

Shared Ownership campaign presentation

Contact:

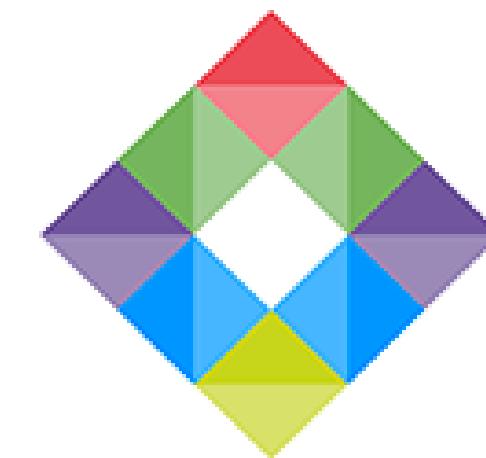
Ella Cheney, Campaigns

Ella.Cheney@housing.org.uk

Our steering group



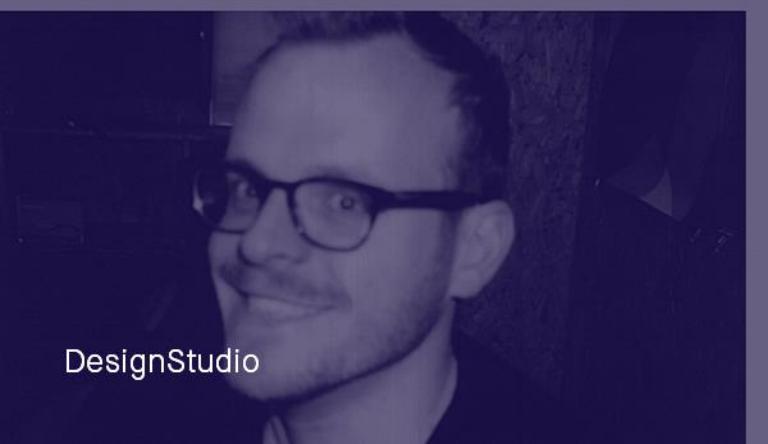
Onward

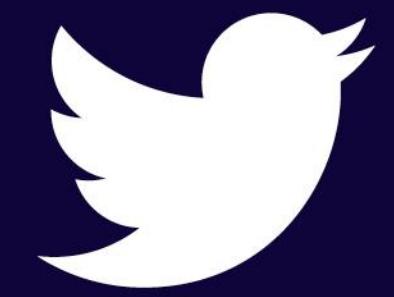


Metropolitan
Thames Valley

L&Q



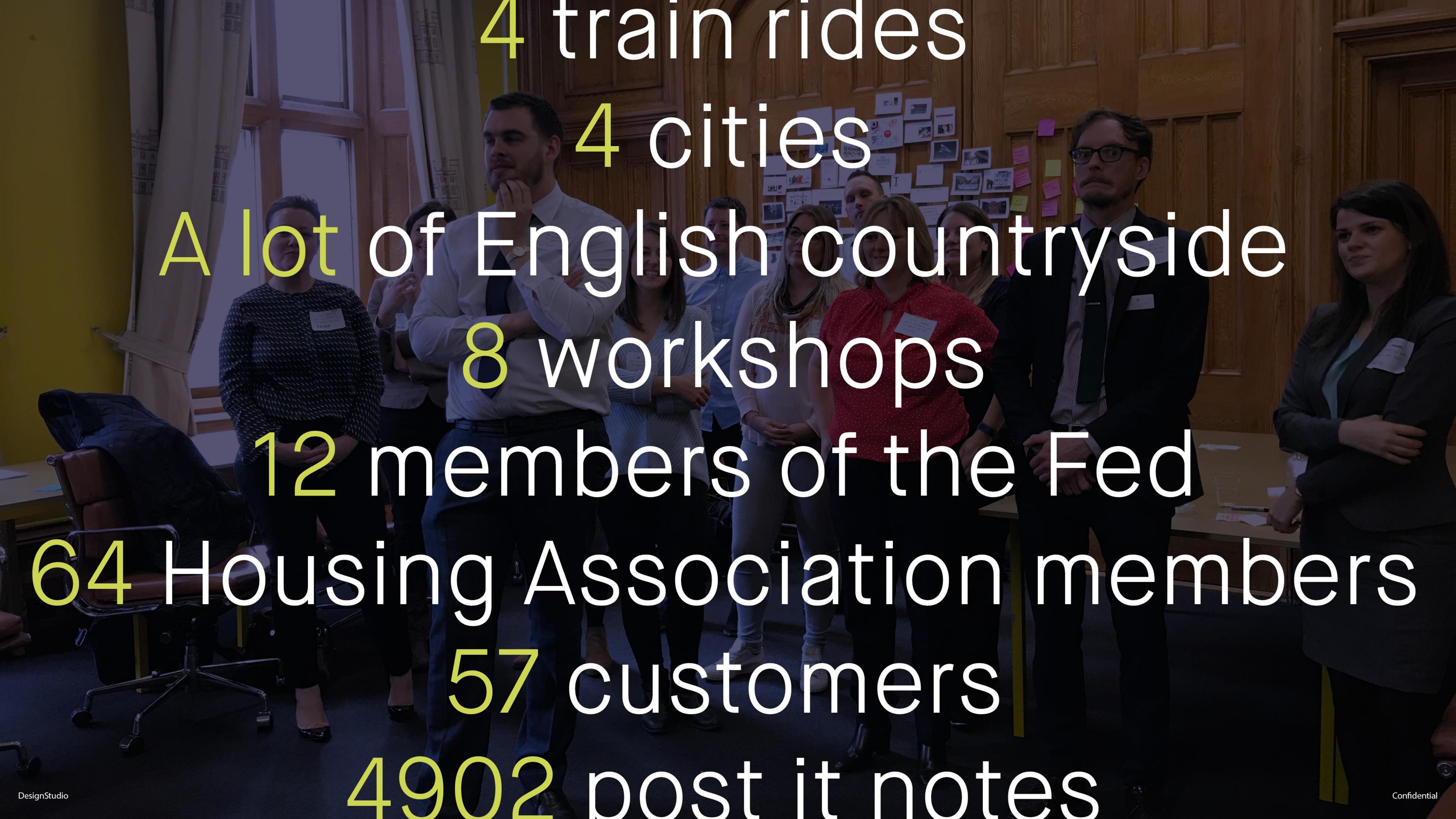




logitech®



tinder

A photograph of a group of approximately 15 people in a room with wooden walls. One wall is covered in numerous post-it notes and small drawings. The people are dressed in business casual attire, and some are wearing name tags. They appear to be attending a meeting or workshop.

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

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

Silver splitters

Retirees

Parents

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.

Cutting through
cynicism
with honesty

Clarifying
the
complex

Balancing
credibility with
humour

CAMPAIGN APPROACH:

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

GETTING
ON THE
LADDER,
THIS
DECADE

That’s what SHARED OWNERSHIP means

We’re setting the record straight. SharedOwnership.com

BEING
PRICED
OUT OF
YOUR
HOMETOWN

That's NOT what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com

BUYING
A FLAT
ROUND
HERE
(NO, SERIOUSLY)

That's what SHARED OWNERSHIP means

We're setting the record straight at SharedOwnership.com

**RENTING
FOR YEARS
WITH
NOTHING
TO SHOW
FOR IT**

That's NOT what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com

**PAYING
FOR YOUR
LANDLORD'S
LOFT
EXTENSION**

That's NOT what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com

**SUCKING
UP
TO THE
IN-LAWS
FOR HELP**

That's NOT what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com

**A FOOT
ON THE
LADDER
FOR SIX
GRAND**

That's what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com

SHACKLING
UP
WITH A
STRANGER

That's NOT what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com

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

We're setting the record straight. SharedOwnership.com

INSTALLING
THOSE NOVELTY
DOOR
HANDLES
YOU'VE
ALWAYS
WANTED

That's what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com

How we're bringing it to life

That's what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com

That's NOT what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com

OWN YOUR OWN HOME

AAAAAAAAAABBBCCCCCDDDEEEFFFFGGGH
IIJJJKKKLLLLMMNNN00000OPPPPQQQ
RRRSSSSSTTTUUUVVVWWWWXX
YYYYZZZZ001122233445566778899
AND THE THE THE FOR TO ARE IT TT EE DD OO OO
&& € % % ... " ! ! ? ? ✓ ✓ x x + ^ → → - —

LOCALISED

DISCOV

astral

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

That's what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com



OWNING YOUR OWN HOME (YES, EVEN IN MANCHESTER)

That's what SHARED OWNERSHIP means

We're setting the record straight at SharedOwnership.com

LOCALISED

HAVING
EVERY
MORNING
RUINED BY
THE M6

That's NOT what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com

AFFORDING
A FLAT
NEAR THE
OFFICE

That's what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com



LOCALISED



**GETTING
ON THE
LADDER,
THIS
DECADE**

That's what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com



↑
**NEVER
AFFORDING
ONE OF
THESE**

That's NOT what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com

**BUYING
A HOUSE
ROUND HERE
(NO SERIOUSLY)**

That's what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com

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

That's NOT what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com

**GET
ON
MUL
H**

That's

We're set

LOCALISED

2TUBES, 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

That's what SHARED OWNERSHIP means

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Open Closed Open

COUNTRY-WIDE



**LIVING OFF
BEANS
FOR THE
NEXT SIX
YEARS**

That's NOT what SHARED OWNERSHIP means

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**PUTTING
DOWN
A CHEEKY
SIX
GRAND
DEPOSIT**

That's what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com

COUNTRY-WIDE

ACCEPTING
'HOME' THAT
ISN'T YOUR
DESTINY

That's NOT what SHARED OWNERSHIP means

THE OPTION
YOU NEVER
KNEW EXISTED

That's what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com

COUNTRY-WIDE

The image shows a mobile phone screen displaying an Instagram feed. The top navigation bar includes icons for camera, stories, and search, with the time 16:20 and battery level visible. The feed shows four posts from the account 'national.housing.federation'.

- Post 1:** A red square with white text: "SHACKING UP WITH A STRANGER". Below it: "That's NOT what SHARED OWNERSHIP means".
- Post 2:** A red square with white text: "HALF A SOFA AND A SHELF IN THE FRIDGE". Below it: "That's NOT what SHARED OWNERSHIP means".
- Post 3:** A white square with red text: "COOKING IN YOUR PANTS ON SUNDAYS". Below it: "That's what SHARED OWNERSHIP means".
- Post 4:** A dark blue square with white text: "We're setting the record straight. SharedOwnership.com".

Below the posts, the Instagram interface shows interaction counts (hearts, comments, shares), the post's caption "Setting the record straight", and hashtags "#SharedOwnership" and "#SettingTheRecordStraight". The bottom of the screen features the standard Instagram navigation icons for home, search, create, and profile.



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

ANICE LITTLE 2-BED IN TOWN

OWN YOUR OWN HOME (YES, EVEN IN CHORLTON)

BUYING A FLAT ROUND HERE (NO, SERIOUSLY)

BUYING A HOUSE ROUND HERE (NO, SERIOUSLY)

PAINTING EVERY WALL LUMINOUS GREEN

SIPPING A SPRITZ ON THAT CORNER BALCONY

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 MY WEEK

KEEPING EVERYTHING TIED UP IN BRICKS AND MORTAR

PUTTING DOWN A CHEEKY TEN GRAND DEPOSIT

COOKING IN YOUR PANTS ON SUNDAYS

YOUR HOUSE, UNTIL YOU SAY OTHERWISE

AFFORDING A FIRST HOME 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

RENTING FOR YEARS WITH NOTHING TO SHOW For IT

HAVING AN 'ASSET' TO BOAST ABOUT

LIVING IN FEAR THE LANDLORD WILL SELL

WAITING FOR NANA TO KICK THE BUCKET

STUCK LODGING AT NOSY KAREN'S

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

ACCEPTING THAT HOME-OWNER ISN'T YOUR DESTINY

HAVING EVERY MORNING RUINED BY THE M6

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

LEARN-ING TO LOVE BEIGE

SETTLING FOR THAT GRIMY BEDSIT

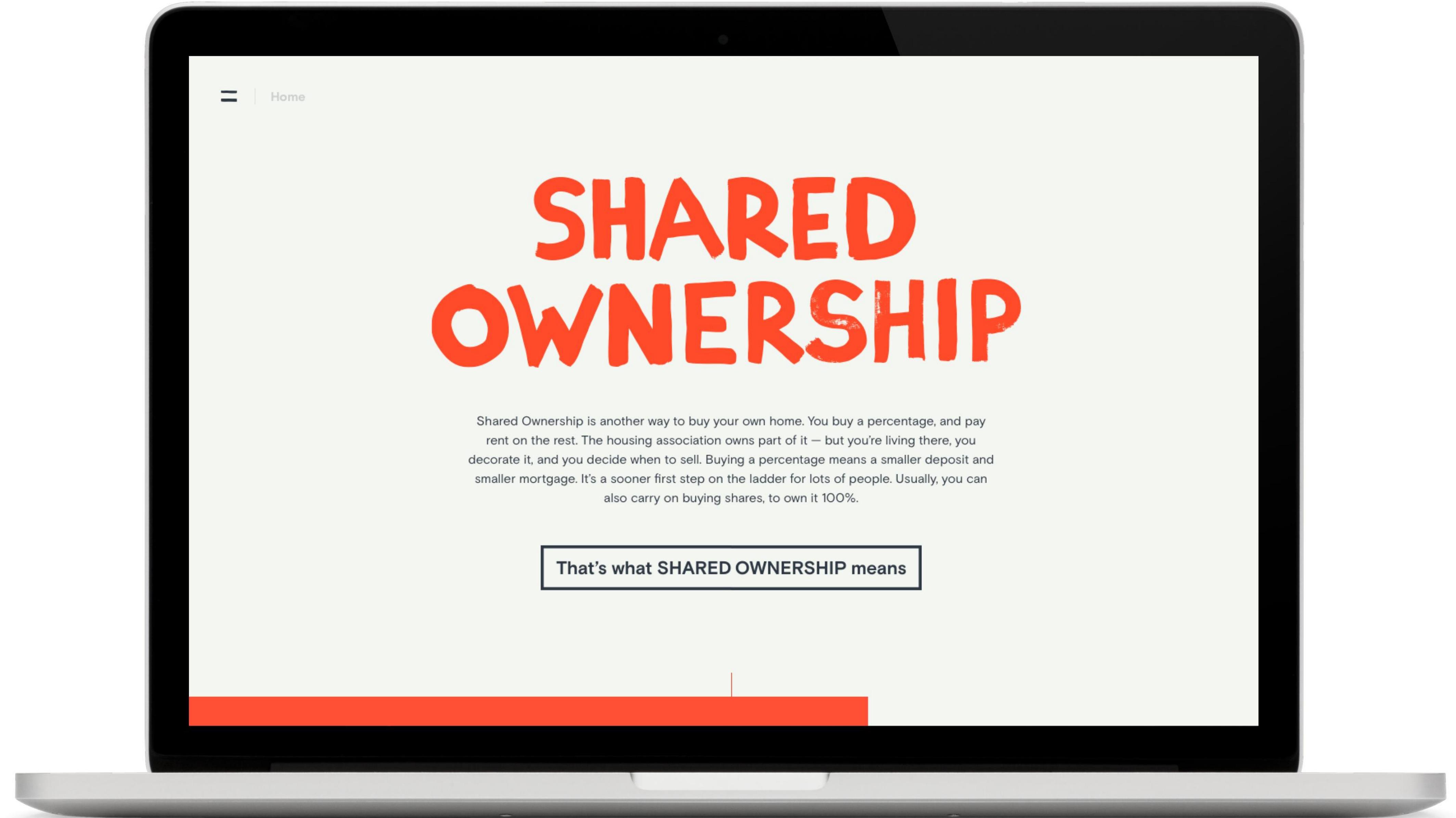
NEVER AFFORD-ING ONE OF THESE →

BEING PRICED OUT OF YOUR HOMETOWN

BANISHED TO ZONE 9 WHEN IT'S TIME TO BUY

MOVING BACK TO MUM'S

GETTING CHARGED FOR A 2MM STAIN



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 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:

- CLARION HOUSING
- ASTER GROUP
- L&Q
- Notting Hill Genesis
- emh homes
- Rooftop
- Onward
- Southern Housing Group
- Halton Housing
- Metropolitan Thames Valley

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

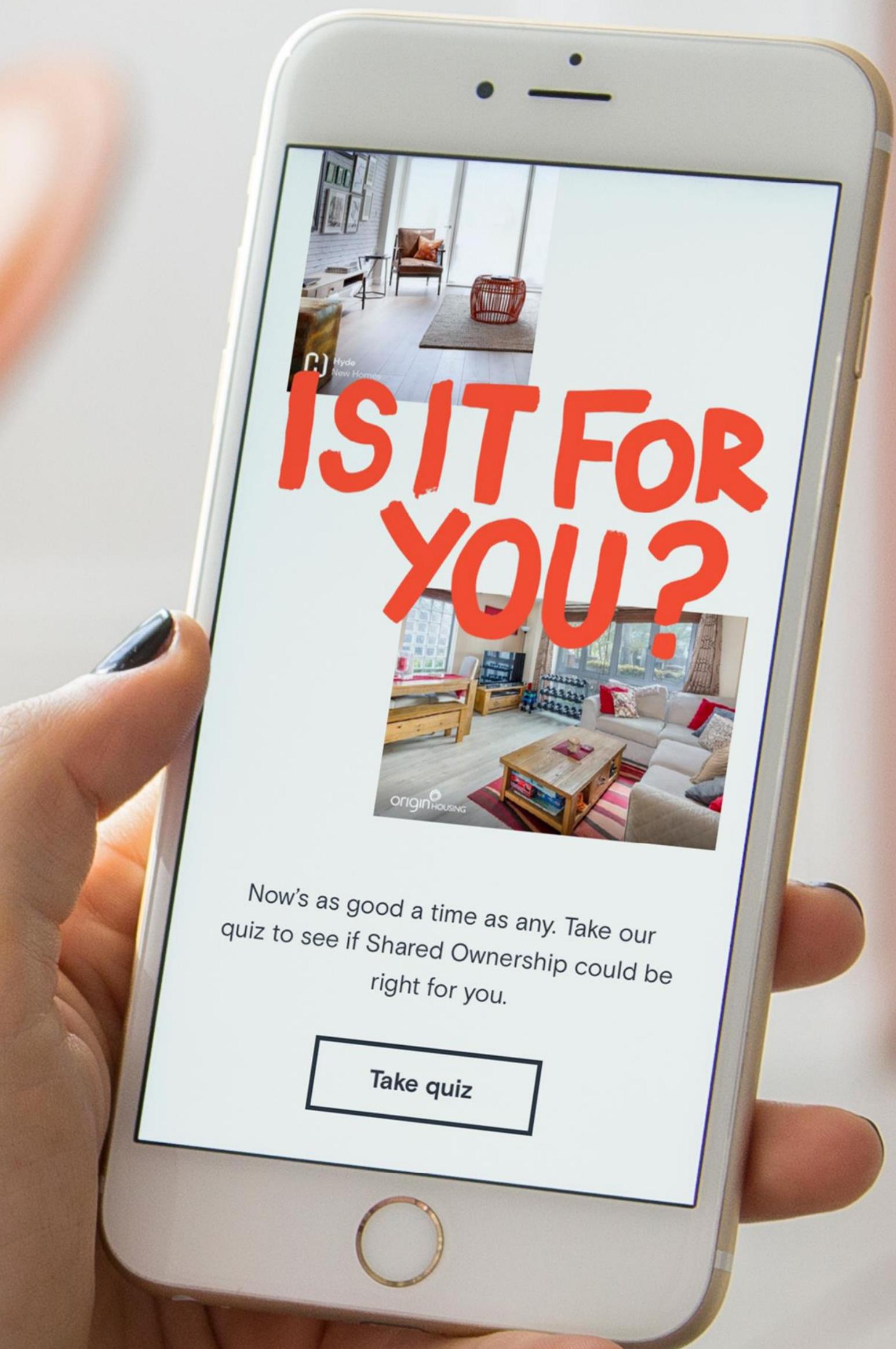
A mortgage is a loan taken out to buy a property. It's a fixed amount, and has to be paid back over a certain amount of years.



Mortgage valuation

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





Is it for you?

SHARED OWNERSHIP COULD BE PERFECT FOR YOU

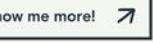
Great news. From what you've told us, Shared Ownership could be an option for you. Want to see some properties?



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! 



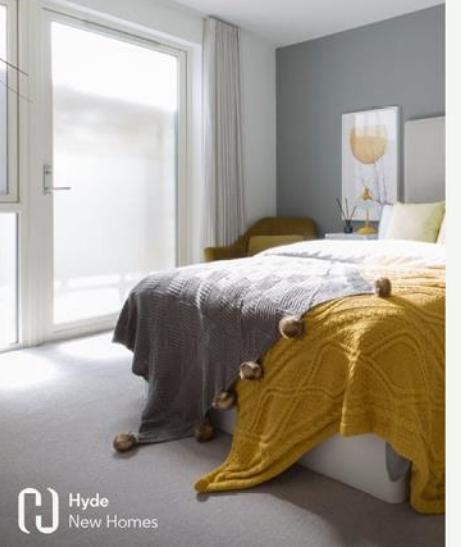
Kilburn 3 mile Map view

1 bed 4 bed £50k £900k

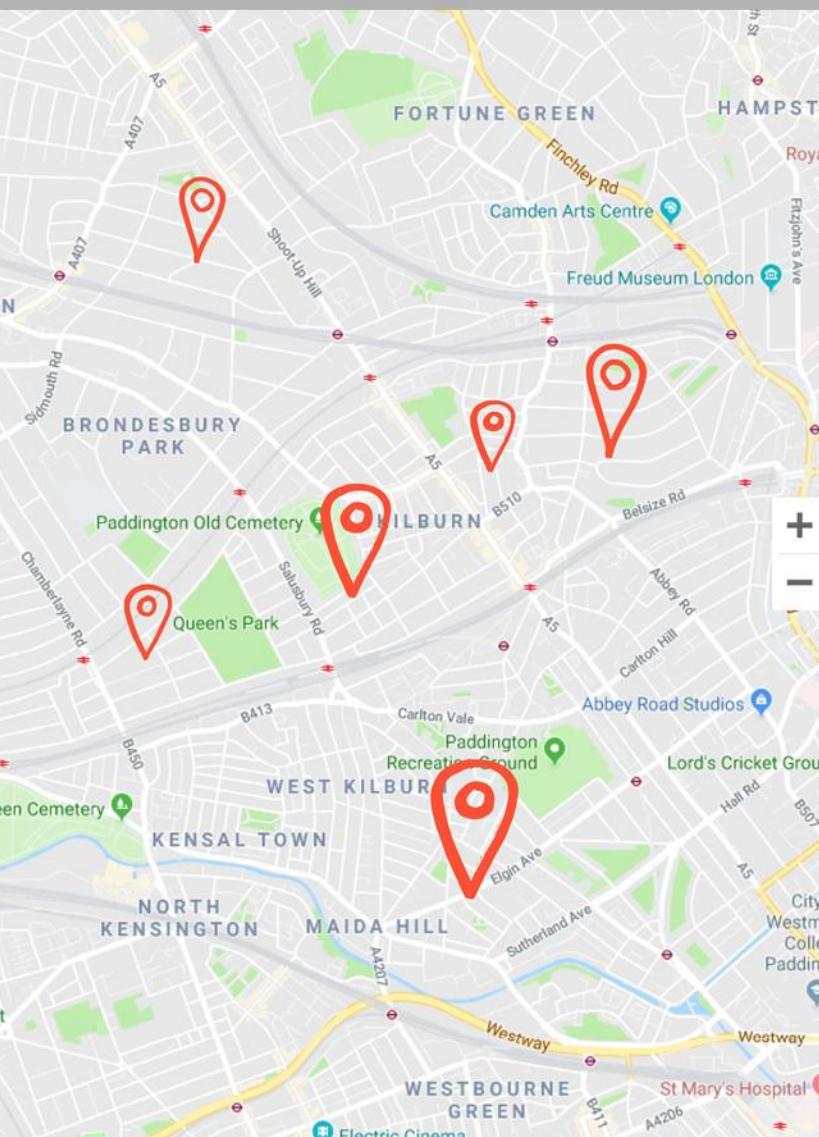
6 listings found Newest



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

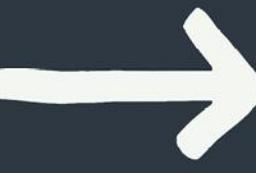
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St. Ives Court
2 bedroom in Mapesbury Road
Brent, NW2 4HJ

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 Road.

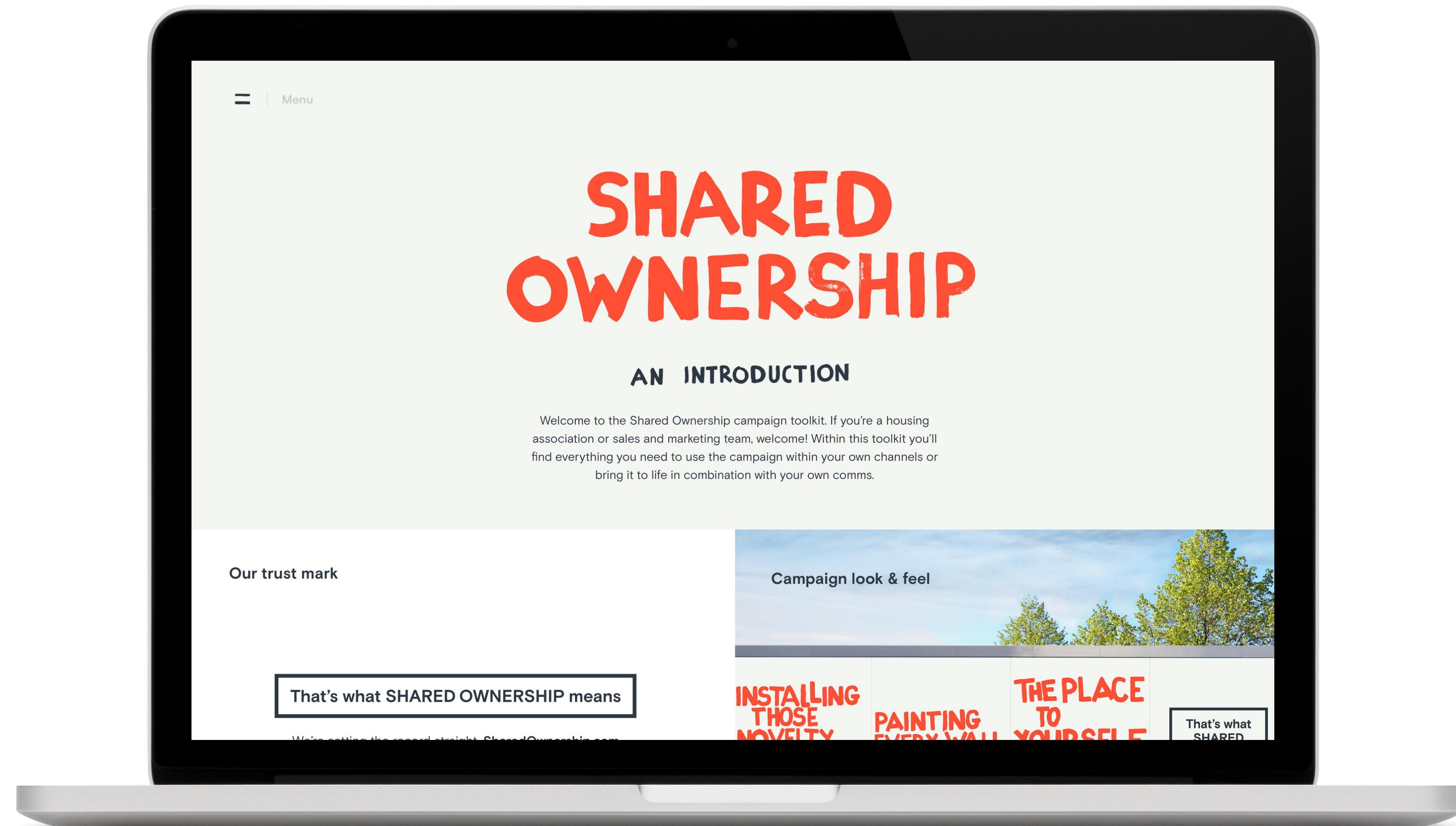


SHARED OWNERSHIP



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 STRATFORD

STUDIO, 1, 2 & 3 BEDROOM APARTMENTS AVAILABLE

Riverside

ROYAL ALBERT WHARF

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

That's what SHARED OWNERSHIP means

We're setting the record straight. SharedOwnership.com

BACKED BY Notting Hill Genesis

CCP

Instagram

16:20

Stories

Clarion Housing United Kingdom

LIVING OFF BEANS FOR THE NEXT SIX YEARS

That's NOT what SHARED OWNERSHIP means

SUCKING UP TO THE IN-LAWS FOR HELP

That's NOT what SHARED OWNERSHIP means

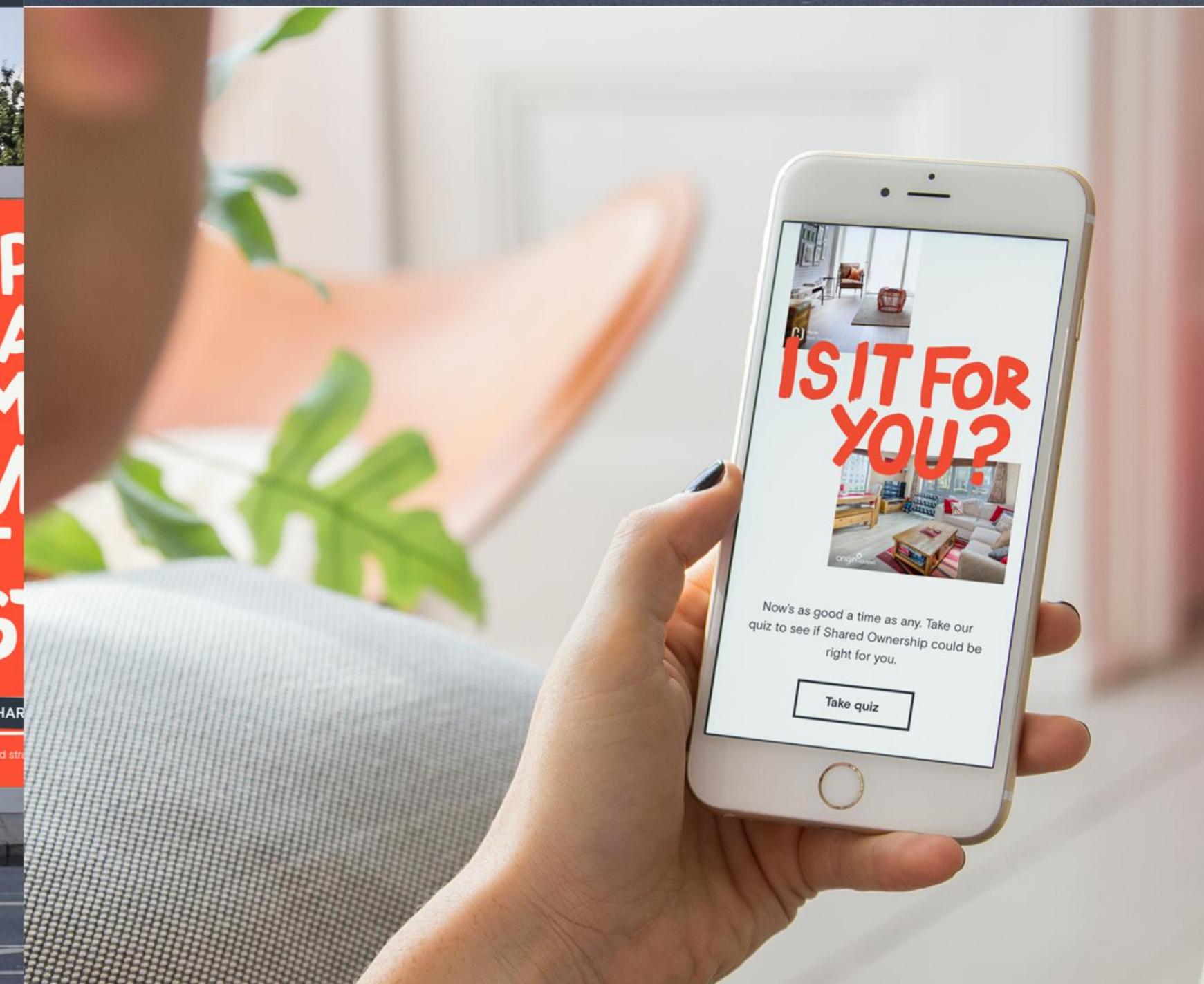
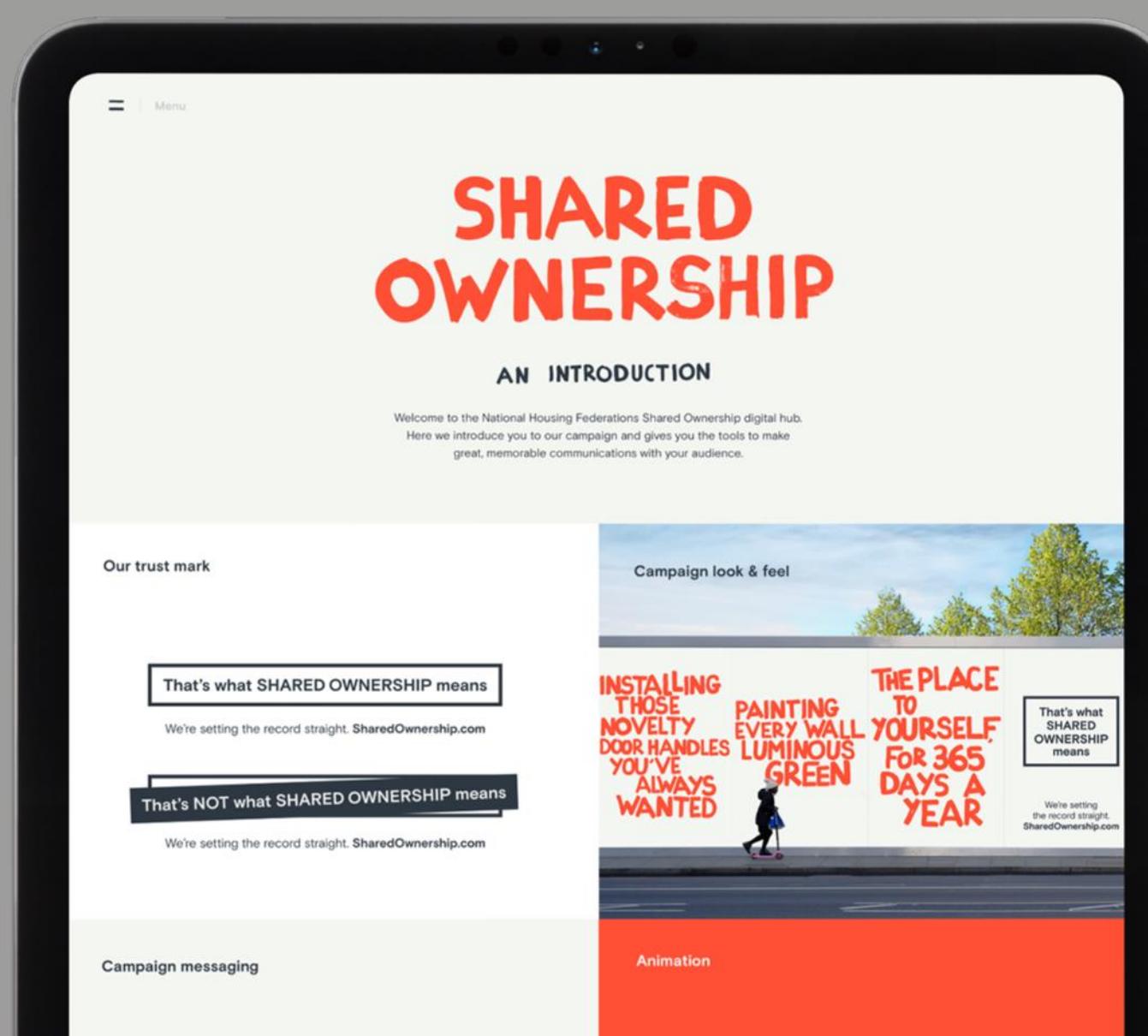
A FOOT ON THE LADDER FOR SIX GRAND

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means

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SharedOwnership.com



CLARION
HOUSING GROUP