



The art of herding cats...

Amplifying the many voices of
Community Led Housing

What we're doing

- Funding from The Nationwide Foundation
- Simply put we want to:
 - Create demand (Promotion)
 - Increase delivery (Support)



Phase 1: Promotion & Alliance Building

- Develop some common messages
- Make some noise
- Work together... better



What it could be like...



What it feels like at the moment...



Think outside the bubble!



Accessible, Creative, Realistic Solutions

Imagine you are...

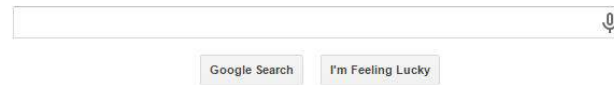
- Skint, frustrated tenants with extortionate rents
- Busy families with no real spare time
- Knackered pensioners
- Massive NIMBYs
- Exhausted, overworked public sector workers
- Command & Control style politicians
- Daily Mail readers

What would make you buy into Community-led Housing?

The



test...



- You know NOTHING about housing issues other than what relates to your own situation...
- You've NEVER HEARD of CLH, RSLs, Affordable Rents, Social Housing, CLG, HCA, NPPF, NFTMO, or any other housing or planning acronyms or jargon...
- You're in a situation where community-led housing might be of interest to you... for example
 - You're lonely and looking for a home where you'll have close neighbours
 - You're sick of being exploited by your landlord/estate agent
 - You really don't want to move out of your village
 - You're really worried about derelict houses in your neighbourhood attracting crime
 - You are a housing association/council tenant and your landlord is rubbish at maintenance

WHAT DO YOU GOOGLE?