

The National Housing Federation is the voice of housing associations in England.

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NATIONAL
HOUSING
FEDERATION

KEY CONTACT

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OUR RURAL OFFER



The housing crisis being faced by our rural communities differs from that of urban areas due to specific rural challenges.

High house prices, low wages, seasonal renting, a high level of second home ownership and an ageing population are characteristic of most rural areas.

At the National Housing Federation we are committed to supporting housing associations that provide homes and services in rural areas. We want to help our members with stock in rural areas to deliver the best service possible for their customers.

HOW WE WILL HELP...

1

We will raise the profile of rural housing associations to increase public and political understanding of the work they do

PROFILE

We will:

- › raise awareness of rural housing issues and housing associations' work through press and media relations
- › influence key politicians and stakeholders through strategic campaigns
- › produce robust tools, such as infographics, to highlight local issues and tell the story of rural housing associations
- › create opportunities for our members to meet key decision makers and stakeholders
- › prioritise rural housing as a key theme through representatives from housing associations working in rural areas with training in influencing, storytelling and political intelligence.

2

We will influence the national policy agenda to ensure rural housing associations get the resources they need to deliver

POLICY

We will:

- › work with housing associations to develop policy solutions to end the rural housing crisis
- › continue to push for all policies to be rural-proofed and for increased investment in rural housing
- › outline the rural impact of policy consultations and facilitate joint responses where appropriate
- › seek to create a policy environment where factors such as land and planning support the provision of rural housing.

3

We will help our members to collaborate, speak with one voice, and develop the capacity they need to succeed

COLLABORATION

We will:

- › facilitate collaborative working between housing associations including those that manage and own both rural and urban stock
- › facilitate collaborative working with rural stakeholders through the Rural Housing Alliance and through representation on the Rural Coalition, Rural Services Network and the Rural Housing Network
- › work with other rural agencies such as the Country Land and Business Association, the Campaign to Protect Rural England, and Action with Communities in Rural England, to ensure we speak with one voice on rural housing issues.



4

We will deliver the aspirations set out in the 5-star plan for rural housing

DELIVERY

We will:

- › increase the capacity of the sector to build more through implementing the 5-star plan for rural housing
- › continue to monitor and report on delivery and impact against the 5-star plan
- › facilitate joint working and support to enable non-developing small rural associations to build
- › work towards the ambition set out in the 5-star plan that delivery increases by 6% and that rural housing receives 10% of Homes England funding.