**What is Homes for us?**

Homes for Us is the (provisional) name of a five year long programme of work and public campaign to reverse the decline of social housing in the UK. This will be facilitated and led by the New Economics Foundation (NEF), but grassroots groups and leaders from the housing movement are vital to this programme and will also help to steer the ship.  
  
**Why is NEF running this programme?**Our organisers have worked on the ground with housing campaigns across the UK for years, and we have a strong record of successfully advocating for housing policy changes at a local and national level. But the changes achieved locally or nationally have not met the scale of the housing crisis. By combining our organising and research, and working closely with grassroots groups, we hope to help reverse the decline of social housing in the UK.   
  
**Who is funding this work?**  
The Oak Foundation and Trust for London, although we will be seeking funding from others during the 5 years. Our funding pays for NEF staff, the resources we need to run the programme, and the money which we will be regranting to groups.

**How will it work?**   
The campaign will run for five years and has four streams:   
  
 **1. Local organising and leadership development**  
Local groups are vital to protecting and increasing the number of social homes across the UK, and to building a strong voice for those in housing need. Each year, NEF will support 2 groups fighting for more and/or better social housing in their community with:  
- A dedicated NEF organiser to support the group

-A £15k fund for each group to spend on their campaigning, and a mentoring programme to support the grassroots organising and campaigning work of each community.  
  
Representatives of each group will also be invited and supported to take part in the national campaign committee (detailed below) for the duration of the programme.   
  
 **2. Education**  
The systems around housing, land and planning in the UK are often complex, opaque and hard to understand. NEF will run yearly mass education programmes to give individuals and communities the information they need to hold councils, housing associations and the government to account and win more social housing in their communities. We will also work with councils and authorities who are building social homes to enable their best practice to be spread more widely.

**3. National campaigning and advocacy**Housing and land legislation in the UK is fundamentally the cause of our housing crisis. Developers, landowners and land traders are afforded much power and finance, and councils and local authorities very little, resulting in our current crisis.   
  
Together with the communities we work with, the participants in our education programme, and others, NEF will work to challenge the housing crisis at a national level. We will develop policies and demands which would increase social housing in the UK, and run powerful campaigns to push for change wherever there is opportunity.

**4. Movement strengthening**Without a strong social housing movement, no long term changes can be won. Our aim is to use the 5 years of our programme to leave behind a stronger movement, including new structures and relationships, that can exert power effectively. To this end we are committed to:   
- Building and resourcing a campaign committee made up of grassroots activists, community representatives and others to help steer the 4 years of active national campaigning.  
- Distributing a total of £200,000 over the last 3 years of the programme to grassroots social housing groups, through a collective and participatory grant-making process overseen by the campaign committee and NEF  
- Working on the ground to develop strong and sustainable groups, leaving behind power and confident local leaders

**How will we win a reversal to the decline in social housing?**  
We know the level of change needed to reverse the decline of social housing is huge. We believe that our actions over the next five years can help set this in motion. We will achieve national change by targeting the government, via:  
  
 - **Hitting the system where it hurts:**  
We will target our deeper organising in politically important communities and use our education programme to catalyse campaigns and organising across the UK. Along the way, we will diversify and widen the social housing movement, to build the widest possible base of support for social housing.  
   
 - **Building on best practice**

We will work with councils, Mayors, CLTs, co-ops, housing associations and others who have provided decent social housing to work together to do so, teach others how to build or renovate, and help them publicly pressure the government to make legislative change.  
  
 - **Designing and communicating alternatives**  
Increasing social housing will not be achieved by only defending against cuts, nor by simply advocating for a return to previous housing policies, especially given the climate crisis. NEF will work with communities and grassroots groups to develop and advocate for social housing policies which meet the needs of, and are supported by, the many, and which work for our planet.

**What does the campaign mean by “social housing”?**  
We define social housing as any housing which is let securely, at a social rent pegged to local incomes and house prices. In some areas, an “affordable” rent may be cheaper than social rent, and in those instances this is included in our definition. Traditionally, this housing is provided by councils or housing associations, although other providers may include co-operatives or CLTs.