# Homes at the Heart

#### Homes at the Heart campaign webinar

Lucy Grove, National Housing Federation











### **Our campaign**

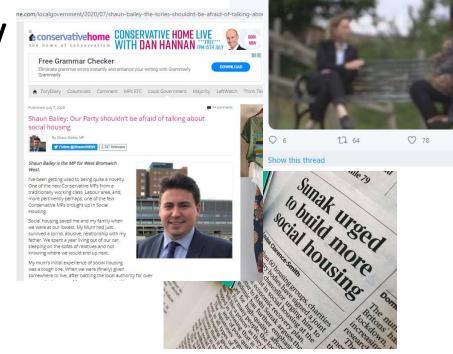
- Responding to the national challenge
- Broad-based with a simple message
- Collaborative
- Focusing on real stories





# Activity so far

- Open letter with over 60 signatories
- Social media push accompanied by press activity
- Cross-party support
- Great reach so far



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Jackie Long ② @JackieLongc4 · 1 Jul A pregnant woman about to give birth being evicted . A family of 7 in a one bedroom flat. Life in lockdown for some of the millions living in appalling conditions. Coming up on @ChannelANews @natfednews

#### Where next?

3 August – Homes at the heart of a **Stronger economy** 

10 August – Homes at the heart of making ends meet

24 August – Homes at the heart of living well

7 September – Homes at the heart of a greener country

21 September – Homes at the heart of **Settled futures** 

28 September – Homes at the heart of prosperous communities



## **Political engagement**

- Through campaigning
- Targeting key seats and areas
- Demonstrating broad support
- High-level influencing





#### Your support

- Sharing research and blogs
- Amplifying the message by sharing content
- Helping us to make connections with your networks to amplify our message







#### **Thank you and Questions**