Dear [MP name],

I am getting in touch from [housing association] to invite you to a [virtual visit/socially distanced visit/meeting] with us to see how we are providing affordable homes for people who need them most in [constituency].

In the wake of coronavirus, I know that MPs like yourself are keen to see the country recover quickly, both financially and socially. Making sure that everyone – from low-paid key workers to vulnerable rough sleepers – has access to a safe, secure and affordable home is key to this.

[Housing association] is a not-for-profit organisation providing homes and support for over six million people in England. Working with our trade body, the National Housing Federation, we have launched the Homes at the Heart campaign, asking the government for a once-in-a-generation investment in social housing – to provide affordable homes, boost the economy and create jobs.

Last year, housing associations like us built more than a quarter of all homes in England. This added an estimated £2.4bn to the national economy and supported more than 43,500 jobs, showing the transformative impact of investing in social housing. And housing associations don’t just supply a quantity of housing – they also provide and maintain homes of high quality. The English Housing Survey shows that on average social housing is of higher quality than any other tenure.

[Include figures relevant to your organisation and the constituency e.g, how many people you employ, how many houses built.

[Use our local economic impact calculator to gather this information](https://www.housing.org.uk/resources/local-economic-impact-calculator/), or our [Housing Counts](http://counts.housing.org.uk/) or [Home Truths](https://housing.org.uk/resources/home-truths/) resources, or [our constituency data tool](https://housing.org.uk/resources/constituency-data/).]

The average home in England costs ten times the average salary, and there are an estimated 1.9 million key workers currently living in the private rented sector in the UK. Everyone deserves a good quality home, and with government support for the sector, we can continue to play this pivotal role in [constituency], helping the community at this crucial time.

To meet current levels of housing need, England needs 145,000 homes to be built every year until 2031, including 90,000 social rent homes for those on the lowest incomes. We’ve estimated that this requires £12.8bn a year of government investment. Building 90,000 new social rented homes now would add an extra £4.8bn to the national economy and support 86,000 jobs.

The Homes at the Heart campaign is run in partnership with the Chartered Institute of Housing, the National Federation of ALMOs, the Association of Retained Council Housing, and Crisis, as well as over 60 supporters from outside the housing sector, like Carers UK and NatWest. Together we are calling for homes to play a pivotal role in recovery from coronavirus.

We would welcome the opportunity to discuss how housing associations ensure everyone has a home they can afford and the role you can play as an MP in helping put social housing firmly at the heart of the government’s recovery plan. If it would be helpful, I would be very happy to arrange a visit/meeting with you to show you our [scheme/project/building site], should your diary permit. It would also be an opportunity for you to meet some of our residents and staff, and to find out about the work we do in [constituency name].

[Put contact details or info about the proposed visit/meeting here.]

Yours sincerely,

Find out more about our campaign

* Follow #HomesAtTheHeart on social media
* Visit [www.housing.org.uk/HomesAtTheHeart](http://www.housing.org.uk/HomesAtTheHeart)
* Contact HomesAtTheHeart@housing.org.uk