contained within the National Planning Practice Guidance was published on 26 March, confirming that s106 negotiations should be concluded within statutory timescales. It also promotes the use of standardised clauses to minimise the need to draft agreements from scratch.

Contact: Rachel Fisher, Head of Policy, [rachel.fisher@housing.org.uk](mailto:rachel.fisher@housing.org.uk)

## Enable housing associations to continue to improve existing homes and neighbourhoods

We recently launched [Green Flag for Housing](#) in partnership with Keep Britain Tidy to support members in delivering good quality green spaces on their estates. The award is not yet applicable to other tenures, giving housing associations a unique opportunity to become the first in their town, city or county to win a Green Flag Award. Free training sessions for members are being run in partnership with Kew Gardens and Keep Britain Tidy in London and Manchester over the next three months.



Savills has been commissioned to carry out research into housing association property investment strategies, with the desktop element completed and a survey underway.

In this year's budget a £25 million fund was announced for delivering central heating to off-gas homes as a means of alleviating fuel poverty. We supported the Department of Energy and Climate Change (DECC) in developing the Central Heating Fund and provided a detailed [briefing](#) to members.

We supported the launch of [Energiesprong](#) as an independent entity from the Federation, to help deliver deep retrofit interventions at scale, in response to the zero energy challenge.

Contact: Steve Cole, Policy Leader, [steve.cole@housing.org.uk](mailto:steve.cole@housing.org.uk)

## Building public support for housing

We were at forefront of publishing and promoting important findings from the British Social Attitudes survey about support for new homes. The results show that 56% of all households now support 'more new homes in their local area'.



For a round-up on our General Election campaign, see our [General Election campaign update](#).

## Yes to Homes

We had an [article published](#) in LGIU's C'llr Magazine with the headline: 'More people are saying Yes to Homes' and calling on councils to back the Yes to Homes campaign.

Personalised letters asking Councillors to pass a council motion in support of Yes to Homes have been sent out alongside our Guide for Councillors, and documents with statistics about each council's local area to:

- Bath and North East Somerset Council
- Borough of Poole Council
- Bristol City Council
- Cambridge City Council
- Eden District Council
- Leeds City Council
- Manchester City Council
- Nottingham City Council
- Poole Borough Council
- Watford Council
- Welwyn Hatfield Borough
- Winchester City Council

Councillors from BathNES, Borough of Poole, Eden District Council, and Nottingham City Council have said they plan to propose council motions after the elections.

600 people emailed their councillors asking for them to pass a council motion and back [Yes to Homes](#). Peterborough City Council plans to raise the motion at its next meeting, as does South Tyneside Council and Trafford Council.

Contact: John Pierce, Campaigns Manager, [john.pierce@housing.org.uk](mailto:john.pierce@housing.org.uk)

# Promoting health and well-being

Housing associations are regarded as efficient and effective providers of services

## Employment and skills programmes can be accessed and delivered by associations

The first meeting of the new [Wellbeing and Social Enterprise member group](#) has taken place with Paul Doe as Chair.

The Federation supported National Apprenticeship week by celebrating the good work of our members, including the sector's success in achieving over 12,000 apprenticeship starts since 2012 - a significant increase on previous years. Our social media activities included a [blog](#) by Sue Husband, the Director of the National Apprenticeship Service.



Localism and devolution present significant opportunities for housing associations around employment and skills and we are working with providers in Greater Manchester which is at the forefront of this agenda. We are also encouraging members across England to engage with Local Enterprise Partnerships to access European Social Fund money for employment, skills and social exclusion work.

We have been developing and testing policy solutions for the new Government to help housing associations support more tenants into work for our long-term plan.

Contact: Jenny Allen, Policy Leader, [jenny.allen@housing.org.uk](mailto:jenny.allen@housing.org.uk)

## Putting housing associations at the forefront of regenerating communities

We are working with our members to test proposed regeneration policy solutions for the new Government and have stressed the need for capital investment throughout our General Election work.

We continue to build the narrative through all channels (including blogs and media), explaining regeneration's role in ending the housing crisis in the same way that we have raised public understanding of the supply problem.



Contact: Sara Cunningham, Policy Officer, [sara.cunningham@housing.org.uk](mailto:sara.cunningham@housing.org.uk)

## Develop housing associations' offer to health, maximising opportunities

The Federation has successfully bid to be a strategic partner in the Department of Health's health and care voluntary sector programme. During 2015/16 we will focus on housing associations' role in community-based approaches to health, and on identifying the potential for housing to improve health outcomes.



We worked with Public Health England to run two member events on food growing on housing estates, after it made trial funding available for housing associations looking into diet and health. During April we published our research report on Asset Wealth and an ageing population: ['Can our homes pay for the care we need in older age?'](#) This received solid media and social media coverage.

Contact: Emily Bird, Policy Leader, [emily.bird@housing.org.uk](mailto:emily.bird@housing.org.uk)

## **Maintaining and growing associations' capacity and capability to provide care and support services**

We have subscribed to membership of the Care and Support Alliance for 2015/16; the coalition of over 75 organisations campaigning for better care services.

The Federation has developed policy solutions for the new Government, aimed at helping housing associations make a bigger impact on care and provide support services to vulnerable people. These are being tested with members.



We continue to lobby on the implementation of the Care Act through the Care and Support Alliance and will continue to support members in retaining access to the commissioning of better preventative care services.

We are lobbying the Department for Work and Pensions (DWP) about changes to housing benefit for supported and exempt accommodation. DWP has awarded a tender to assess the size of localised funding.

Ahead of a Law Commission consultation this summer on potential changes to the threshold for Deprivation of Liberty Safeguards (DoLS), we are working with the Housing Learning and Improvement Network (LIN) and Clarke Willmott LLP to produce a briefing for supported housing providers on their legal position.

We are also working with members and the Care Quality Commission to ensure guidance on supported living is proportionate and there are no unintended consequences for the delivery of services to improve people's independence.

Contact: Emily Bird, Policy Leader, [emily.bird@housing.org.uk](mailto:emily.bird@housing.org.uk)

## **Demonstrate the economic and social value of housing on local areas (Local Enterprise Partnerships)**

During March we launched our [Core Cities Home Truths report](#) at a stakeholder engagement event that brought Core City leaders and our members together.

The report provides an analysis of the housing markets across the eight English Core Cities and sets out the need for tailored responses to address the housing crisis. It states that, by ensuring the correct range, choice and quality of housing, Core Cities can attract and retain a skilled workforce and stimulate further economic growth.



We are also supporting members in Manchester to make the most of opportunities presented by the devolution agenda and are developing a political and stakeholder engagement strategy to ensure our members are well represented in devolution talks.

Contact: Catherine Brabner, Policy Officer, [catherine.brabner@housing.org.uk](mailto:catherine.brabner@housing.org.uk)

# Supporting resilient businesses

Housing associations are equipped to respond to challenges and grasp opportunities as robust, future proofed businesses

## Ensuring a robust financial reporting framework

The new governance arrangements for the Housing SORP-making process are close to being implemented. Ten new SORP members have been recruited, subject to formal approval by the SORP-making Body on 22 May 2015.

The first meeting of the reconstituted [Finance and Policy Advisory group](#) had a successful first meeting, chaired by Heather Ashton (Thirteen Group).

Contact: Joseph Carr, Policy Leader, [joseph.carr@housing.org.uk](mailto:joseph.carr@housing.org.uk)



## Minimising the impact of changes to pensions

The Federation and KPMG's [Clearer Pensions Support Service](#) was launched at the Finance Conference in March and goes live in May. We are also preparing a briefing for Board members on the position of the Social Housing Pension scheme.

Contact: John Butler, Policy Officer, [john.butler@housing.org.uk](mailto:john.butler@housing.org.uk)



## Working towards a Universal Credit system that works for housing associations

Our programme of roadshows and Universal Credit webinars to support members with the national rollout of Universal Credit attracted 460 members.

The Department for Work and Pensions (DWP) is trialling 'trusted status' for social landlords in three areas of the North West. The trials consider the process by which landlords can take responsibility for telling DWP when a tenant should have benefit money paid direct to the landlord. This will help smooth transition to Universal Credit.

As a result of the evidence presented by the Federation of the experience of the live running of Universal Credit, the DWP has agreed to a programme of service improvements including speeding up processing times. Data sharing means all social landlords should now be informed when a tenant claims Universal Credit, and we brokered an agreement with DWP that it would accept data from landlords to allow uprating of claims in line with April rent increases.

We have now also started work to quantify the additional costs incurred by landlords as a result of Universal Credit and will use this to press for changes in policy and process, as well as resources from Government to help tenants manage claims.

Contact: Sue Ramsden, Policy Leader, [sue.ramsden@housing.org.uk](mailto:sue.ramsden@housing.org.uk)



## **Achieving a regulatory framework that enables associations to unleash their potential**

We have produced a [member briefing](#) on the changes to the regulatory framework and have launched a series of roadshows on asset and liabilities and stress testing which take place during May and June. This will be accompanied by a publication to support housing associations in responding to the changes.



We have now updated our [code of governance](#) which is now available as a free, downloadable, pdf for all members. Our [Model Rules](#) for community benefit organisations have also been updated along with the associated guidance. A new [web-based governance resource](#) has been launched for members. To access it you will need to [log in or register](#) on our website.

Contact: John Bryant, Policy Leader, [john.bryant@housing.org.uk](mailto:john.bryant@housing.org.uk)

# Running an effective Federation

The Federation is regarded as an efficient, effective, responsive and well run organisation

## Effective recruitment, development and deployment of staff

We have now completed our review of the HR Department and have our new team in place. Alongside this we are continuing our HR policy and process review.

A schedule of HR managers briefings and HR surgeries for all employees has been set up for the year. Building on the employee survey, workshops have been carried out with all teams and a plan for continuing to develop our great workplace has been agreed.



Our Management Academy continues, with all cohorts having now begun the programme (Senior Management Group, Heads and Managers) and two groups are now half-way through. Feedback from delegates continues to be positive.

The 2014/15 appraisal, 2015/16 target setting and Personal Development Plan process is now complete.

We are continuing the review of HR's presence on the Federation website and intranet.

Contact: Adrian Fisher, Interim Head of HR, [adrian.fisher@housing.org.uk](mailto:adrian.fisher@housing.org.uk)

## Deliver improved digital content, information management and governance

We have completed a new proposed information architecture for our website, to improve navigation, ready for launch in September. There are new templates for our events section to make it easier to browse and find different types of events.

At the Homes for Britain rally we trended on Twitter. Over 5,000 people sent nearly 26,000 #homesforbritain tweets, reaching over 5.3 million people. Our top tweet was retweeted 409 times. We had 680 supporters of our Thunderclap, with a reach of 977,497 people. There were 4,096 visits to the [Homes for Britain website](#) (a 1,000% increase, compared to an average Tuesday). 75% of visitors were first time visitors.



Our Homes for Britain website has interactive features including a supporter map, supporter quotes and social media activity. We have had over 2,000 supporter quotes submitted.

Our social media presence supported our media work on Right to Buy. The Federation was mentioned well over 100 times by influencers like MPs, Prospective Parliamentary Candidates (PPCs), UK policy experts and journalists, compared to 10 during the previous month. Our tweets from @natfednews were retweeted 974 times, with one tweet of 432. Tweets were delivered to twitter streams over 1.3 million times.

Our website was visited nearly 13,000 times on 14 April, representing a 244% increase in page views. 50% of our web traffic came directly from Twitter (usually about 5-8%). [David's blog for February](#) about extending Right to Buy was read by nearly 10,000 people, compared to 329 people who originally read it on the day it was uploaded.

Contact: Anna Brosnan, Head of Media, Digital and Campaigns, [anna.brosnan@housing.org.uk](mailto:anna.brosnan@housing.org.uk)

## Develop and implement the Personify Customer Relationship Management system

Web developers Electric Putty have now completed their work to integrate the single sign on (SSO) technology, linking the Federation website and Personify. Having this functioning correctly brings a significant reduction in project risk.

The Core Implementation team for Personify have been trained and are ready to begin formal user acceptance testing.

The Business systems team are continuing to test various technical aspects of Personify and have raised a number of technical issues with the supplier. These are being resolved and the outstanding number of issues is decreasing.

Weekly technical team meetings including UK and USA-based teams are scheduled to help ensure that outstanding issues are resolved in a timely manner prior to go-live. A test data conversion has been successfully completed and the all-staff training program dates are now confirmed, with staff being enrolled.

Contact: Paul Bayly, Membership Manager, [paul.bayly@housing.org.uk](mailto:paul.bayly@housing.org.uk)



## Improving our service to members on issues that matter most to them

The customer satisfaction work carried out last year, and reported to the board, has led to the production of a service improvement plan focused on key issues that matter most to our members.

The plan focuses on understanding members' businesses and people; remaining relevant; starting with members and articulating a clear offer. It incorporates clear and ambitious targets to improve our scores on those areas which drive satisfaction rates with our members.

Contact: Rob Warm, Head of Member Relations, [rob.warm@housing.org.uk](mailto:rob.warm@housing.org.uk)



## Media coverage

We ramped up our media coverage ahead of the 2015 General Election to ensure housing is well and truly on the news agenda. Since February we secured more than 2,230 pieces of media coverage, including repeated appearances on BBC Breakfast, BBC News at 10, Sky, Channel 4 News, ITV National News and every single national newspaper; gaining coverage by influential national commentators and columnists, broadcasters and many more.

Our main General Election messages featured prominently in the media, calling on the next Government to come up with a long-term plan within a year of taking office to end the housing crisis within a generation.

We have also worked with the media on a range of housing stories including Homes for Britain, responding to Conservative plans to extend Right to Buy to housing associations, health and the housing crisis impacting England's older population, as well as the issues facing private renters and how housing associations could step in to solve some of these problems. Housing truly became an election issue, with affordable housing featuring prominently in the leaders' debate.

Highlights included the Homes for Britain Rally, where we achieved wall to wall coverage with 200 pieces of coverage in 24 hours. This included extended features on BBC Radio 4 Today programme, BBC Breakfast, News at 6, Sky, Channel 4 News, numerous columnist pieces in the nationals and a leader article in The Times. We also worked with members to secure blanket regional coverage of the Relay to the Rally.



We also led the public debate on the announcement of the extension of Right to Buy in the Conservative Party manifesto. From Ruth Davison's clear and measured interview on BBC Radio 4's Today Programme right the way through to David's strong appearance on Newsnight, the Federation's response secured well over 200 pieces of press coverage in a single day, including mentions in every national newspaper.

Highlights included David being the first person to respond on the BBC News Channel following the end of Cameron's speech. David also appeared on BBC News at 6 and 10, BBC 5 Live, ITV, Channel 5, and both Ruth and David were interviewed by Sky News with coverage rolling throughout the day.

We continued to push our lines in the days following, with articles in all national print titles, numerous letters to newspapers, blogs and commentary pieces, backed up by robust research and public polling showing the lack of fairness and deep unpopularity of the proposal.

See our [media round-up](#) for more information.

Contact: Anne Arnold, PR Manager, [anne.arnold@housing.org.uk](mailto:anne.arnold@housing.org.uk)

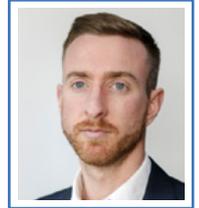
# Cross-cutting work

Key projects that span and support all areas of our business plan

## National conferences

National Conferences produced an excellent year overall, exceeding budgeted targets and customer satisfaction levels, reaching 87%.

This was largely due to excellent delegate attendance across the board, in particular for the finance related events such as Treasury Management Conference, SORP Roadshows, Audit Committees Conference, and Risk Conference.



For the third consecutive year our most profitable event, March's Housing Finance Conference and Exhibition, exceeded exhibition and sponsorship sales targets. Attendance has now risen 30% since 2012. The Finance App was also particularly successful this year with 697 downloads, enhancing the onsite experience for delegates and exhibitors alike.

2014/15 has demonstrated a clear demand from members for an increased number of finance products which underlines the importance for the Federation to maintain the supply of events in this area.

Particular efforts were made in the latter half of the year to increase consultation with members on the content of key conference programmes. This approach has resulted in growing delegate numbers.

Key upcoming dates in the conference calendar include:

- [Stress testing roadshows](#) - Manchester, York, London and Birmingham, May and June 2015
- [Affordable Home Ownership Conference](#) - London, 3 June 2015
- [Company Secretaries' Conference and Exhibition](#) - London, 16 June 2015
- [Care and Support Conference and Exhibition](#) - Birmingham, 17 June 2015
- [Great Homes and Communities Conference and Exhibition](#) - Coventry, 6 - 7 July 2015

Contact: Chris Bancroft, Head of Conferences, [chris.bancroft@housing.org.uk](mailto:chris.bancroft@housing.org.uk)

## Products and services

The Federation's My Home products have established a clear trend for growth in recent years. Both My Home Contents Insurance and My Home Energy Switch produced an exceptionally strong year, with the latter growing by over 50% versus 2013/14. This continuing trend highlights a need for the tenant based My Home offers within the sector.



A new partnership with KPMG was launched at our Finance Conference and Exhibition in March. 'Clearer Pensions' will provide housing associations with access to valuable pensions advice from KPMG at highly competitive rates. The scheme will be built around a purpose built online portal which will go live in Q1.

Contact: Adam Jones, Assistant Director of Marketing and Commercial Services, [adam.jones@housing.org.uk](mailto:adam.jones@housing.org.uk)

# Political environment

## General Election campaign update

Thank you for all the work housing associations have put into making Homes for Britain and our General Election work such a success.

We have made housing a major issue this election. That is no mean feat and is testament to the incredible work so many people from across the sector have put into the campaign.



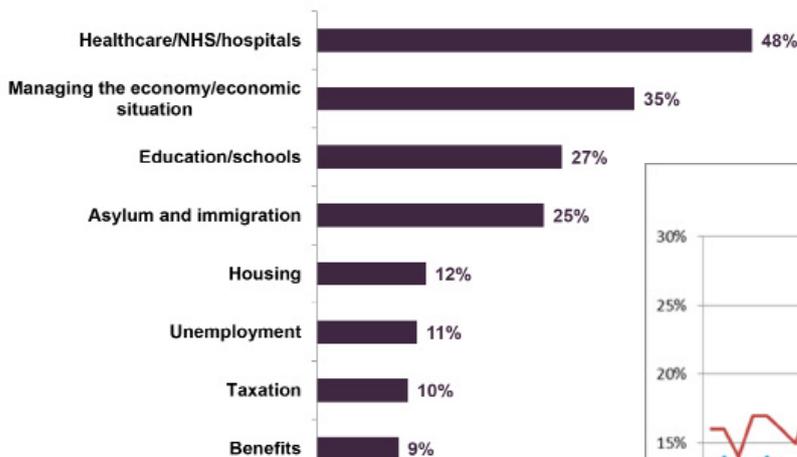
This election our sector has come together on an unprecedented scale to make our voice heard. We put on the biggest housing rally in a generation; unified the whole housing sector for the first time; reached tens of millions through the media and social media; lobbied an incredible number of politicians, and delivered the biggest advertising campaign in the history of housing. This had a real impact.

## Our activity

- **We unified the entire housing sector for the first time.** Every major national charity, trade body and umbrella organisation in housing backed the campaign. We have further established the Federation as the leading organisation in the housing sector.
- **We put on the biggest housing rally in a generation.** Our rally marked an unprecedented coming together of the whole housing sector, with an incredible 2,300 people from close to 300 different organisations in attendance. We were the only campaign this election to secure spokespeople at cabinet level, or above, from all five main national parties. Every national party that could lead or form part of the next government backed the Homes for Britain call ahead of the election, bringing unprecedented political consensus on housing.
- **Housing associations came together on an unprecedented scale.** The fantastic Relay to the Rally involved hundreds of housing association staff and tenants from every part of the country. Through this, associations promoted Homes for Britain on a massive scale; walking, cycling and bussing to the Rally in style. You secured blanket regional media coverage of the campaign in almost every weekly and daily regional newspaper in England, and most regional broadcasters.
- **We delivered the biggest advertising campaign in the history of housing.** We worked with the biggest and most creatively awarded advertising agency in the UK to develop great impactful posters and digital adverts. Our posters went up in city centres and key constituencies across England and featured throughout Westminster station for the final month before parliament broke up for the election.
- **We generated a huge amount of media and social media coverage for housing.** Over the past two months we secured more than 1,400 pieces of media coverage, including appearances on BBC Breakfast, BBC News at 6 and 10, Sky, Channel 4 News, almost every national newspaper, broadcaster and many more. A highlight was the Homes for Britain Rally, where we achieved wall to wall coverage with an incredible 200 pieces in 24 hours. On social media we reached close to 26 million Twitter accounts since September, bringing our campaign to the equivalent of 40% of the UK population.

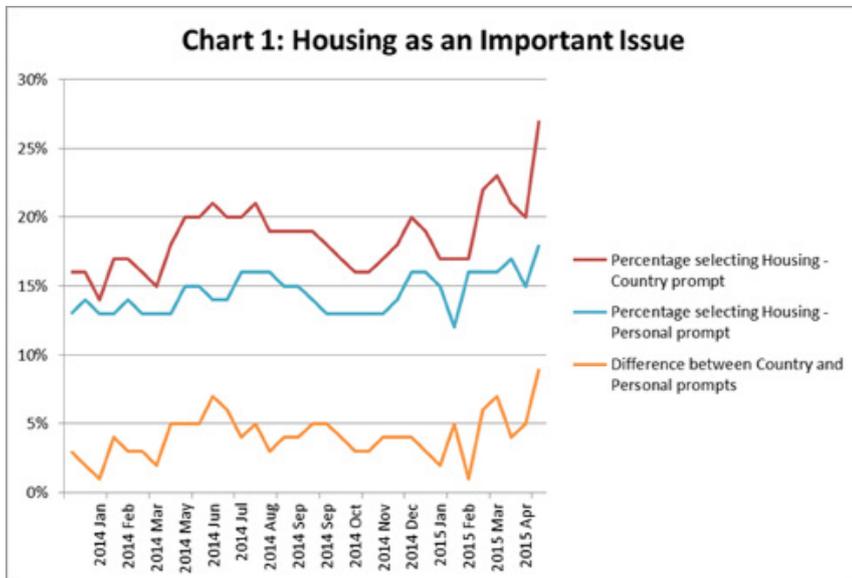
## Our impact

# Which issues will be very important when voters cast their ballots?



Source: Ipsos MORI, April 2015

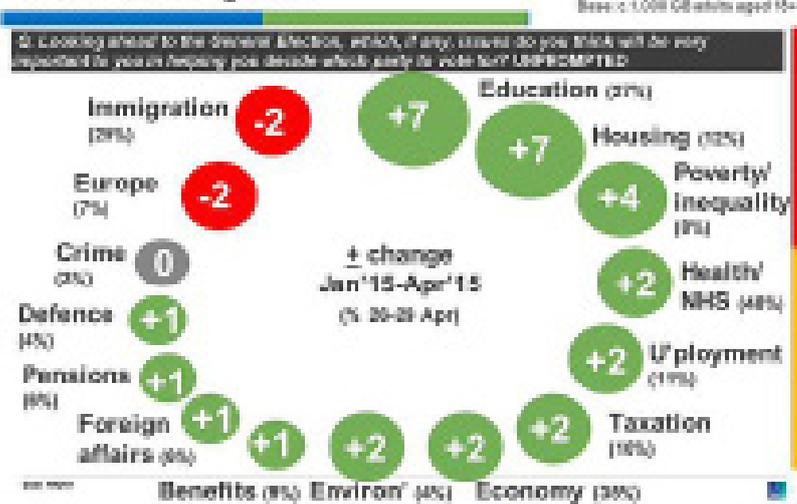
- According to Ipsos MORI, housing became the 5th most important issue for the public in deciding who to vote for at 12%. That's a transformation from the last election when it sat in 15th place at only 3%. No other issue increased faster this year as a vote deciding issue.



Source: YouGov, April 2015

- YouGov showed housing as the fourth most important issue facing the country, surpassing welfare for the very first time. There was significant uplift recorded from March, which was when we launched our advertising, began the relay and held our rally.

## Issues deciding vote



Source: Ipsos MORI, April 2015

- In past elections housing declined as a vote deciding issue for the public as polling day got closer. This time, no issue increased faster. With housing sitting at 5% in January 2015, and at 12% by April - a 140% increase in respondents selecting housing as a very important issue when deciding who to vote for, an incredible achievement for the campaign.

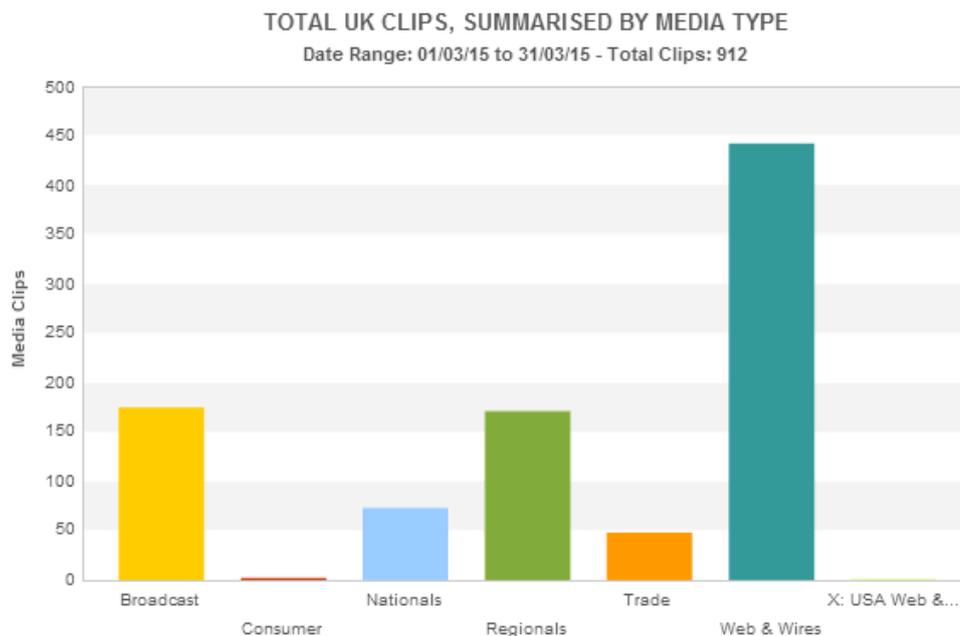
- Almost every major newspaper and broadcaster highlighted the impact of the housing crisis in the critical final few weeks before the General Election. The Today Programme described housing as one of the two key issues of the election and, in a sign of just how mainstream it has become, the Sun said "housing takes centre stage in an election for the first time in decades."

- All the parties committed in their manifestos to building hundreds of thousands of homes each year of the next parliament, with pledges ranging from 200,000 to 500,000 homes per annum. While we want even more ambition this did reflect a marked shift from the manifestos in 2010 and an acknowledgement that housing became a vote swinging issue.
- In 2010 there was not a single housing question in the Leaders Debates. This time it featured prominently in two of the debates including the only one to feature all of the main party leaders. In the BBC Debate 15 minutes was dedicated to a discussion on how we end the housing crisis, a major breakthrough for housing.

Contact: James Green, Head of External Affairs, [james.green@housing.org.uk](mailto:james.green@housing.org.uk)

## March 2015 media summary

Clips: 876 Circulation: 420,000,000



### Homes for Britain – The Rally



The Homes for Britain rally provided an unprecedented opportunity for us to continue pushing housing up the agenda with just weeks to go until polling day. Not only was #homesforbritain trending in the top 10 on Twitter throughout the day, but we secured over **200 pieces of coverage** over three days with standout pieces in national broadcast and print, regional broadcast and print and trade.

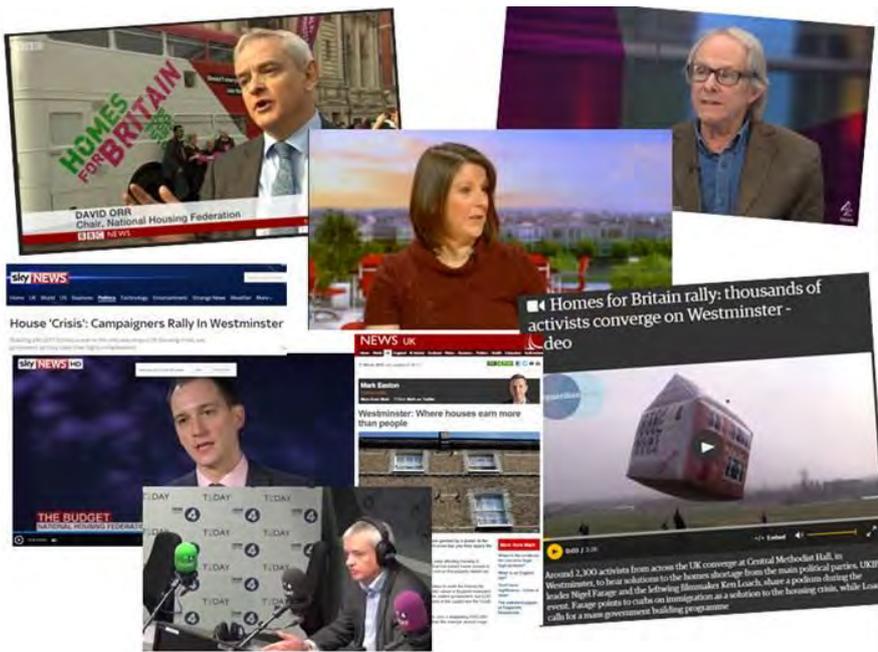
Key coverage included David Orr's debate alongside Professor Danny Dorling from Oxford University on **BBC Radio 4's Today Programme**.

Kathleen Kelly, assistant director, was interviewed on the **BBC Breakfast** sofa and **BBC News at 6** featured a package of rally highlights and interviews with young people priced out of the housing market with the 7 metre inflatable house. **Sky News** covered the story throughout the day including an interview with assistant director, Henry Gregg, David Orr appeared on **Radio 5 Live** and head of policy Rachel Fisher was on **LBC** while **Channel 4 news** featured a housing debate with one of our high profile speakers, Ken Loach.

Alistair Smyth, external affairs manager, was interviewed by **BBC GNS** at BBC Broadcasting House and his interview syndicated across scores of regional BBC radio stations across the country. External affairs managers were also interviewed by **BBC Radio Manchester** and **BBC Radio**

Newcastle breakfast shows, and we gained lots of consumer radio via **Sky Radio (Classic FM, Capital FM, Metro Radio** etc).

Print coverage included a fantastic half page write up and video from **The Guardian**, three pieces of coverage in **The Times** including a leader piece by Tim Montgomerie which we responded via a letter to the editor, plus pieces in **The Mirror**, **The Independent**, **G2** and the **Evening Standard**. We also secured a double page spread and leader column in **The Sunday Mirror** the following weekend.



The rally represented a new level of slickness in housing campaigning.

This was more polished. Large numbers of the 2,300 strong crowd were housing association employees based in from around the country reflecting the management of the event by the National Housing Federation, which lobbies for social housebuilding budget cuts to be rolled back."

But at least, many in the crowd reflected, the issue was at last attracting high-level political attention. The chairman, Jonathan Dimpleby, said the rally was likely to be one of the biggest public events before the general election on 7 May.



### Get Britain building

Britain's housing crisis must be a top priority for the Chancellor. House building is at the lowest peacetime level since the 1920s, sending property prices soaring and home ownership plunging.

The Housing Federation is holding a rally in Westminster today highlighting the shortage of affordable properties.

The Royal Institute of Chartered Surveyors wants incentives for people in larger homes to downsize and free up space for families. It also wants incentives to build on brownfield sites.

Yet there are warnings the Government's new pension freedoms will fuel a further surge in property prices, with older people injecting money in buy-to-let properties.

The Institution of Civil Engineers also wants more cash for big projects such as flood defences and road repairs.

### Tax breaks for manufacturers

Businesses want to see tax breaks for making big investments extended. The annual investment allowance provides 100% relief on things like plant and machinery.

Osborne upped the allowance to £250,000 a year in 2012, but it's due to revert to £25,000 at the start of next year. The Confederation of British Industry wants the Chancellor to make the £250,000 level permanent. CBI director general John Cridland said the move would especially boost mid-sized companies to invest in their factories and production lines. But it would cost the Treasury an estimated £500m in 2016/17, rising to £750m by 2019/20.

The CBI also wants tax credits to encourage research and development. And it thinks up to 15 hours a week of free childcare should be extended to all one and two-year-olds. It currently only applies to children aged three and four.

**Check our tomorrow's Money section for what the Chancellor should do to help struggling families with their finances.**

THE TIMES

## Letters to the Editor

News Opinion Business Money Sport Life Arts Puzzles Pages

### Time for a great housebuilding PM to emerge

Last updated at 12:04PM, March 17 2015

To end the UK's housing crisis within a generation, we need the political will to make it happen

Sir, Tim Montgomerie is right: this country does need a catalyst and strong leadership to fix the housing crisis (Timesover, Mar 17).

This country is at a crossroads. Millions of families are struggling to buy a home, keep up with rising private rents or unable to live near family as they are priced out of the villages and towns they grew up in. The housing crisis has been getting worse for a generation, but we are now at a tipping point. If we carry on as we are we will not be able to house the next generation.

For decades we have only built half the number of homes needed for our growing and changing population. Successive governments have introduced many short-term measures, more than 500 in the past five years alone, which do nothing to tackle the underlying crisis.

To end the housing crisis within a generation, we need land, money invested in new homes, and the political will to make this happen. The land earmarked for HS2 could be used to build 200,000 new homes, for example. That is the kind of focus we need from politicians.

NEWS IN BRIEF

### Protesters demand housebuilding pledge

Campaigners took to the streets of London yesterday, some in 1940s clothing, to demand an end to Britain's "housing crisis".

The **Homes for Britain** event sought pledges that whoever formed the next government would deliver a long-term plan within a year to build more houses before another generation passes.

VOICES OF THE SUNDAY

## Mirror

### Mad home prices are a betrayal

THERE is a housing crisis in this country as our social report today shows yet it hardly registers in the election campaign.

It is in fact an absolute disgrace that the campaign has not only ignored the needs of millions of people but has also failed to address the issue of housing.

There are thousands of people who have been priced out of the housing market and are struggling to find a place to live. The government has failed to address this issue and has instead focused on the needs of the wealthy.

**COURAGE**

If we are to build more homes, we need a government that is prepared to take the long-term view. We need a government that is prepared to invest in the infrastructure that will support the housing industry.

The government has failed to do this and has instead focused on short-term measures. We need a government that is prepared to take the long-term view and to invest in the infrastructure that will support the housing industry.

## Build a future for our young

HELP FAMILIES OUT OF HOMES TRAP

First home cost to double by 2020

Lowest building rates since 1920s

130k under 35s still live at parents

The buy-to-let capitalists

High-value sector rises

The great council house sell-off

## The Budget

The Federation was primed the day after the rally to respond to the final budget before the general election. Our criticism of the Help to Buy ISA and statistic from our policy team revealing that the cost of the initiative could fund 69,000 affordable homes secured coverage in the **FT**, **The Guardian**, **The Independent**, **Huffington Post** and **Channel 4 News** along with trade press. Head of policy, Rachel Fisher, was also interviewed on **BBC News**.

The National Housing Federation was also mentioned three times in parliament during budget debates.

**HUFF  
POST**

**POLITICS**

UNITED KINGDOM

**Budget 2015: Are Help To Buy Isas A First Time Buyer's Dream Or A 'Plaster Over A Gaping Wound'?**

**'Sticking plaster'**



However David Orr, chief executive of the National Housing Federation, said the policy was just a "short-term initiative". In a statement Mr Orr said: "The help to buy ISA will help people scrape together deposits but if fails to address the root cause of unaffordability - the chronic undersupply of homes, which has driven up prices.

"It also does very little for those languishing on social housing waiting lists, in temporary accommodation and the homeless - who are the victims of the undersupply of affordable housing."



**BUDGET 2015**  
New Help to Buy ISA for first-time buyers



The National Housing Federation calculated that the scheme will cost the Government £2.1bn over five years, money which would help housing associations to build 69,000 new affordable homes. George Osborne said the new Help to Buy ISAs would see the Government working "hand in hand" with families trying to buy their first home.

## Raising housing up the agenda

Also in March, the Federation responded to David Cameron's manifesto plans for housing, with Henry Gregg appearing on **BBC News at Ten**, the **BBC News Channel** and **BBC Radio 5 Live**.

This was in addition to other stand out coverage like the Federation's response to homelessness statistics featuring on **BBC online** and a fantastic in depth comment piece from Anthony Hilton in the **London Evening Standard** about freeing up housing associations to build more new homes.



HENRY GREGG  
National Housing Federation



CAMPAIGN COUNTDOWN  
Coalition pledged to build 100,000 homes

60 Days to go  
NEWS 09:42 INS ARGENTINA OPEN BEATING JUAN MONACO 6-4 5-1 ON THE

## It's time to free up the housing associations

Anthony Hilton



### CITY COMMENT

**N**ORMAL people in London don't wake up every morning thinking about whether we should leave the European Union – despite it being the abiding obsession of half the Conservative party. Nor does the majority of a healthy population spend sleepless nights worrying about the National Health Service although this seems to be the only thing that matters to Labour leader Ed Miliband.

What is an issue for every Londoner is housing – its cost, its availability, its location, whether it is remotely affordable or will be when interest rates rise. Getting on for half of young people's incomes goes on somewhere to live. More than any other single issue, it defines the quality of life for people in the capital.

And guess what? It is one thing neither political party talks about. True, Labour has made some cursory noises on the subject – vague promises to build 200,000 or more homes but without any detail on how this would be achieved or why it would be different from the last time it was in government and failed to deliver on an identical promise.

The Conservatives produce headline-grabbing ideas that sound good but won't help – daft gimmicks such as homebuying bias or short-term fixes like Help to Buy, neither of which tackles the problem at its source.

What neither party will admit is that even in a time of spending restraint, there are simple things government could do that would cost next to nothing but would dramatically increase the number of new and affordable homes in London. These would not solve the crisis but would be a serious step in the right direction, which would

make it easier to find places to live within a reasonable commute of the centre and would help slow down the rise in prices.

Britain no longer has legions of small housebuilders because they cannot get bank finance or, if they can, they don't have the stamina to push projects through the glacial process of planning permission. They used to build about 30% of the annual total of homes and their loss is one reason why current building totals are so far below what is needed. But we do still have hundreds of housing associations, the biggest and most professional of which dearly want

to fill that gap. Britain builds about 120,000 houses a year of which a quarter, about 30,000, are constructed by housing associations. The country needs more than twice this amount, 250,000 a year, just to keep pace with new demand.

To help hit this target, housing associations say they could triple or quadruple their output to between 100,000 and 120,000 new homes a year. The reason they don't is that the Government, through the Homes and Communities Agency (HCA), will not allow them to. The problem is simple enough. Housing associations are regulated by the HCA and it lives in fear of one of their number going bust, so it does not let them do anything adventurous.

Most of the housing associations have been around for years and have a large stock of houses, which they let out at affordable rents. It used to be the case that they got money for further building from the Government but George Osborne stopped that as part of his austerity drive. The logical thing therefore would be to take the clutter of old Government grants off their balance sheets and allow them to get funds from the private sector instead by using the assets they already own as security for new borrowing. They could then finance the build of new homes – some to add to the stock of property available at affordable rents, others as speculative building to sell in the open market,

Profits would then be ploughed back to finance more building.

But this is all too much for the regulator, which in effect refuses to allow them to use their balance sheets efficiently to borrow and tries very hard to limit the amount of speculative building. The reason is that it does not want to take the risk an association might overstretch itself and be in financial difficulties if the market turns down before its properties are sold. No matter that the association could simply rent the stuff out and wait for prices to pick up again – the regulator would rather not take that chance and face being lambasted by the media or some Select Committee for "failing" to regulate. It's much safer in career terms to make sure the industry takes no chances at all. That way, there is nothing to be blamed for.

There are some ways round this, of course but only to a limited extent.

Some associations build more by selling off their existing housing stock and using the proceeds for new build but for every one that does this, there are many more that just sit on their hands and act as landlords. You can see why because those who do build for sale usually have to jump through all manner of costly hoops and create special-purpose vehicles for each new development in order to ring-fence the main association from the risk.

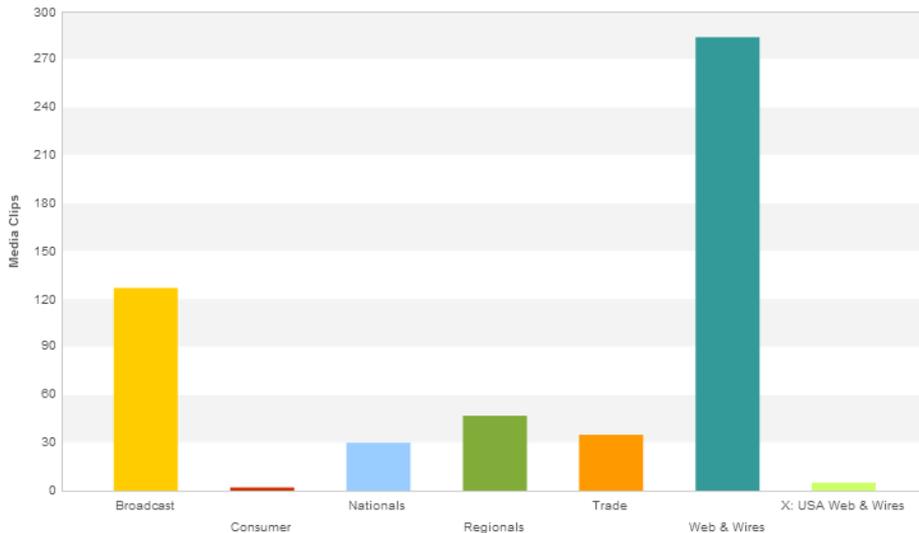
**I**T IS a chronically inefficient and wasteful way to proceed because it means they cannot properly exploit their balance sheets. That in turn means they are constrained by shortage of capital and as a result the industry is building only a third or a quarter of its potential.

It ought to be a simple matter for those in Westminster to instruct the regulator to lighten up – to recognise the reality that associations are no longer mainly financed by government and that they therefore need much more operational flexibility. But it does not happen. Even at election time, politicians seem to think we should focus on what they

## April 2015 media summary

Clips: 600 Circulation: 311,967,806

TOTAL UK CLIPS, SUMMARISED BY MEDIA TYPE  
Date Range: 01/04/15 to 30/04/15 -  
Keyword: National Housing Federation - Total Clips: 530



## Homes for Britain

## The Home Straight

**General Election 2015 Poll Tells You Just How Increasingly Narrow The Election Conversation Has Become**

Gill Payne, director at the National Housing Federation, said: "The cost of renting a home privately is spiralling out of control for many, so it's not surprising that more and more renters need financial help from family and friends to keep a roof over their heads. This is a symptom of Britain's housing crisis."

"The truth is that as a country we simply not building enough new homes. This is driving up the demand for housing and causes rental and house prices to rocket."

"Politicians talk a lot about housing, but they have failed to come up with a solution to solve the housing crisis. In the past government term alone there have been 500 housing announcements and not one long-term plan."

**BUILD MORE SOCIAL HOUSING**

The Facts Housebuilding by councils has dropped 95% since 1980, last year, housing associations built 23,970 homes, between 2011 and 2013, the government spent £4.5bn on affordable homes, while housing associations put in £15bn of private money. About 40% of the annual £25bn housing-benefit bill goes to private landlords.

The Facts Kase government funding for housing associations to double their income, says Lord Best, chairman of the all-party parliamentary group on housing. "It's like Crossrail or HS2 - it's investment that pays back in the long term." Councils, too, should be brought back into play by allowing them to borrow more against the future rent from their social homes, he adds. This would allow councils to build 75,000 new homes over five years, the Chartered Institute of Housing estimates.

"The simplest first step," says Naomi Houston, chief executive of the property fund London Central Portland, "is to bring derelict and often local-authority-owned empty houses back into circulation."

**Homes bluff**

The housing crisis is not the result of greedy landlords or stamp duty taxes too high, as Labour claims, it is down to a chronic shortage of homes.

The two main parties are both dithering around this. They vaguely pledge to get hundreds of thousands of properties built each year, but they need to start saying where, when and how.

Ed Miliband's crony schemes to interfere in the housing market are perhaps the most cynical and superficial yet. He is hoping few look beyond his headline promises to first-time buyers, stalling them for first-time buyers, by claiming that the very people they are advertised as helping - Millennials - are not them. The stats know it. So we can only conclude his real focus is on the long-term problems of 'Generations Rent' or at first-time buyers.

Merely on something plausible until the polls close next Thursday night.

**TORIES**

Edwin Right to Buy to 3.5m housing association houses

**LABOUR**

No stamp duty on first-time buyers under £500,000

Looks get first call on homes for sale to first-time buyers

Private rent rises capped at inflation and three-year tenancy agreements

Build 200,000 new homes a year by 2020

In the final few weeks before polling day, the Federation's PR team continued to brief media on the campaign to keep the momentum going and keep housing high on the agenda.

A particular highlight was a four page spread in **The Sunday Times** all about the housing crisis, which included a huge picture taken at the Homes for Britain rally and calls to build more homes including social housing.

**The Huffington Post** ran multiple quotes from us and a blog post from television agony Aunt Denise Robertson.

Following an interview with David Orr, **The Sun** also featured an article with several quotes plus a leader column reiterating Homes for Britain key messages including the fact that the housing crisis is in part caused by a 'disastrous shortage of homes.'

## Inflatable house



During the final milestone of the Homes for Britain campaign, 'The Home Straight', we took the giant life sized inflatable house to high profile areas across England, where the effects of the housing crisis are particularly acute.

South Yorkshire Housing hosted the first event, Sheffield Housing Festival, followed by Bristol, Manchester and Oxford.

Not only was this an eye catching way to engage with local people about the need to keep the pressure on politicians about housing in the final days before the election, we secured lots more media coverage on the back of this. This included two pieces in the **Sheffield Star**, **BBC Radio Sheffield**, **Hallam FM**, **ITV West Country**, **BBC Radio Bristol**, **MEN**, **BBC Radio Manchester**, **Oxford Mail**, **BBC Radio Oxford** and **BBC South today**.

**Older People**

**Daily Mail**

**Grandparents giving families so much cash they can't pay their care bills**

By Louise Eccles  
Business Correspondent

CHILDREN have been raiding the 'bank of mum and dad' for generations. But now it is the 'bank of Grandma and Granddad' which is being put under strain. Research has found that grandparents are risking poverty in later life because they are handing out savings to children and grandchildren. A study claims 'self-sacrificing seniors' are leaving themselves with too little money to support themselves. Rising house prices means that younger generations are being forced to turn to grandparents, as well as their parents, for help to take their first step on the property ladder. But, says the National Housing Federation, this additional pressure means many retirees are now handing over savings which they might need to pay for social care. They warned that generous grandparents were doing so in the belief that they could later use their property wealth to pay for social care. But while wealthier pensioners, particularly in London and the South-East, could expect to release large sums by selling up and downsizing, many would face a shortfall. A YouGov survey by the industry

body found one in seven homeowners over 55 were saving to help their children or grandchildren with their housing costs. However, one in five admitted they had not considered how they would pay for care costs later in life. Almost one in ten of those who have released equity in their home, or were considering doing so, said it was to help their children or grandchildren with housing costs such as deposits or rent. Paul Green, of 50s specialists, says, "Grandparents are fast becoming the generous generation with more than one-third telling us that they either have, or plan to help fund, their grandchildren to go to university. A report by the NPIF, which pres not-for-profit housing association said: "With many care costs set to rise outside of the government's new cap of £72,000, some people will find themselves needing well in excess of this figure to pay for their care in old age."

The research revealed that, in order to pay for potential care costs, a third of older homeowners already, or planned to, downsize. But the NPIF said this was not always possible because of a shortage of suitable and affordable retirement properties on the market.



**YORKSHIRE POST**  
Your news, countryside, sport and business. Your Yorkshire.

**Elderly warned they face more sacrifices as care cap looms**

Pensioners in North 'unfairly penalised'

ADRIAN PEARSON  
POLITICAL EDITOR

A GENERATION of "self-sacrificing seniors" already forced to rely on property values to fund their care face an uncertain future as they release equity to get their children on the housing ladder, campaigners warned today. As politicians cross the country seeking votes, the National Housing Federation said hundreds of thousands of homeowners have used their property as savings to help their children pay for a home. And the federation warned, more parents will soon face the dilemma of paying for their own care as they get older or helping their children buy a home. With many care costs set to fall outside of the Government's new cap of £72,000 which comes into force next year, some people will find themselves needing well in excess of this figure to pay for

their care in older age. The federation's report paints a depressing picture of the health-care consequences from a national shortage of affordable housing, and calls on would-be MPs to unite behind a plan to help get people onto the housing ladder without taking up family savings. This newspaper's Yorkshire Manifesto urges all political parties to commit to review the cap on care charges, which will see the Government step in only once the £72,000 limit is reached. The system is thought to heavily penalise the North. The cost of paying for the six years of care for a person with Alzheimer's amounts to £200,000 even with Government help. On average regional wealth, this would represent about 33 per cent of incomes in London but double that at 66 per cent in Yorkshire. Last night Jo Allen, external affairs manager at the National Housing Federation in Yorkshire and the Humber, said: "Thousands of new homes for older people are needed across Yorkshire and the Humber that offer flexible care and support services at an affordable price. "We need to face up to the needs of our growing older population in the region and the looming crisis that awaits us if we don't. "The housing crisis affects everyone. With house prices averaging nearly seven times the average income in Yorkshire and the Humber, many older people have to choose between setting aside money for possible care costs or helping their children onto the housing ladder, when they should be thinking about enjoying retirement." Labour raised the report as evidence of the hidden care costs set to hit home owners. Shadow Health Secretary Andy Burnham said: "Under Tory

We issued a story based on our YouGov polling about 'self sacrificing seniors' relying on property wealth to pay for care in old age. This was another opportunity to promote key Homes for Britain messaging and demonstrate how the housing crisis is impacting several different parts of society. [The Yorkshire Post](#) did a front page splash and it made a large piece and a cartoon in the [Daily Mail](#). Assistant Director, Henry Gregg, was interviewed by [LBC](#) and [Sky News Radio](#), which syndicates to all local commercial stations.

**Manifesto responses**

The Federation responded in the media to the manifesto launches of each of the five main parties.

**Labour**

In response to the Labour Party's manifesto announcements about housing, including the idea that stamp duty would be scrapped for homes under £300,000, the Federation emphasised the need for a long term plan and that the stamp duty policy could actually end up fuelling house price rises. An interview with Henry Gregg appeared on [BBC News](#) at 1, 6 and 10pm, Rob Warm, head of member relations spoke on [5 Live](#) and our response was included in [Daily Mail](#) coverage.

## Conservatives - The Federation leads the debate on Right to Buy



The Federation truly led the public debate following the announcement of the extension of Right to Buy in the Conservative Party manifesto. From Ruth Davison's clear and measured interview on [BBC Radio 4's Today Programme](#) right the way through to David's strong appearance on [Newsnight](#) the Federation's response secured well over **200 pieces of press coverage** throughout the day.

Other highlights included David being the first person to respond on the [BBC News Channel](#) following the end of Cameron's speech. David also appeared on [BBC News](#) at 6 and 10 and both Ruth Davison and David were interviewed by [Sky News](#) with coverage rolling throughout the day.

Our response was incorporated into articles in all national print titles and letters to the editor have appeared in [The Telegraph](#) and [The Times](#). David Orr also wrote a rousing blog for [Huffington Post](#) which was re-tweeted over 150 times from his tweet alone and shared hundreds more times.

## Approach

In advance of the manifesto launch we were on the front foot to challenge this publically and prepared strong lines arguing that the policy would be an ineffective use of public money, would not help end the housing crisis, and would actually impinge aspiration by stymying development. The research team also calculated a conservative estimate that the policy would cost £5.8bn. The PR Team proactively briefed journalists before the announcement, overnight and after it, with the revised stats. Every single key media outlet was contacted and new blogs were drafted throughout the day. We also kept members regularly updated with quotes and a Q&A circulated on both days. Catherine Ryder was also on hand to provide background briefings to journalists and members being approached by the media for interviews.

We provided journalists with key facts and a timeline of the history of Right to Buy. Our tone and arguments are clear and robust but rational and constructive, reflecting the sector's desire to embrace aspiration.

## Broadcast coverage



89 pieces of coverage were secured on broadcast media. David and Ruth took part in around 20 national and regional interviews, many of which were clipped and syndicated much more widely. The coverage began with Ruth's interview on [BBC Radio 4's Today Programme](#), following which many of the points she raised were used by John Humphrys to challenge Theresa May in her interview about the extension of Right to Buy. Other coverage included [BBC News Channel](#) throughout the day, [BBC News at 6](#), [BBC News at 10](#), [Newsnight](#), [Channel 5](#) and two interviews on [Sky News](#). Coverage was also secured across the [BBC regional network](#), with Ruth dialling into 10 stations via the BBC General News Service network. Our messaging and evidence was so compelling, that many of the presenters such as Adam Boulton and Emily Maitlis used this to directly challenge Conservative spokespeople during in depth interviews.

## Print and online coverage

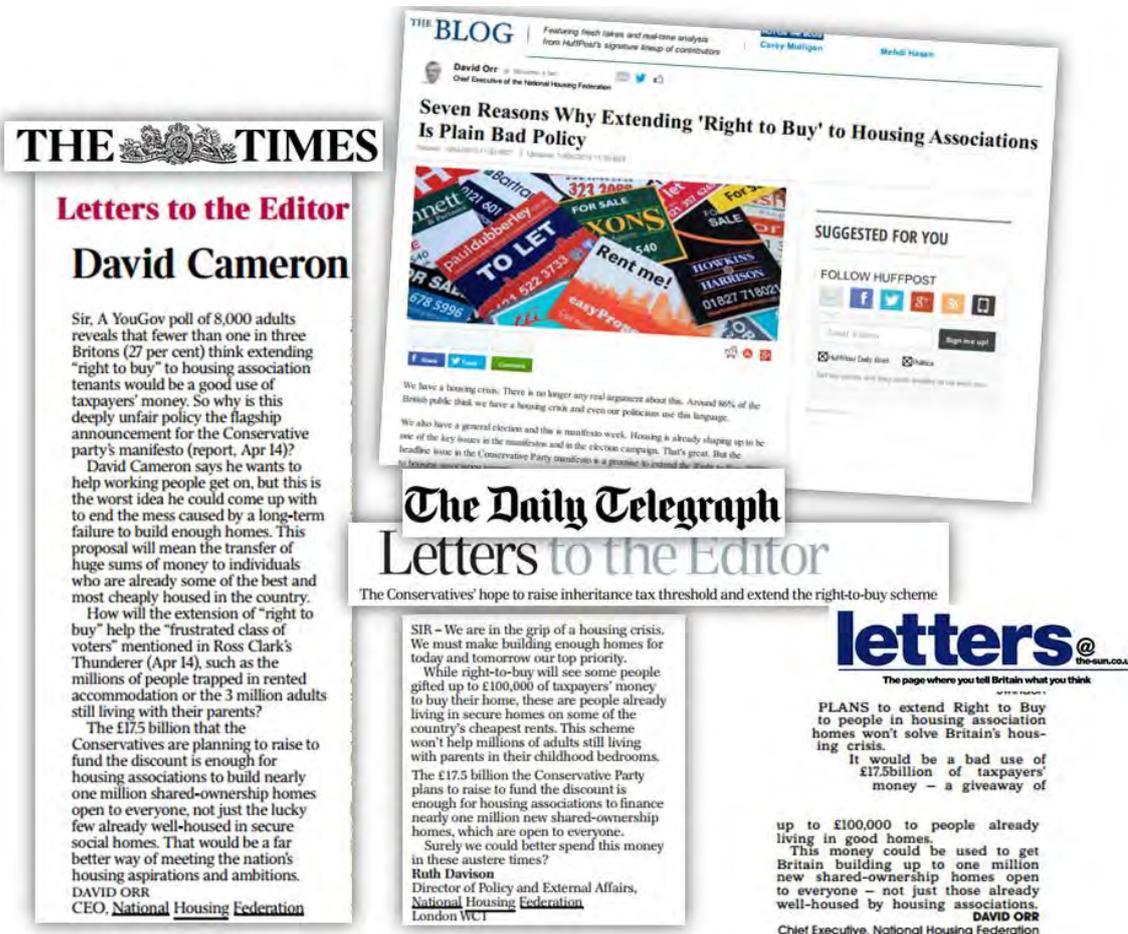
The Federation's responses were incorporated into coverage in all the national papers both in print and online. A letter from David is the lead on the letters page in [The Times](#), one from Ruth has also appeared on [The Telegraph's](#) letters page and for the first time we also secured a letter in [The Sun](#).

Other highlights include: [The Guardian](#) produced an extended article on our YouGov polling while Owen Jones wrote a piece lambasting the proposal using our figures.

Julia Hartley – Brewer incorporated our content into her blog post for [The Telegraph](#) which called the policy “economically illiterate and morally wrong”.

[The FT](#) used our comment and YouGov polling in a piece detailing the fears over the policy and the negative reception the announcement received.

The Channel 4 Fact Checker blog quoted us within its Q&A about the plan while the Mirror's stats site posted a detailed piece on the nine key problems with the Right to Buy revival.



## Member voices

It wasn't just David and Ruth who were filling the airwaves. Several of our members were interviewed by the media reflecting our sector viewpoint and how the policy just would not work in their neighbourhoods. Nick Atkin, chief executive of Halton Housing Trust appeared on the BBC News Channel while Julie Fadden of South Liverpool Homes was interviewed by ITV national news. Barbara Shaw, CEO of Westward Housing in Devon was interviewed by ITV Westcountry while many others did local interviews and supplied commentary to their local media.

## Digital and social

Our media work was amplified by the work of the digital team. Right to Buy was mentioned on 2,500 times on social media by influencers like MPs, PPCs, UK policy experts and journalists compared to just 20 mentions this time last month. The Federation was mentioned well over 100 times compared to 10 last month. Our website was visited nearly 13,000 times in one day compared to 1,789 the previous Tuesday which equated to a 244% increase in page views.

## Trade

We also issued our response to trade media with extensive coverage in Inside Housing and other titles like Building, Local Government Executive and Housing Excellence.