



## **Homes For Us - Evaluation Brief**

### **Summary**

NEF is seeking a partner to help us develop and implement an evaluation framework for our five year programme on social housing (Homes for Us), funded by the Oak Foundation. We have £30,000 available for this work to be spent between 2022 - 2026. We are looking for a partner with experience of evaluating large scale programmes of work, and who has a solid understanding of how movement building and organising, policy development, and campaigning, influencing and advocacy lead to progressive change.

The evaluation partner will be comfortable and confident working with the programme team at NEF, as well as with a diverse range of community partners on the ground, and allies from other organisations, local and national government, to gather insight and learning in an iterative way and co-develop a process and framework that can change and adapt as the work unfolds over the next five years. A good understanding of or background in housing issues would be welcome, but isn't essential.

### **About us**

The New Economics Foundation (NEF) is a national progressive think-and-do-tank with a mission to transform the economy so that it works for people and planet. NEF has a long history of enacting social change, from the highly successful Jubilee 2000 Drop the Debt campaign leading to the cancellation of billions of dollars of developing countries' crippling debt to developing concepts like the 'Green New Deal' to address the twin crises of finance and climate. We combine quality research with developing practical tools and approaches, working in partnership with those at the sharp end of the social and environmental crises, including community groups, campaigners and other NGOs.

### **Our programme - Homes For Us**

Over the next five years, we are strengthening the UK's social housing movement through a programme of education, leadership development, tactical campaigning and policy development to build public support and political pressure for genuinely affordable social housing, backed by a credible policy prospectus showing how this could be achieved over a decade.

### **Work strands at a glance**

<i>Objective</i>	<i>Activities</i>	<i>Outcomes</i>
<p>Deliver a nationwide training programme in campaigning, leadership and housing knowledge to increase the numbers of local social housing campaigners and make existing campaigns more successful.</p>	<p>Create a digital organising toolkit and deliver participatory online briefings and workshops that develop both organising tactics and knowledge around social housing</p> <p>Deliver modules on: policies underpinning the housing crisis and how to campaign on these locally; how to find local evidence to power campaigns; organising skills such as running actions, developing leaders and teams; and harnessing the media.</p> <p>Roundtables with local authorities and housing providers so authorities that are pioneering good work can share their experiences and learnings. This element of the education programme will support authorities to implement solutions such as partnership provision, local housing companies and estate balloting, and respond to likely increased devolution.</p>	<p>By the end of the programme, at least 5,000 participants will be armed with the policy and research knowledge and the organising and leadership skills needed to catalyse new and strengthen existing housing campaigns across the country.</p> <p>Relationships between housing groups (and new housing groups formed) across the UK are strengthened and solidified through our education programme with opportunities for housing campaigners to come together, learn from each other and strengthen each other's campaigns.</p> <p>At least 30 local authorities are influenced and/or supported to adapt their plans and policies to increase the supply of social and affordable housing in their communities.</p> <p>We will have built an engaged, diverse and UK-wide network of housing activists, community leaders and campaigners committed to working together to strengthen each other's leadership and lay the foundations of a mass national campaign on social housing. By the end of year one our target is to have a base of at least 200 housing activists we can grow and call upon for our work in following years.</p>
<p>To increase the supply of social housing, and increase tenant voice in strategically important</p>	<p>Deep organising in a minimum of two locations per year (10 in total by end of programme)</p>	<p>Across a minimum of ten local areas, there will be increases in the level of social housing</p>

<p>localities, by developing skills and capacity in communities and training and mentoring individual leaders.</p>	<p>Run a bursary programme for those disproportionately affected by the housing crisis; coaching a diverse set of people in leadership, organising and campaigning, media training, and influencing policy-makers and power holders.</p> <p>Use a train-the-trainer approach to build the leadership capacity of dozens of local people by supporting bursary holders to train up others in their local communities, whilst forming a national leadership team to guide the strategy of the emerging national social housing campaign</p>	<p>and improvements in existing and new housing relating to living standards, energy efficiency and environmental standards. This may be via a number of routes, from councils building homes, to amending local plans or policy, to working with developers or housing associations to provide greater portions of social housing on private developments.</p> <p>A legacy of strengthened tenant organising and voice. Our aim is that by the end of the programme, each group we work with will be confident and able to engage 100+ local community members in public meetings or direct actions, and will be equipped to regularly negotiate and advocate with local authorities and landowners. They will be capable of securing further funding independently, and training others in their community.</p> <p>A new generation of social housing spokespeople. The leaders we coach through our bursary programme are empowered to fight for the housing the UK needs. They will collectively shape their communities, give direction and leadership to their movement, develop others within it and advocate for social housing in the media at a local and national level.</p> <p>Mayors and local authorities act together to publicly pressure the government for greater</p>
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		<p>funding for social housing, national policy change or to develop new ways they can do so themselves.</p>
<p>To ensure a programme of mass social housing building begins across the UK via winning significant policy change from national government through a high-profile national campaign.</p>	<p>Co-develop policies with participants to set out the demands of the campaign, as well as produce timely, strategic research and policy to evidence base the campaign and generate public support and media coverage.</p> <p>Activate people towards taking coordinated national actions at a local level. NEF support will include peer to peer text, national strategy calls and toolkits, lobbying MPs, email campaigns and other digital organising tactics.</p> <p>Launch a powerful narrative in Year 1 that builds a national story of the housing crisis through the lens of local struggles to amplify the movement's story through video, animation and social media. Our local housing spokespeople will be a key part of this.</p> <p>Launch a public national campaign by year 2 of the programme.</p> <p>Campaign coordination through regular meetings, the national leadership/campaigns team, annual national summits</p>	<p>By the end of the five years, our aim is to have shifted the national narrative around social housing and to ensure it is a high priority for the government.</p> <p>Social house building and funding should be key parts of all major party manifestos in the 2024 general election.</p> <p>On a movement level, the campaign and its activities will significantly enlarge and diversify the social housing movement in the UK. Our target is for action to have taken place in over 100 towns and cities across the UK by the end of the campaign, in addition to the initial areas in which we will do deep organising.</p> <p>This will be supported by a large programme of re-granting, through a participatory process. £314,000 of resource during years 3-5 will be distributed to groups across the movement.</p>

**Details of the work to be carried out**

<b>Activity milestones</b>	<b>Timeline</b>
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Co-design and set-up of evaluation framework and underlying approach	August - October 2022
Ongoing evaluation with annual reports produced for use by the programme team and to be shared with our funders and partners	October 2022 - October 2026
Identify remaining weaknesses and threats to the housing movement which our programme can seek to tackle in the final year	November 2024 - October 2025
Final evaluation report with comprehensive assessments and lessons learned	October - December 2026

Our overall evaluation budget is £30,000 for the period 2022 - 2026 or £6,000 per year, but we remain flexible on how to divide the total budget across the timeline of the programme.

We would like our evaluation partner to be creative and have ownership and agency over the process and framework they will develop with us and programme participants. The below might serve as a starting point for what we wish to measure and evaluate, but is by no means an exhaustive or prescriptive list:

- The success of the programme against the aims we have set out above
- The quality of support and education participants feel they are receiving
- The evidence that groups and individuals are developing agency and independence
- The extent to which NEF, as facilitator of the programme, is succeeding in creating and holding spaces which allow all to participate equally and is running a campaign which is led and developed by people affected by housing issues
- The impact and traction of our policy solutions in public and political debate with a focus on mayoral and general elections
- The success of our national campaign
- The kind of legacy this programme will leave for the social housing sector in terms of building lasting skills, knowledge, networks and local organising infrastructure for groups to continue social housing work after the programme ends
- The success of the participatory grant-making element of the programme

We would expect any potential evaluation partner to be able to highlight their specific methods and how they would approach the work, but we feel that they should be familiar with both developmental and formative approaches to evaluation, as well as have the ability to bring in systems thinking and reflective practice to the work. We would like to work with someone who is knowledgeable about how to bring in participatory approaches to evaluation, as well as an intersectional lens with a focus on diversity, equity and inclusion.

## **How to apply**

Please send a CV which outlines your relevant experience, along with a proposal of no more than two pages outlining how you would approach this evaluation, paying particular attention to the workstrands we have outlined here. This should be emailed to [recruitment@neweconomics.org](mailto:recruitment@neweconomics.org).

Our deadline is 5pm on the **10th June**.

Shortlisted candidates will be asked to attend an interview process on **Monday 20th June**.