

# Shared Ownership campaign presentation

**Contact:**

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[Ella.Cheney@housing.org.uk](mailto:Ella.Cheney@housing.org.uk)

## Our steering group



Metropolitan  
Thames Valley



Halton  
Housing



CLARION  
HOUSING GROUP



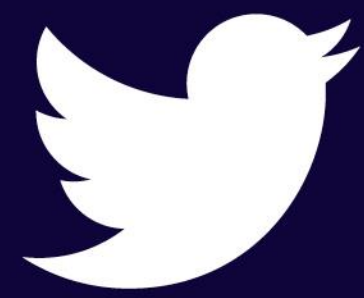
Rooftop  
Housing Association





# 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.

CAMPAIGN APPROACH:

Cutting through  
cynicism  
with honesty

Clarifying  
the  
complex

Balancing  
credibility with  
humour



# 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



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

That's NOT what SHARED OWNERSHIP means

We're setting the record straight. [SharedOwnership.com](https://SharedOwnership.com)

GETTING  
ON THE  
LADDER,  
THIS  
DECADE

That's what SHARED OWNERSHIP means

We're setting the record straight. [SharedOwnership.com](https://SharedOwnership.com)



BEING  
PRICED  
OUT OF  
YOUR  
HOMETOWN

That's NOT what SHARED OWNERSHIP means

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BUYING  
A FLAT  
ROUND  
HERE  
(NO, SERIOUSLY)

That's what SHARED OWNERSHIP means

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RENTING  
FOR YEARS  
WITH  
NOTHING  
TO SHOW  
FOR IT

That's NOT what SHARED OWNERSHIP means

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PAYING  
FOR YOUR  
LANDLORD'S  
LOFT  
EXTENSION

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SUCKING  
UP  
TO THE  
IN-LAWS  
FOR HELP

That's NOT what SHARED OWNERSHIP means

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A FOOT  
ON THE  
LADDER  
FOR SIX  
GRAND

That's what SHARED OWNERSHIP means

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SHACKING  
UP  
WITH A  
STRANGER

That's NOT 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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GETTING  
CHARGED  
FOR A  
2MM  
STAIN

That's NOT what SHARED OWNERSHIP means

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INSTALLING  
THOSE NOVELTY  
DOOR  
HANDLES  
YOU'VE  
ALWAYS  
WANTED

That's what SHARED OWNERSHIP means

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How we're bringing it to life

That's what SHARED OWNERSHIP means

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That's NOT what SHARED OWNERSHIP means

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OWN YOUR  
OWN HOME

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LOCALISED

**BUYING  
A FLAT  
ROUND  
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(NO,  
SERIOUSLY)**

That's what SHARED OWNERSHIP means

We're setting the record straight. [SharedOwnership.com](https://www.SharedOwnership.com)



LOCALISED



# OWNING YOUR OWN HOME (YES, EVEN IN MANCHESTER)

That's what SHARED OWNERSHIP means

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HAVING  
EVERY  
MORNING  
RUINED BY  
THE M6

That's NOT what SHARED OWNERSHIP means

We're setting the record straight. [SharedOwnership.com](https://www.SharedOwnership.com)

AFFORDING  
A FLAT  
NEAR THE  
OFFICE

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↑  
NEVER  
AFFORDING  
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THESE

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BUYING  
A HOUSE  
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(NO SERIOUSLY)

That's what SHARED OWNERSHIP means

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That's

We're set



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

That's NOT what SHARED OWNERSHIP means  
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AFFORDING A  
FIRST HOME NEAR  
THE OFFICE

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LIVING OFF  
BEANS  
FOR THE  
NEXT SIX  
YEARS

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PUTTING  
DOWN  
A CHEEKY  
SIX  
GRAND  
DEPOSIT

That's what SHARED OWNERSHIP means

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ACCEPTING THAT  
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That's NOT what SHARED OWNERSHIP means

THE OPTION  
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COUNTRY-WIDE









GETTING OUT OF MUM AND DAD'S HAIR

That's what SHARED OWNERSHIP means

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INSTALLING THOSE NOVELTY DOOR HANDLES YOU'VE ALWAYS WANTED

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GETTING ON THE LADDER, THIS DECADE

That's what SHARED OWNERSHIP means

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A FOOT ON THE LADDER FOR TEN GRAND

That's what SHARED OWNERSHIP means

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AN ICE CREAM LITTLE 2-BED IN TOWN

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OWN YOUR OWN HOME (YES, EVEN IN CHORLTON)

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BUYING A FLAT ROUND HERE (NO, SERIOUSLY)

That's what SHARED OWNERSHIP means

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BUYING A HOUSE ROUND HERE (NO, SERIOUSLY)

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PAINTING EVERY WALL LUMINOUS GREEN

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SIPPING A SPRITZ ON THAT CORNER BALCONY

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FREEING UP CASH To CLIMB THE ROCKIES

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MORNING COFFEE WITH CATHEDRAL VIEWS

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THE PLACE TO YOURSELF, 365 DAYS A YEAR

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THE OPTION YOU NEVER KNEW EXISTED

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FEELING LIKE AN ADULT

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A BATH AND DISH-WASHER IN ZONE 2

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A BEDROOM FOR THE KIDS WHEN IT'S MY WEEK

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KEEPING EVERY-THING TIED UP IN BRICKS AND MORTAR

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PUTTING DOWN A CHEEKY TEN GRAND DEPOSIT

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COOKING IN YOUR PANTS ON SUNDAYS

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YOUR HOUSE, UNTIL YOU SAY OTHERWISE

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AFFORD-ING A FIRST HOME NEAR THE OFFICE

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BUYING A FLAT, WITH ENOUGH LEFT For A SEASON TICKET

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BUYING IN LONDON WITHOUT A TRUST FUND

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GOING ALL OUT IN THE DIY STORE

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LIVING OFF BEANS FOR THE NEXT SIX YEARS

That's NOT what SHARED OWNERSHIP means

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PAYING FOR YOUR LANDLORD'S LOFT EXTENSION

That's NOT what SHARED OWNERSHIP means

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RENTING For YEARS WITH NOTHING TO SHOW For IT

That's NOT what SHARED OWNERSHIP means

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HAVING AN 'ASSET' To BOAST ABOUT

That's NOT what SHARED OWNERSHIP means

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LIVING IN FEAR THE LANDLORD WILL SELL

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WAITING For NANA To KICK THE BUCKET

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STUCK LODGING AT NOSY KAREN'S

That's NOT what SHARED OWNERSHIP means

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

That's NOT what SHARED OWNERSHIP means

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

That's NOT what SHARED OWNERSHIP means

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HAVING EVERY MORNING RUINED BY THE M6

That's NOT what SHARED OWNERSHIP means

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SQUISHED ALL THE WAY To LIME STREET

That's NOT what SHARED OWNERSHIP means

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SUCKING UP TO THE IN-LAWS FOR HELP

That's NOT what SHARED OWNERSHIP means

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DATE NIGHT DOWN THE HALL FROM MUM AND DAD

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HALF A SOFA, AND A SHELF IN THE FRIDGE

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STUCK WITH THAT HORREN-DOUS WALLPAPER

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SHACKING UP WITH A STRANGER

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LEARN-ING TO LOVE BEIGE

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SETTLING For THAT GRIMY BEDSIT

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NEVER AFFORD-ING ONE OF THESE →

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BEING PRICED OUT OF YOUR HOMETOWN

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BANISHED To ZONE 9 WHEN - IT'S TIME TO BUY

That's NOT what SHARED OWNERSHIP means

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MOVING BACK To MUM'S

That's NOT what SHARED OWNERSHIP means

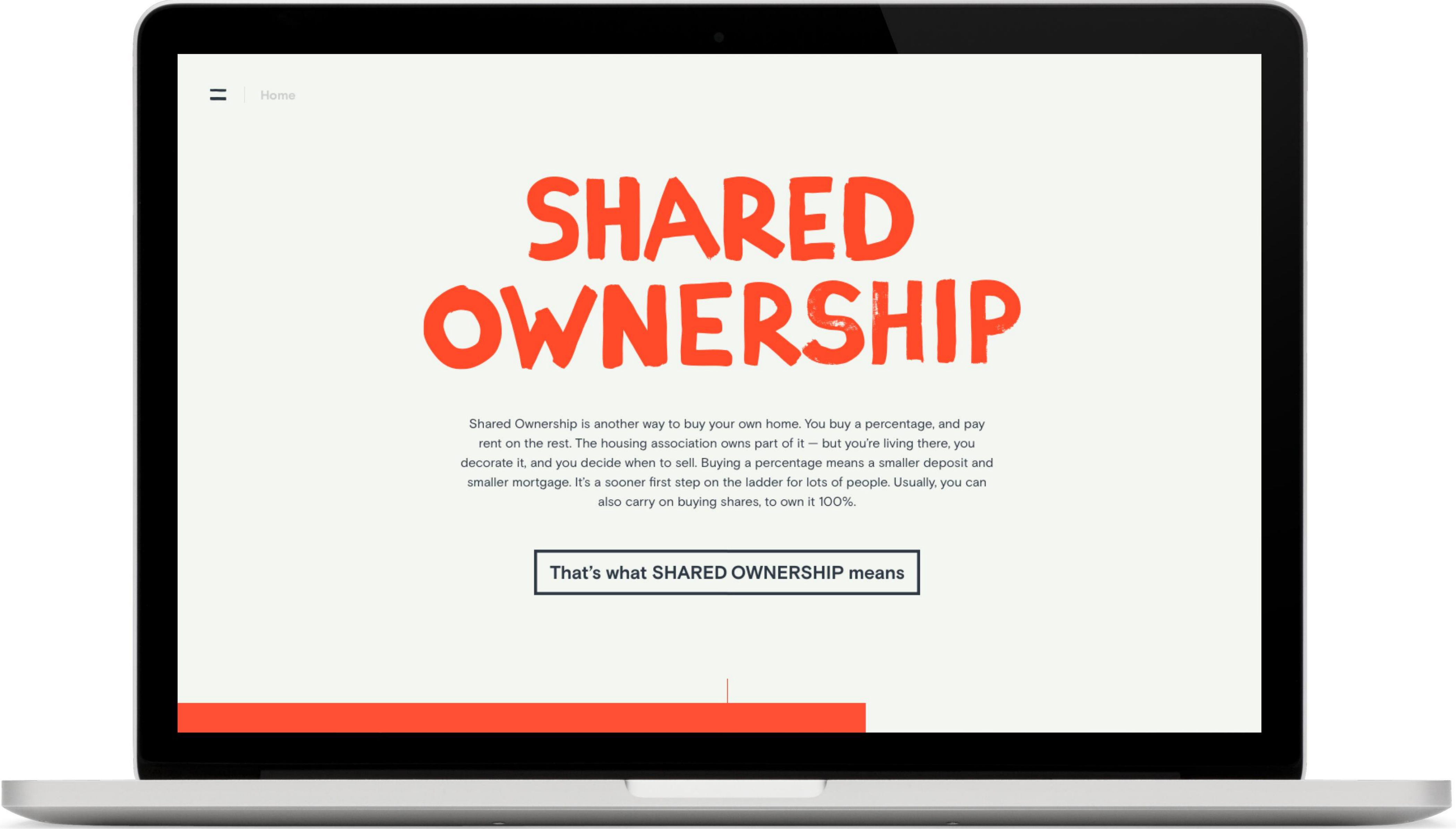
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GETTING CHARGED For A 2MM STAIN

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# 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





What it means

# THIS IS WHAT SHARED OWNERSHIP MEANS

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%.

[Burning questions](#) [All the jargon](#) [Who's it for?](#) [What are housing associations?](#) [How it works](#) [How it compares](#)



What it means

[Burning questions](#)

[All the jargon](#)

[Who's it for?](#)

[What are housing associations?](#)

[How it works](#)

[How it compares](#)

## 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:



ASTER  
GROUP

L&Q



Onward



What it means

[Burning questions](#)

[All the jargon](#)

[Who's it for?](#)

[What are housing associations?](#)

[How it works](#)

[How it compares](#)

## 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 installment 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.

### Mortgage valuation

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





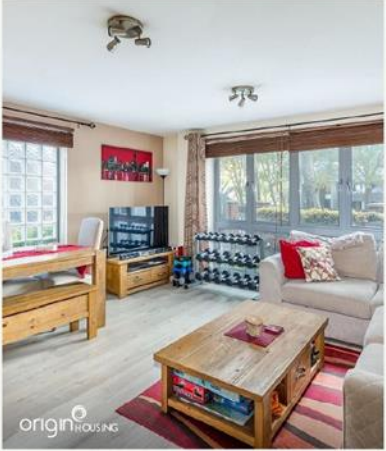





Is it for you?

# 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

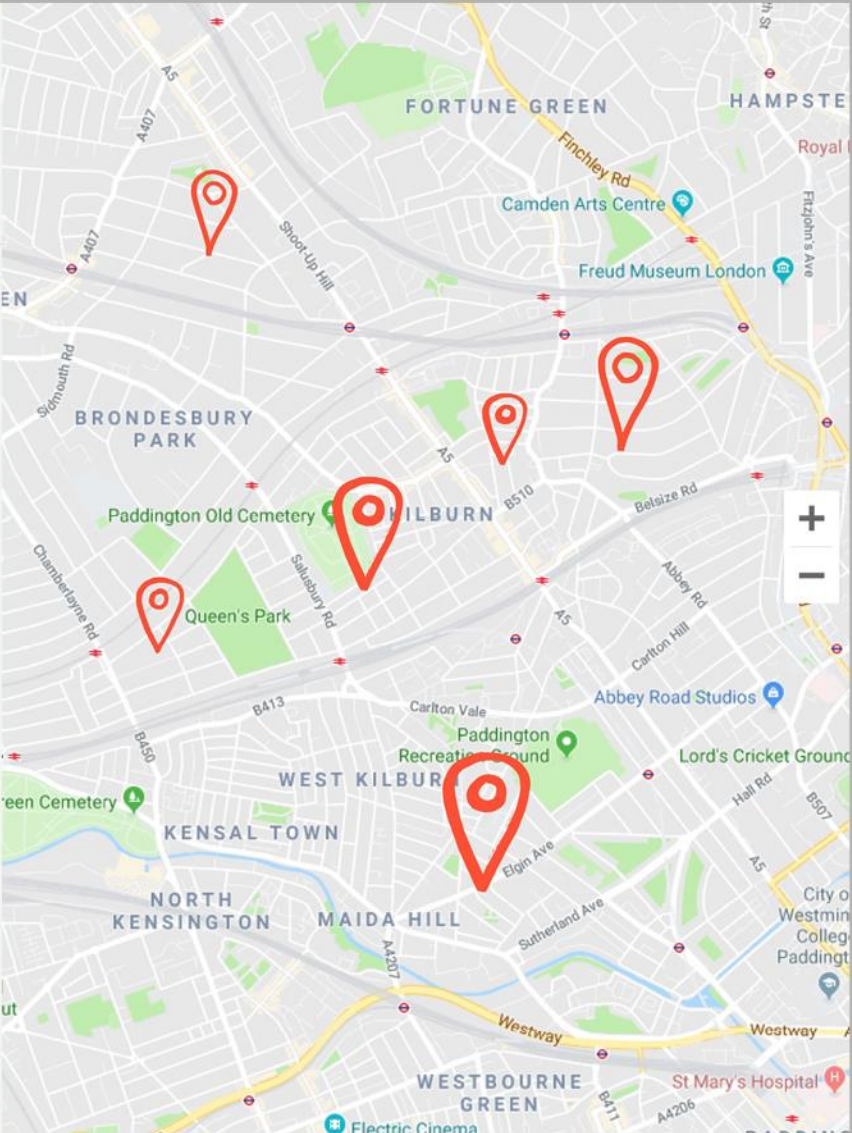
Newest



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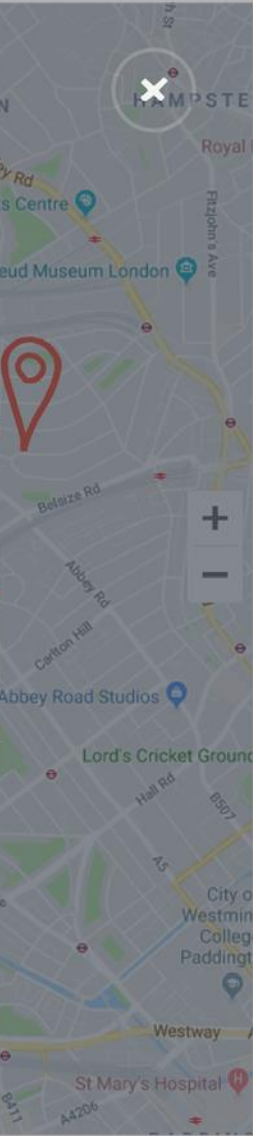
6 listings found



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


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	£312

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



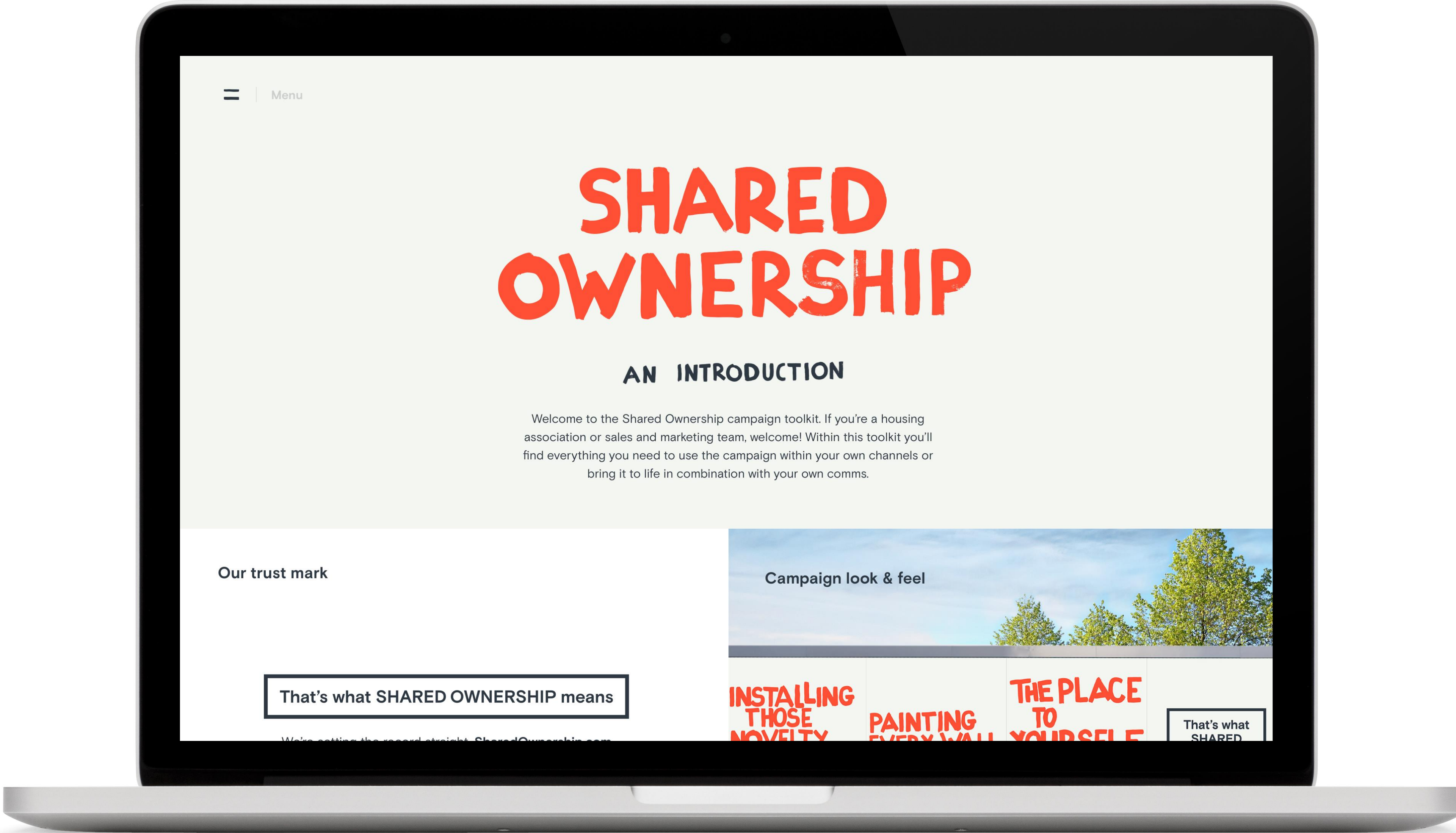
SHARED OWNERSHIP

→

Property Booking

Redirecting to Property Booking







LAUNCH  
18TH MAY

# MOTION

LEA BRIDGE LONDON E10

What does  
SHARED  
OWNERSHIP  
mean?

We're setting  
the record straight.  
SharedOwnership.com

SHARE  
PRICES  
FROM  
£98,000\*

DISCOVER THE NEW SHARED  
OWNERSHIP COLLECTION,  
ONE STOP FROM STARATFORD

STUDIO, 1, 2 & 3 BEDROOM  
APARTMENTS AVAILABLE

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

That's what SHARED OWNERSHIP means

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BACKED BY Notting Hill  
Genesis

16:20

Instagram

Stories

Your Story grandpa beardguy Ally ellera

Clarion Housing  
United Kingdom

## LIVING OFF BEANS FOR THE NEXT SIX YEARS

That's NOT what SHARED OWNERSHIP means

Liked by leeviahq and 621 others  
Clarion Housing Setting the record straight  
#SharedOwnership #SettingTheRecordStraight #clarion

## SUCKING UP TO THE IN-LAWS FOR HELP

That's NOT what SHARED OWNERSHIP means

## A FOOT ON THE LADDER FOR SIX GRAND

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the record straight.  
SharedOwnership.com



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↑  
SIPPING  
A SPRITZ  
ON THAT  
CORNER  
BALCONY

That's what  
SHARED  
OWNERSHIP  
means

BACKED BY



WWW.  
SHARED  
OWNERSHIP  
.COM



# SHARED OWNERSHIP

## AN INTRODUCTION

Welcome to the National Housing Federations Shared Ownership digital hub.  
Here we introduce you to our campaign and gives you the tools to make  
great, memorable communications with your audience.

Our trust mark

That's what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com

That's NOT what SHARED OWNERSHIP means

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Campaign messaging

Campaign look & feel

INSTALLING  
THOSE  
NOVELTY  
DOOR HANDLES  
YOU'VE  
ALWAYS  
WANTED

PAINTING  
EVERY WALL  
LUMINOUS  
GREEN

THE PLACE  
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SharedOwnership.com

Animation

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NEVER  
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ACCEPT  
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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