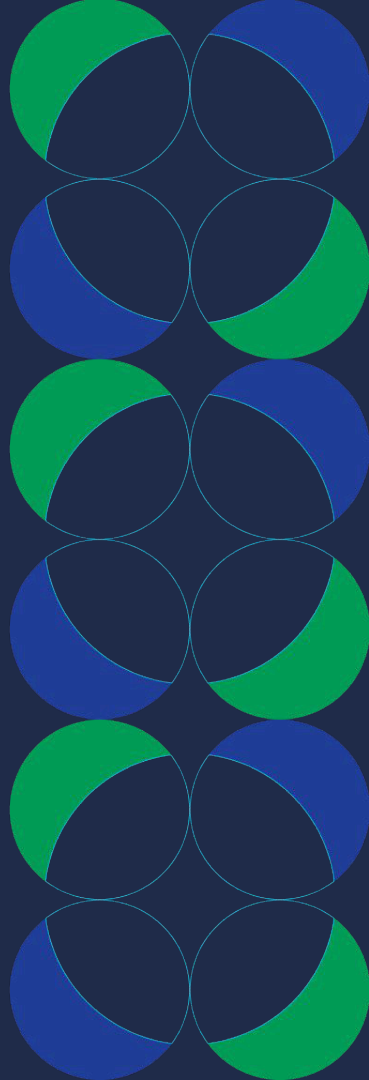




More in
Common

Unlocking social housing investment: The role of finance, policy and industry

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Starting points on the housing crisis



There is public consensus that Britain is not building enough homes

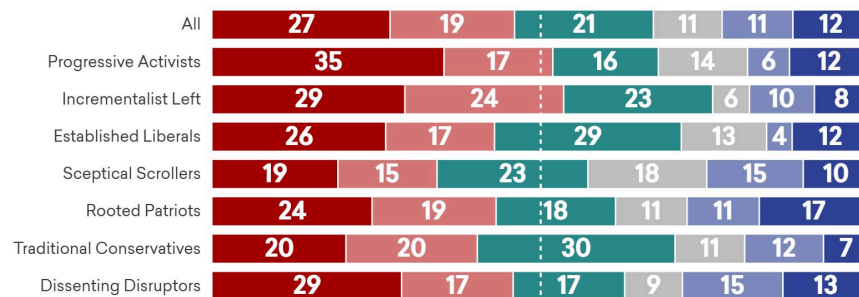
Nearly half (46 per cent) of Britons think that we aren't building enough homes as a country. This is a consensus issue – a plurality of each of More in Common's Seven Segments say that we are building too few homes – and majorities of the Left-leaning Progressive Activists and Incrementalist Left segment say this.

Pluralities of all of the major party's 2024 voters say this as well – but 2024 Labour voters are particularly likely to say this. 55 per cent say we are building too few homes.

All Seven Segments are more likely to believe we are building too few, rather than too many, homes in the UK

Do you think in the UK we are currently building too many, too few or about the right number of new homes for people to live in?

● Far too few ● Slightly too few ● About the right number ● Don't know
● Slightly too many ● Far too many



Housing insecurity is particularly prevalent among young and Green voters

Significant amounts of housing insecurity exist in Britain – a quarter of the public say that their housing costs are a real strain and a further four in ten say their housing costs impact them.

This housing insecurity is extremely concentrated. 35 per cent of Gen Z Britons say their housing costs represent a real strain as do 42 per cent of council tenants and 50 per cent of housing association tenants.

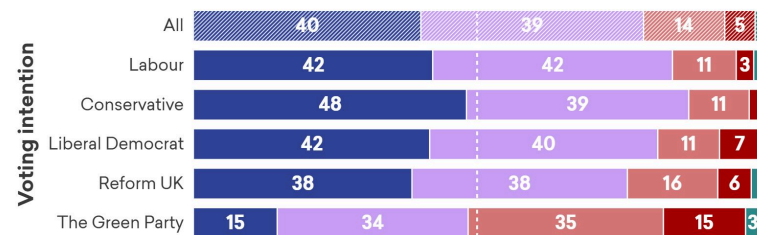
There is a clear political dynamic as well. The Greens perform much better in areas with higher levels of housing deprivation and 52 per cent of Green voters say their housing costs are a real strain.

If Labour want to shore up their Left flank then they must address housing insecurity.

Green voters stand out in facing significant housing insecurity

Thinking about your housing, how would you describe your situation?

- My home is secure and comfortably affordable, the cost of my housing isn't something I really worry about
- My home is secure and I can afford it, though the cost is something that does impact me
 - I can cover my housing costs, but they are a real strain
 - I often struggle to afford my housing costs
- I am at risk of losing my home, or living somewhere temporary or unsuitable



Views on unlocking more social housing



Britons' knowledge of how housing associations are funded is poor

Current public understanding of how the housing association sector is funded is extremely poor.

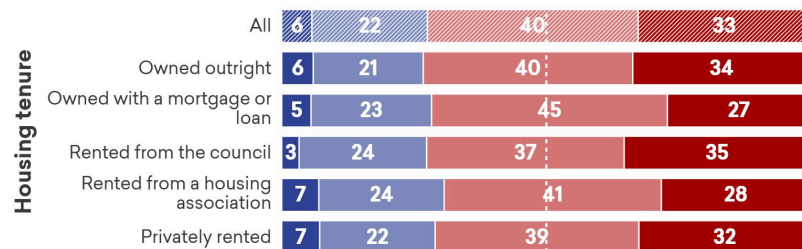
Just a quarter of Britons (28 per cent) say that they know at least a fair amount of the role that private finance and investment plays in the building of new social homes.

This is the case for Britons of all tenures – even among housing association tenants themselves, less than a third (31 per cent) say they know at least a fair amount.

Few Britons know about the role private finance plays in funding housing associations - including housing association tenants

Before taking this survey, how much, if anything, did you know about the use of private finance and investment to fund new social and affordable homes?

● A great deal ● A fair amount ● Not very much ● Nothing at all



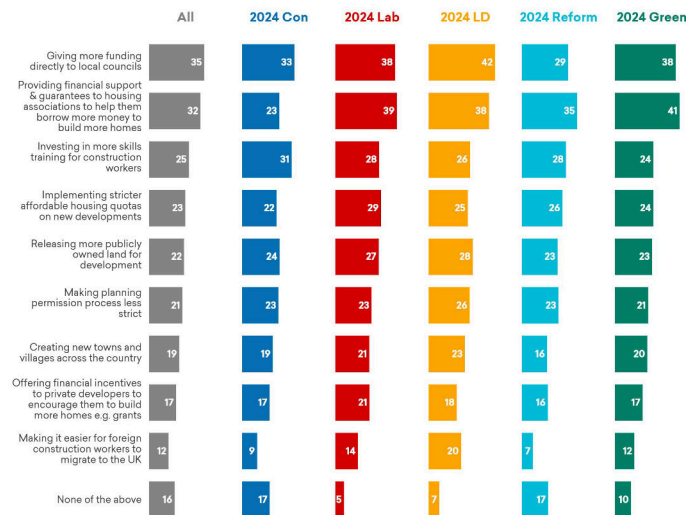
Britons think unlocking more private capital for housing associations could unlock significant numbers of homes

Of a range of policy measures tested – providing financial support and guarantees to housing associations to help them borrow more money to fund the development of new homes was seen as having the second largest potential impact on the government’s ability to meet its ambitious housing target.

Overall it is beaten only by giving more funding directly to councils – and it is the policy seen as having the largest potential impact by 2024 Labour, Reform and Green voters.

Council funding and backing housing associations seen as the best routes to 1.5m homes

Which of the following do you think would make the government more likely to achieve its target of building 1.5 million new homes? Select up to three



But they have no qualms about private capital playing a role in funding housing associations

Despite limited public understanding or awareness of the role that private finance and investment plays in the delivery of social housing, Britons are very amenable to it.

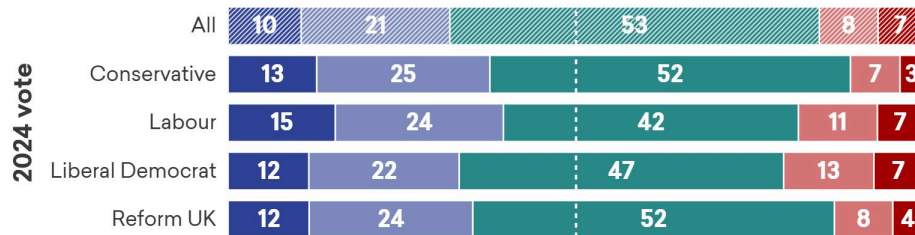
Told the majority of upfront funding for housing associations comes from private finance – 53 per cent of Britons say they would like this to remain the same, with a further 31 per cent wanting it to increase. Just 15 per cent say they would like this share to decrease.

Notably, 2024 Labour voters are the most likely to say they would like this share to increase.

Twice as many want private finance's share of housing association funding to rise as fall

Which of the following comes closest to your view? I would prefer the share of housing associations' funding coming from private financial institutions to...

- Significantly increase
- Slightly increase
- Stay about the same
- Slightly decrease
- Significantly decrease



And they would be interested in their savings being invested in unlocking social housing

There is latent public demand for their savings to be allocated towards the funding of new social homes.

Half of Britons (49 per cent) say they would be interested in having the option to invest some of their savings into funds focused on building new social and affordable homes in Britain. Of the potential investment funds tested, social housing was beaten only by nature conservation and rainforest preservation.

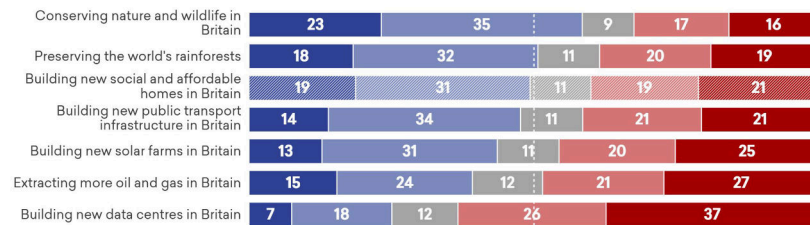
Labour and Green voters are the most likely to say they would be interested in having the option to invest their funds in social housing.

While across all the investment types individuals with higher incomes express more of an interest – this income differential is much flatter on social housing suggesting it has a particularly strong appeal for lower income savers.

Half of Britons would consider investing savings in social homes – on par with the share interested in funds focused on preserving the world's rainforests

Please indicate the extent to which, if at all, would you be interested in having the option to invest some of your savings into funds which help with the following:

● Very interested ● Fairly interested ● Don't know ● Not very interested ● Not at all interested



A shortage of funding for the social housing sector is seen as a key barrier to building more homes

Most Britons reject the emphasis that some ‘YIMBY’ campaigners put on market-based, supply-side reforms to the planning system. Instead, they feel building more affordable homes, weather than just homes of any form is important.

Indeed, asked what the biggest drivers of Britain’s housing crisis are – 70 per cent say a shortage of funding for councils to build new homes, behind only too much immigration and excessive developer profits.

Britons want increased housebuilding by social providers and believe that it can make a real difference to solve the housing crisis.

A lack of funds to build council/social housing is seen as a big cause of Britain’s housing crisis

How much have the following contributed to the current housing challenges the UK faces?

● A great deal ● A fair amount ● Don’t know ● Not very much ● Not at all

