



May 29, 2024

Dear Political Leaders,

Businesses, charities and think tanks across England have come together to support the Made in Social Housing campaign to reassert our shared call for all political parties to commit to delivering a new mass social housebuilding programme. The campaign highlights the positive impact that social rent homes have on the people who grow up in it.

Social homes give people a solid foundation - and the chance to build happy, healthy lives. The long-term security and genuine affordability of social housing helps people put down roots, living near to where they work and where they grew up. It lets children stay close to their friends and thrive at school. It can shape futures, improve health.

But right now, we don't have enough of it. The construction of social rent homes has fallen off a cliff. We built over 200,000 social rent homes in 1954, but last year, we delivered just 9,560. In fact, we are seeing a drastic net loss of social rent homes. In the last decade alone, our social housing stock has shrunk by hundreds of thousands.

The lack of social housing in this country is driving a housing emergency. Across the country, 1.3 million households sit on social housing waiting lists. There are over 145,000 children homeless in temporary accommodation, with nowhere to play or do their schoolwork and whole families living in a single room. Meanwhile, a private renter receives a Section 21 'no fault' eviction notice every 3 minutes.

But it doesn't have to be this way. Recent research has shown that initial investment in social rent homes would pay itself back within 3 years through wider economic benefits and generate £51.2 billion pounds for the economy over the longer term. Just one year's worth of government investment would alone save the NHS £5.2 billion. And it is also

the politically popular choice: polling by Eden Stanley shows the general public overwhelmingly back this message - 70% of the public agree that more social housing would mean more security for everyone.

We need to build good quality social homes again. So a new generation can be proud to say: We are Made in Social Housing. Together, we are calling on all political parties to listen to the growing consensus across the country and build a new generation of social rent homes to end the housing emergency.

Sincerely,

Polly Neate CBE, CEO, Shelter

Jerome Frost, Chair, Arup Group

Graham Bell, CEO, B&Q

Wez Saunders, CEO, Defected Records

Peter Jelkeby, CEO and Chief Sustainability Officer, IKEA UK and Ireland

Thierry Garnier, CEO, Kingfisher

Samantha Stewart, Interim CEO, Nationwide Foundation

John Mewett, CEO, Screwfix

Ryan Shorthouse, Executive Chair, Bright Blue

Andrew Harrop, General Secretary, Fabian Society

Chris Bailey, National Campaign Manager, Action on Empty Homes

Jacky Peacock OBE, Chair, Advice 4 Renters

Seyi Obakin OBE, CEO, Centrepont

Gavin Smart, CEO, Chartered Institute of Housing (CIH)

Alison Garnham, CEO, Child Poverty Action Group (CPAG)

Tom Chance, CEO, Community Land Trust Network

Matt Downie, CEO, Crisis

Alexia Murphy, CEO, Depaul UK

Charlotte Talbott, Chief Executive, Emmaus UK

Adam Cliff, Secretary, Empty Homes Network (EHN)

Ben Twomey, CEO, Generation Rent

Natasha Elcock, Chair, Grenfell United

Paul McDonald, Chief Campaigns Officer, Health Equals

Duncan Bowie, Chair, Highbury Group on Housing Delivery

Rick Henderson, CEO, Homeless Link

Aria Danaparamita, Advocacy Director, Joint Council for the Welfare of Immigrants (JCWI)

Dr Lindsey Macdonald, CEO, Magic Breakfast

Bridget Young, Director, The No Accommodation Network (NACCOM)

Kate Henderson, Chief Executive, National Housing Federation (NHF)

Danny Sriskandarajah, Chief Executive, New Economics Foundation (NEF)

John Hume, Chief Executive, People's Health Trust

Fran Boait, Co-Executive Director, Positive Money

Emma Haddad, CEO, St Mungo's

Emma Revie, CEO, Trussell Trust

Anela Anwar, Chief Executive, Zacchaeus 2000 Trust