



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

A collage of three media items: a tweet from Jackie Long, a news article snippet, and a newspaper headline. The tweet, from @JackieLong4, discusses a pregnant woman being evicted. The news article snippet is from the Conservative Home website, featuring a 'Free Grammar Checker' and an article by Shaun Bailey MP. The newspaper headline reads 'Sunak urged to build more social housing'.

Jackie Long @JackieLong4 · 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 @Channel4News @natfednews



ne.com/localgovernment/2020/07/shaun-bailey-the-tories-shouldnt-be-afraid-of-talking-abo

conservativehome **CONSERVATIVE HOME LIVE** WITH DAN HANNAN **FREE** 7PM (5TH JULY) **BOOK NOW**

the home of conservatism

Free Grammar Checker
Eliminate grammar errors instantly and enhance your writing with Grammarly **DOWNLOAD**

ToryDiary Columnists Comment MPs ETC Local Government Majority LeftWatch ThinkTan

Published: July 7, 2020 74 comments

Shaun Bailey: Our Party shouldn't be afraid of talking about social housing

By Shaun Bailey MP **Follow @ShaunBaileyMP** 2,387 followers

Shaun Bailey is the MP for West Bromwich West.

I've been getting used to being quite a novelty. One of the new Conservative MPs from a traditionally working class, Labour area, and, more pertinently perhaps, one of the few Conservative MPs brought up in Social Housing.

Social housing saved me and my family when we were at our lowest. My Mum had just survived a torrid, abusive, relationship with my father. We spent a year living out of our car, sleeping on the sofas of relatives and not knowing where we would end up next.

My mum's initial experience of social housing was a tough one. When we were (finally) given somewhere to live, after battling the local authority for over

Sunak urged to build more social housing

Wendy Charence-Smith

More than 60 housing groups, charities and local bodies have signed a joint letter urging Sunak to take a more radical approach to social housing.

The number of Britons living in social housing has risen by 100,000 since the start of the lockdown, according to research by the think tank.

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