

Shared Ownership campaign presentation

Contact:

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Our steering group



Onward





DesignStudio



4 train rides

4 cities

A lot of English countryside

8 workshops

12 members of the Fed

64 Housing Association members

57 customers

4902 post it notes

THE BIGGEST NEEDS:

Clarity.
Consistency.
Honesty.

CAMPAIGN IDEA:

Mythbusting

We want people to say...

That's what SHARED OWNERSHIP means

First time buyers
Rural buyers
Urban buyers
Northern
Southern
Midlands
Silver splitters
Retirees
Parents

This campaign needs to speak
to lots of different audiences all
across the country

Our campaign messaging makes sure we can flex to speak to lots of audiences, but retain impact by focusing on key motivations of first time buyers.

EVERYONE

Another option to own a home
Smaller deposit
Make it your own (customisation)
It's yours (not sharing)
Investment (something to show for it)
Stability (more secure than renting)

FIRST TIME BUYERS

Getting on the ladder sooner,
for smaller deposit
Getting out of mum & dad's
Taking the next step in life

TARGETED CHANNELS

Localised

Urban
Rural

Hyper-localised

Major cities and regions,
site-specific or time-specific
messaging

Silver splitters

Getting a fresh start
Moving on smoothly

Retirees

Freeing up cash
Downsizing

CAMPAIGN APPROACH:

Cutting through
cynicism
with honesty

Clarifying
the
complex

Balancing
credibility with
humour

BEING
PRICED
OUT OF
YOUR
HOMETOWN

That's NOT what SHARED OWNERSHIP means

Buy a bit, rent a bit. Another way to buy a home. SharedOwnership.net

Eligibility requirements apply.

BUYING
A
FLAT IN
LONDON
(YES, SERIOUSLY)

That's what SHARED OWNERSHIP means

Buy a bit, rent a bit. Another way to buy a home. SharedOwnership.net

Eligibility requirements apply.

SHACKING
UP
WITH A
STRANGER

That's NOT what SHARED OWNERSHIP means

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GOING
ALL OUT
IN THE
DIY
STORE

That's what SHARED OWNERSHIP means

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THE
PLACE TO
YOURSELF,
365 DAYS
A YEAR

That's what SHARED OWNERSHIP means

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INSTALLING
THOSE
NOVELTY
DOOR
HANDLES
YOU'VE
ALWAYS
WANTED

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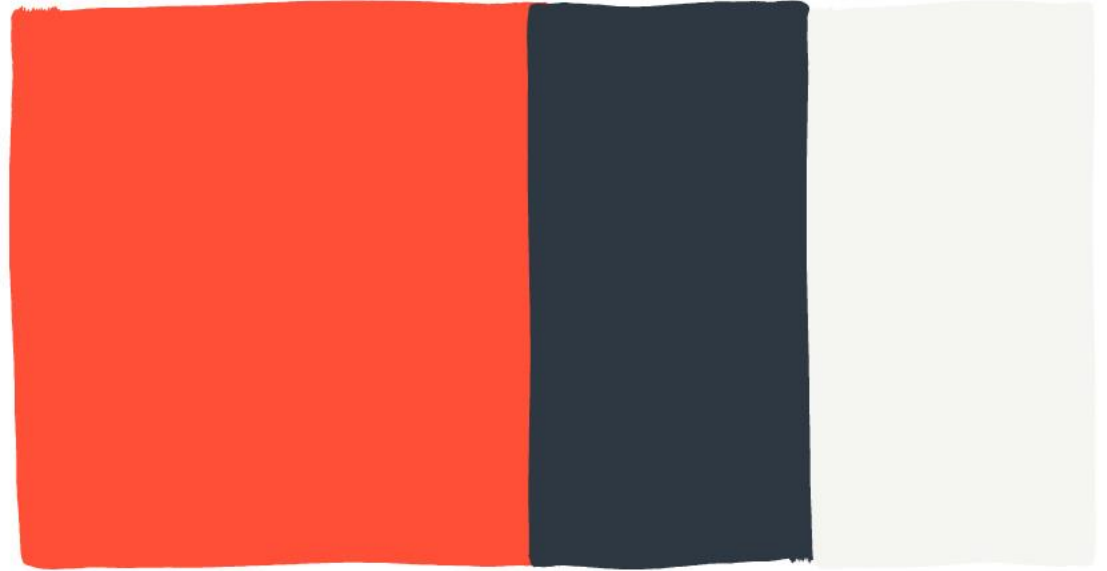
How we're bringing it to life

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OWN YOUR
OWN HOME

AAAAAABBBBCCCCDDDEEEFFFFGGHH
IIJJJKKKLLLLMMNNNOOOOPPQQQ
RRRSSSSSTTTTUUVVVWWXX
YYYYZZZZ 001122233445566778899
AND THE THE THE FOR TO ARE It Tt Ee Dd Oo
&& £ % % ... " ! ! ? ? √ √ x x + ^ → → - —

SQUISHED ALL THE WAY TO LIME STREET

That's NOT what SHARED OWNERSHIP means

Buy a bit, rent a bit. Another way to buy a home. [SharedOwnership.net](https://www.SharedOwnership.net)

Eligibility requirements apply.

LOCALISED

#CATCHTHESUMMER

Metrolink

#CATCHTHESUMMER

Instagram icon

Catch the best of the summer by train. Share a photo of your fun days and nights out with us and it could feature on our posters. Just tag it with #CatchTheSummer

Metrolink

Metrolink fares survey

Find out why we need to increase fares and tell us which of the two options you prefer.

Vote your preference to help your way before Friday 18 August 2017

metrolink.co.uk/fares-survey

Metrolink

OWNING A FLAT NEAR LARK LANE (YES, SERIOUSLY)

That's what SHARED OWNERSHIP means

Buy a bit, rent a bit. Another way to buy a home. SharedOwnership.net

Eligibility requirements apply.

HAVING
EVERY
MORNING
RUINED
BY THE M6

That's NOT what SHARED OWNERSHIP means

Buy a bit, rent a bit. Another way to buy a home. SharedOwnership.net

AFFORDING
A FIRST
HOME
NEAR THE
OFFICE

That's what SHARED OWNERSHIP means

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LOCALISED

The image shows a stack of Liverpool fan magazines. The top magazine is white with a black header containing the word "TimeOut" in a stylized white font. Below the header, the word "Liverpool" is printed in a black serif font. The main headline is written in large, bold, red, sans-serif capital letters, arranged in a jagged, blocky shape: "BUYING A FLAT, WITH ENOUGH LEFT FOR A SEASON TICKET". To the right of the headline, there is a black-bordered box containing the text "That's what SHARED OWNERSHIP means" in white. Below this box, the text "Buy a bit, rent a bit. Another way to buy a home. SharedOwnership.net" is printed in a smaller black font, followed by "Eligibility requirements apply." in an even smaller font. The edges of several other magazines are visible underneath, showing the same "TimeOut" branding.

Liverpool

TimeOut

**BUYING
A FLAT,
WITH
ENOUGH
LEFT FOR
A SEASON
TICKET**

That's what **SHARED OWNERSHIP** means

Buy a bit, rent a bit. Another way to buy a home. SharedOwnership.net
Eligibility requirements apply.

COUNTRY - WIDE

JCDecaux

THE OPTION YOU NEVER KNEW EXISTED

That's what SHARED OWNERSHIP means

Buy a bit, rent a bit. Another way to buy a home. SharedOwnership.net
Eligibility requirements apply.





LIVING OFF BEANS FOR THE NEXT SIX YEARS

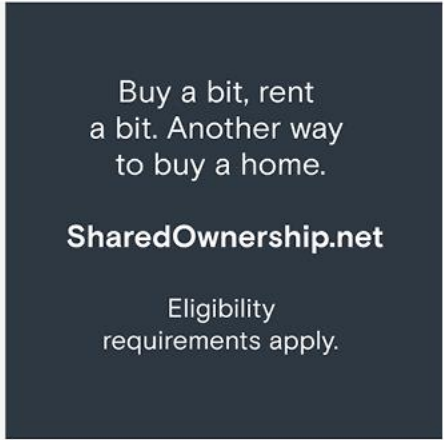
That's NOT what SHARED OWNERSHIP means

A FOOT ON THE LADDER FOR TEN GRAND

That's what SHARED OWNERSHIP means

Buy a bit, rent a bit. Another way to buy a home. SharedOwnership.net
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COUNTRY-WIDE





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EVERY
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AFFORD-
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Eligibility requirements apply.

GETTING OUT OF MUM AND DAD'S HAIR

INSTALLING THOSE NOVELTY DOOR HANDLES YOU'VE ALWAYS WANTED

GETTING ON THE LADDER, THIS DECADE

A FOOT ON THE LADDER FOR TEN GRAND

A NICE LITTLE 2-BED IN TOWN

BUYING A FLAT IN LONDON (YES, SERIOUSLY)

BUYING A FLAT ROUND HERE (NO, SERIOUSLY)

BUYING A FLAT ROUND HERE (NO, SERIOUSLY)

PAINTING EVERY WALL LUMINOUS GREEN

OWNING A FLAT NEAR LARK LANE (YES, SERIOUSLY)

FREEING UP CASH TO CLIMB THE ROCKIES

MORNING COFFEE WITH CATHEDRAL VIEWS

THE PLACE TO YOURSELF, 365 DAYS A YEAR

THE OPTION YOU NEVER KNEW EXISTED

FEELING LIKE AN ADULT

A BATH AND DISH-WASHER IN ZONE 2

A BEDROOM FOR THE KIDS WHEN IT'S YOUR WEEK

AFFORDING ONE OF THESE →

PUTTING DOWN A CHEEKY TEN GRAND DEPOSIT

COOKING IN YOUR PANTS ON SUNDAYS

YOUR HOUSE, UNTIL YOU SAY OTHERWISE

AFFORDING A FLAT NEAR THE OFFICE

BUYING A FLAT, WITH ENOUGH LEFT FOR A SEASON TICKET

BUYING IN LONDON WITHOUT A TRUST FUND

GOING ALL OUT IN THE DIY STORE

LIVING OFF BEANS FOR THE NEXT SIX YEARS

PAYING FOR YOUR LANDLORD'S LOFT EXTENSION

LIVING IN FEAR THE LANDLORD WILL SELL

KEEPING EVERYTHING TIED UP IN BRICKS AND MORTAR

HAVING EVERY MORNING RUINED BY THE M6

BEING PRICED OUT OF LONDON FOREVER

STUCK LODGING AT NOSY KAREN'S

BANISHED TO ZONE 9 WHEN IT'S TIME TO BUY

ACCEPTING THAT 'HOME-OWNER' ISN'T YOUR DESTINY

LEARNING TO LOVE BEIGE

SQUISHED ALL THE WAY TO LIME STREET

SUCKING UP TO THE IN-LAWS FOR HELP

DATE NIGHT DOWN THE HALL FROM MUM AND DAD

HALF A SOFA, AND A SHELF IN THE FRIDGE

STUCK WITH THAT HORRENDOUS WALLPAPER

SHACKING UP WITH A STRANGER

2 TUBES, 1 BUS, AND A DODGY 10-MINUTE WALK

BEING PRICED OUT OF YOUR HOMETOWN

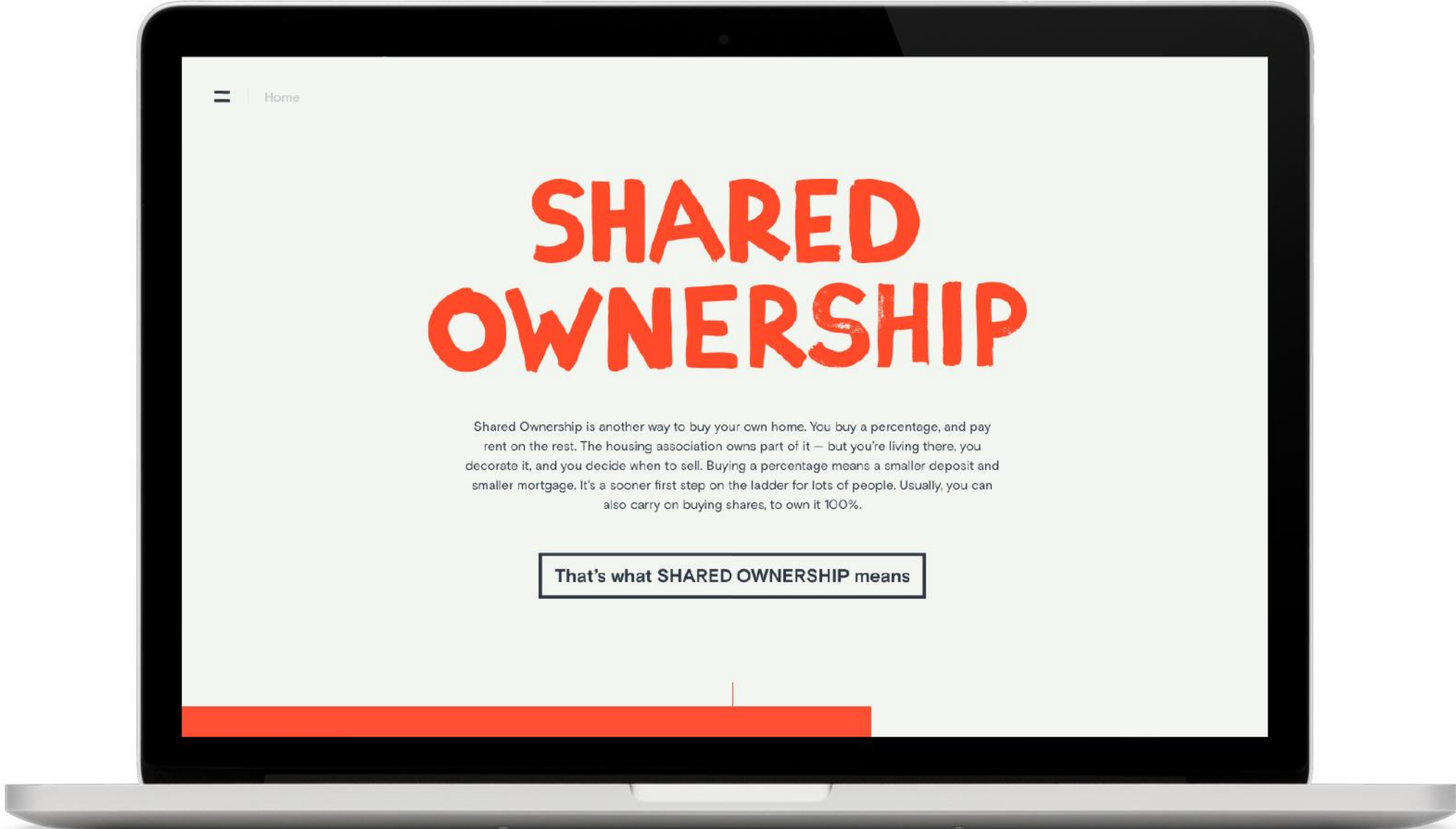
NEVER AFFORDING ONE OF THESE →

MOVING BACK TO MUM'S

SETTLING FOR THAT GRIMY BEDSIT

GETTING CHARGED FOR A 2MM STAIN

BEING BANISHED TO THE OUTSKIRTS



SHARED OWNERSHIP

Shared Ownership is another way to buy your own home. You buy a percentage, and pay rent on the rest. The housing association owns part of it – but you're living there, you decorate it, and you decide when to sell. Buying a percentage means a smaller deposit and smaller mortgage. It's a sooner first step on the ladder for lots of people. Usually, you can also carry on buying shares, to own it 100%.

That's what SHARED OWNERSHIP means

THIS IS WHAT SHARED OWNERSHIP MEANS

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All the jargon

There's a lot of jargon to read through when you're buying a Shared Ownership home. Here's a quick rundown of terms you might come across.

Housing association

Housing associations are not-for-profit companies set up to provide affordable homes. They're the ones who offer Shared Ownership, to help those who can't buy a home on the open market.

Lease

The lease is the contract for the share you've bought. It states how much is yours, what you'll be paying, and what your responsibilities are.

Staircasing

The lease is the contract for the share you've bought. It states how much is yours, what you'll be paying, and what your responsibilities are.

Deposit

The sum of money you need to put down in order to secure your property, and is essentially the first instalment towards buying it.

Mortgage

A mortgage is a loan taken out to buy a property. It's a fixed amount, and has to be paid back over a certain amount of years.



What are housing associations?



Housing associations are not-for-profit companies set up to provide affordable homes.

You'll find them in every major town and city across the UK, and their aim is to make housing available and affordable for everyone.

The money you pay to when buying and renting a Shared Ownership property goes straight back into funding more projects to help more people.

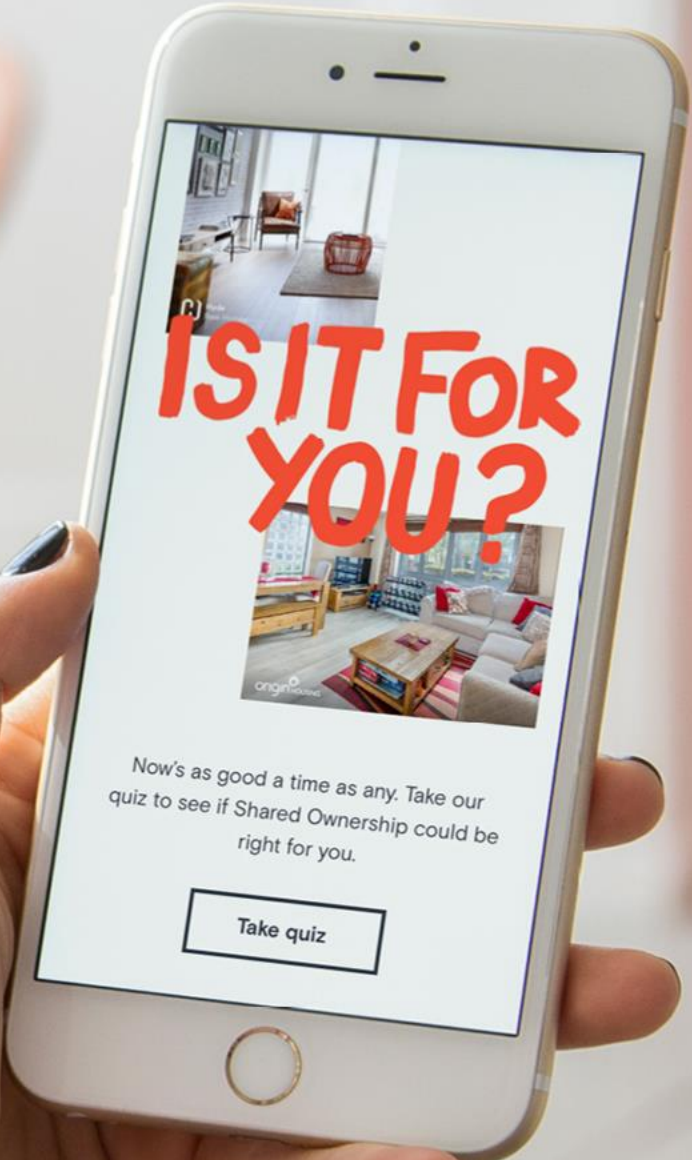
Housing associations have been offering Shared Ownership for a number of years, to help those who can't buy a home on the open market. Now, with rising house prices and a generation that feels disillusioned with the prospect of buying, Shared Ownership is a more relevant option than ever.

Our campaign supporters:



Mortgage valuation

It's a report by the mortgagee (the bank or



IS IT FOR YOU?




Now's as good a time as any. Take our quiz to see if Shared Ownership could be right for you.

Take quiz


is it for you?

SHARED OWNERSHIP COULD BE PERFECT FOR YOU


Great news. From what you've told us, Shared Ownership could be an option for you. Want to see some properties?



St. Ives Court
2 bedroom in Mapesbury Road
Brent, NW2 4HJ



Remix Helix
1-3 bedroom in 55 Emerald Road
Crawley, NW10 8GR




Canaletto Court
2-3 bedroom in Neasden Lane
Brent, NW10 2TS

[Show me more](#)


Kilburn 3 mile Map view

1 bed 4 bed £50k £900k

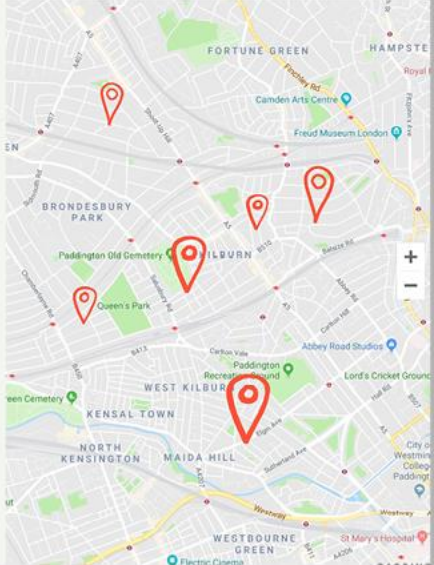
6 listings found Newest



St. Ives Court
2 bedroom in Mapesbury Road
Brent, NW2 4HJ




Remix Helix
1-3 bedroom in 55 Emerald Road
Crawley, NW10 8GR



Kilburn 3 mile Map view

6 listings found



Tenure	Shared ownership
Availability	Available
Min share price from	£357,500 for 65% share
Full price from	£550,000
Min deposit from	£17,875
Monthly rent from	£112

St. Ives Court

2 bedroom in Mapesbury Road
Brent, NW2 4HJ

This well designed and spacious ground floor 2 bedroom apartment forms part of this modern development conveniently situated just minutes' walk away from Cricklewood Broadway and Kilburn High

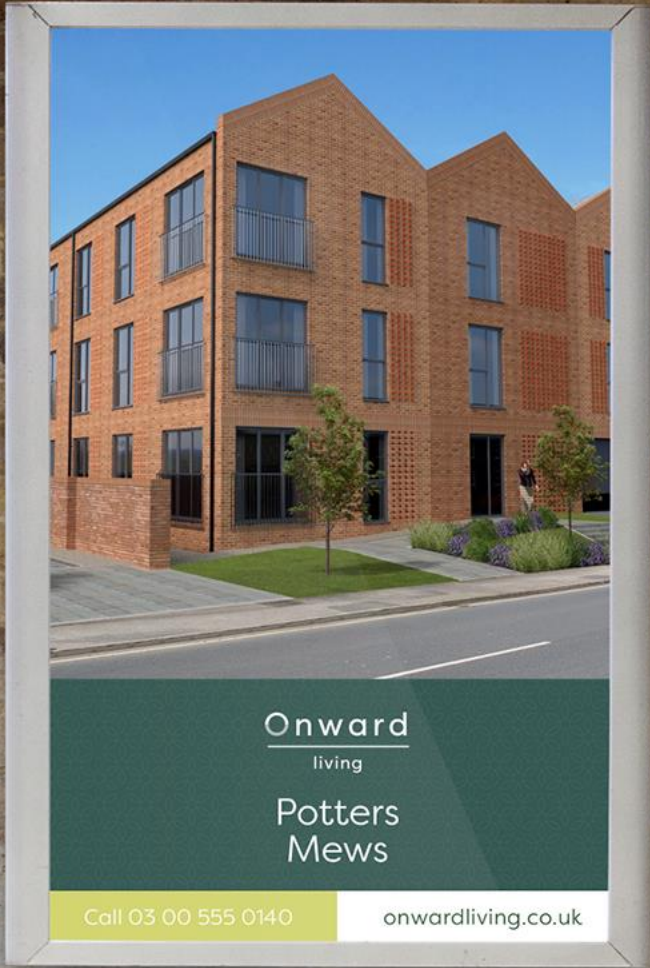
SHARED OWNERSHIP
➔
Property Booking

Redirecting to Property Booking

That's what SHARED OWNERSHIP means

Buy a bit, rent a bit. Another way to buy a home. **SharedOwnership.net**

BACKED BY Onward
living



Onward
living

Potters
Mews

Call 03 00 555 0140 onwardliving.co.uk

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ING
A FIRST
← HOME
NEAR THE
OFFICE**

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**↑ A BATH AND DISH-
WASHER IN ZONE 2**

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Onward
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Potters Mews

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What SHARED OWNERSHIP means
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SharedOwnership.net

Riverside
ROYAL ALBERT WHARF
THE ROYAL DOCKS

YOUR NEW NEIGHBOURHOOD

1, 2 and 3 bedroom riverside apartments in the Royal Docks, East London

1 beds from £385,000
2 beds from £532,500
3 beds from £760,000

Call 0203 627 4988 to book your viewing

BUYING IN LONDON WITHOUT A TRUST FUND

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BACKED BY Notting Hill Genesis
Eligibility requirements apply.

Instagram

Stories

Clarion Housing United Kingdom

LIVING OFF BEANS FOR THE NEXT SIX YEARS

SUCKING UP TO THE IN-LAWS FOR HELP

A FOOT ON THE LADDER FOR TEN GRAND

That's NOT what SHARED OWNERSHIP means

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