



# BSHF STRATEGY

## 2015 > 2018



## ➤ BSHF: What we do and why we do it



The early twenty first century is a period of enormous social change. Our world is being reshaped by globalisation, rapidly developing technology, climate change, polarising wealth and a growing population exploiting limited resources.

These changes are having a profound impact on where and how people live. They bring threats of social division and conflict. All too often the worst effects are felt by the most vulnerable people and those on the lowest incomes.

*But change also brings opportunities. The early twenty first century is proving a period of abundance for creative new ideas, for realising innovative thinking and for advancing the way homes are provided and the way in which people live.*

At BSHF we want to make the most of these opportunities and help spread the beneficial effects to those most in need. Our work, outlined in this strategy, is dedicated to making this happen.

**David Ireland** OBE  
Director, BSHF



## > About BSHF

We have a small staff team based in the former mining town of Coalville in the United Kingdom. Sometimes we work on our own but more often in collaboration with our partners around the world.

Either way, we aim to influence practitioners, housing providers, businesses and local, regional and national governments, in fact anyone who can help deliver better housing for people with few housing choices.



We do this by acting as a catalyst for change. In practice this means we:

- Identify and promote great housing ideas, practice and research
- Bring people together to help transfer ideas and practices to places where they are needed most
- Help people put new ideas into practice
- Work with experts in the fields where we want positive change
- Facilitate programmes that implement beneficial changes in housing

Partnerships are vital to our work. We have held Special Consultative Status with the UN Economic and Social Council since 2006 for our work supporting the goals of UN-Habitat.

## ➤ Our Strategy

This strategy sets out the core aims and direction of travel for BSHF over the next three years. It describes what we think is important and what we intend to do about it.

No strategy can predict the future with certainty. Opportunities will arise and events will occur that we cannot foresee. The themes and aims of the strategy will guide our response to these new opportunities.



## > Our aims

We want to use our resources effectively to achieve positive change for people with few housing choices.

Through our research work, the World Habitat Awards competition and our wider networks we are in a great position to spot innovative housing ideas and discover the best housing projects from around the world which are delivering that positive change for people.

We will work to help bring the benefits of these ideas to the people who need them most. To do this we will promote and publicise the best and most innovative housing projects we find and build networks of people best able to implement those ideas and practice.

On occasion, where it is necessary, we will go further. We will help facilitate and implement the best ideas into new contexts. These projects will involve in depth work and require significant extra resources so we will undertake no more than three at any one time. This strategy sets us the challenge of two such projects: empowering communities and ending chronic homelessness.

## > Over the next three years we aim to:

1.	2.	3.	4.	5.
<i>Identify and promote the most innovative housing ideas and best practice from around the world</i>	<i>Build a world-wide community of housing practice by improving the reach of our communications</i>	<i>Empower communities to solve their own housing needs by supporting Community-led Housing in the UK</i>	<i>Establish a movement to End Street Chronic Homelessness in European cities</i>	<i>Responsibly manage our assets</i>



## ➤ **AIM 1. Identify and promote the most innovative housing ideas and best practice from around the world**

We set up the World Habitat Awards in 1985 as our contribution to the UN International Year of Shelter for the Homeless. Each year we give two awards (in conjunction with UN-Habitat) to projects that provide practical, innovative solutions to current housing needs, with a particular focus on decent, affordable housing.

The purpose of the awards is to fuel innovation and inspire others to adopt the best housing practice from around the world. One of the ways we do this is by organising and funding peer exchanges to winning projects to encourage others to learn from our award winners.

We know that in a rapidly changing world, ideas need to develop into successful programmes and projects more quickly than in the past. We also know that the need for housing the next generation is a spur for innovation. Given this, we support ideas that help young people provide housing.

### **To help achieve this - over the next three years we will:**

- 
- ➔ Seek to ensure the World Habitat Awards are seen as the world's leading best practice housing awards;
  - ➔ Commit to running the World Habitat Awards on an annual basis;
  - ➔ Promote winners and finalists to our networks and the wider public;
  - ➔ Support the transfer and development of the very best projects;
  - ➔ Keep in touch with World Habitat Award winners and finalists and undertake research on how their projects develop and transfer;
  - ➔ Investigate ways to help and encourage innovative but untested ideas to become world beating housing projects;
  - ➔ Investigate ways to encourage housing projects initiated by young people.

## ➤ **AIM 2.** Build a world-wide community of housing practice by improving the reach of our communications

Knowledge sharing works best in a community where people have different perspectives. We've always brought people together to share ideas - our international peer exchanges and our consultation events in Windsor being prime examples. Digital technology now allows us to connect with ever more people within and between our networks.

**To help achieve this - over the next three years we will:**



- ➔ Improve our website so contributors can share ideas and best practice
- ➔ Use social media to do the same;
- ➔ Publicise the finalists' projects in the World Habitat Awards online;
- ➔ Review our brand in order to reach more people.

## ➤ **AIM 3. Empower communities to solve their own housing needs by supporting Community-led Housing in the UK**

Community-led housing is where people and communities play a leading role in making their own housing solutions – creating sustainable, affordable and lasting homes, building resilient and confident local communities. We think the current house building system in the UK is dysfunctional and is failing to deliver the numbers or types of homes people need at a price they can afford.

We know from our work around the world that community-led housing can play a significant role in meeting housing needs. In Uruguay, for example, 25% of the population live in community-led housing. We think more community-led housing would provide better homes for communities in the UK.

**To help achieve this - over the next three years we will:**

- 
- Establish a Community-led Housing Alliance to help more communities solve their own housing needs;
  - Increase public awareness of Community-led Housing in the UK;
  - Help support communities wanting to develop their own housing;
  - Support research which addresses gaps in our knowledge of Community-led Housing;
  - Investigate ways in which we can help empower communities near our Coalville base to meet their own housing needs.



## ➤ **AIM 4. Establish a movement to End Street Chronic Homelessness in European cities**

Chronic street homelessness (or rough sleeping) is on the rise in most cities across Europe. A problem that seemed to be in decline is now becoming more acute. We believe that housing is a human right; chronic street homelessness is the most extreme and manifest failure of this right. A lack of affordable housing, cuts in public services and in some countries a dramatic increase in poverty have led to this most extreme housing need.

But it does not have to be like this. One organisation cannot end street homelessness by itself, but organisations working together just might. Having seen the 100,000 Homes Campaign in the United States (winner of the 2014 World Habitat Award) and the work of Y-Foundation in Finland (winner of the 2015 World Habitat Award), we believe that, with concerted effort, it is possible to dramatically reduce street homelessness, not just manage it.

**To help achieve this - over the next three years we will:**

- 
- Establish a Europe-wide movement that is committed to ending chronic street homelessness in Europe's major cities by 2020;
  - Help cities assess and improve their use of resources to help the most vulnerable people sleeping on the streets;
  - Encourage and assist cities in implementing Housing First, helping them transform their existing services to a Housing First approach;
  - Establish a data system to track progress and use this to inspire and motivate cities to take urgent action;
  - Provide opportunities for participating cities to share best practices and develop new solutions together.

## ➤ **AIM 5. Responsibly manage our assets**

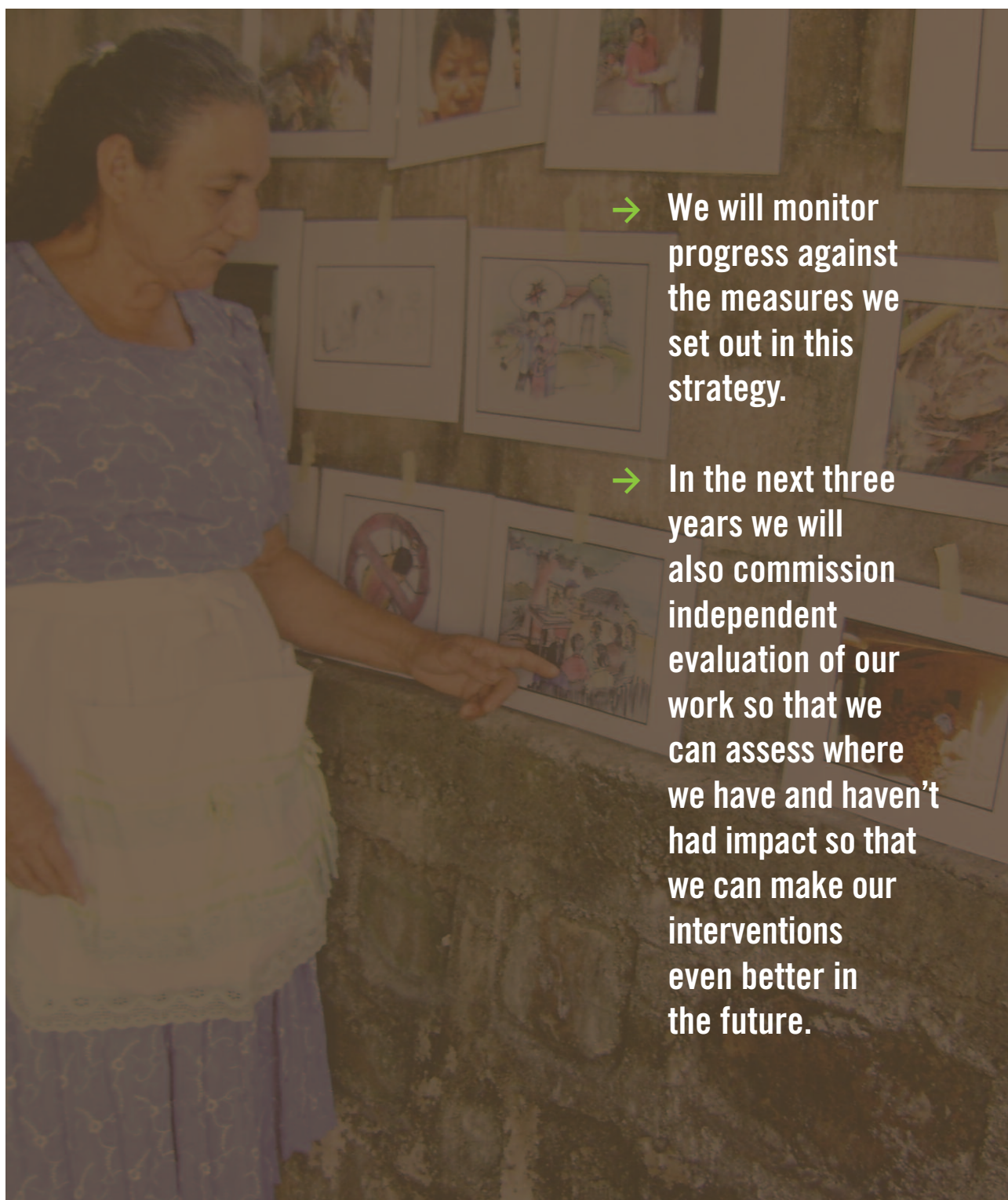
In 1976 our founders established us as a charitable foundation with a small portfolio of local land and other assets. Our current portfolio comprises a variety of investments and our investment policy reflects our wider aims.

Income from the portfolio funds our core charitable activities. But it does not fund extra activities – apart from some management support and set up costs. So we will seek external funding for any new projects.

**To help achieve this - over the next three years we will:**

- 
- Invest our portfolio wisely to maintain the value of the investment and achieve a reliable income to fund the core operating costs of BSHF;
  - Manage our investments in a way that maximises the opportunity for environmental and social gains;
  - Use our existing resources to plan and develop our work;
  - Seek external funding to operate the new programmes in this strategy.

## ➤ How we know if we've made a difference



→ We will monitor progress against the measures we set out in this strategy.

→ In the next three years we will also commission independent evaluation of our work so that we can assess where we have and haven't had impact so that we can make our interventions even better in the future.





## BSHF STRATEGY 2015 › 2018



### Keeping in touch

#### **Building and Social Housing Foundation**

Memorial Square

Coalville

Leicestershire

LE67 3TU

United Kingdom

**Tel** +44 (0)1530 510444

**Fax** +44 (0)1530 510332

**Email** [bshf@bshf.org](mailto:bshf@bshf.org)



[/WorldHabitatAwards](#)



[/@bshf](#)

**Web** [www.bshf.org](http://www.bshf.org)

[www.worldhabitatawards.org](http://www.worldhabitatawards.org)

