

Shelter Housing Insights for Communities

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Shelter

Housing need

- During 2010/11 more than 71,000 households were found to be homeless in England – a 15% increase on 2009/10
- 36,300 homes were repossessed across the UK in 2010, while at the end of March 2011 more than 235,000 mortgages over three months in arrears
- In England, nearly 50,000 homeless households were living in temporary accommodation at the end of March 2011
- While, over 650,000 households were living in overcrowded conditions



Housing supply



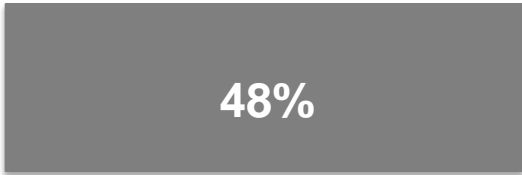
We need 242,000 new homes a year, but last year there were only 105,000 homes built

Housing support?

Britain needs more homes




Would oppose a decision to build more homes in their street



LOCALISM BILL



Shelter's vision

A photograph of two hands holding a clear crystal ball. Inside the crystal ball is a small globe of the Earth. The background is a bright blue sky with white clouds and a body of water in the distance. The text 'Greater public support for more homes' is overlaid on the crystal ball.

Greater public
support for
more homes

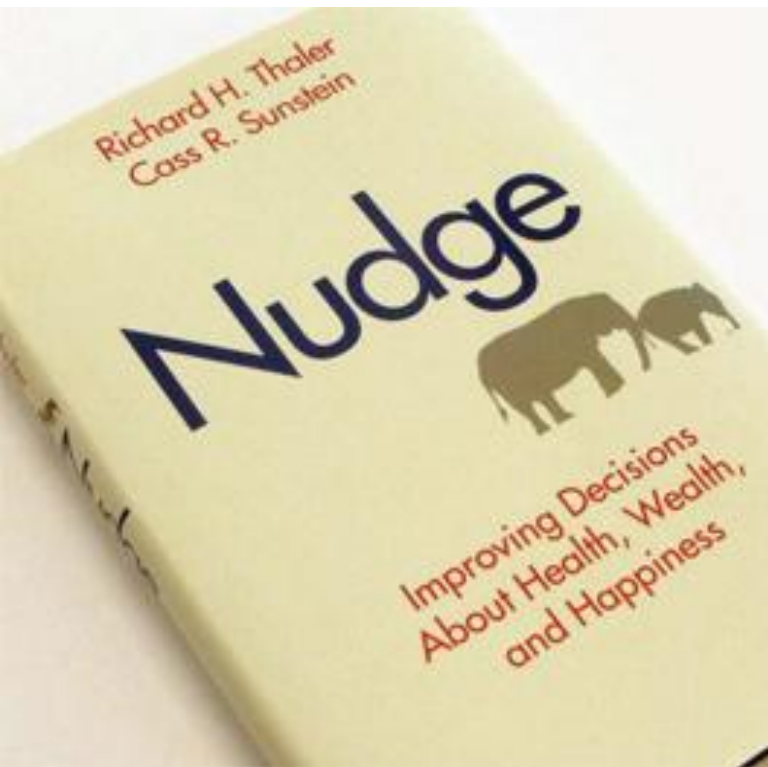
How do we get there?

WE WANT to facilitate local authorities and house builders to deliver targeted, cost effective housing communications that get local people positive about new homes

The theory of change (Step1)

“The challenge is to find ways to encourage people to act in their own and in society's long-term interest, while respecting individual freedom”

Richard Thaler, Advisor to the Behavioural Insight Team



Knowing the attitudes and beliefs of different groups in your communities



Developing resonating messages to achieve behaviour change



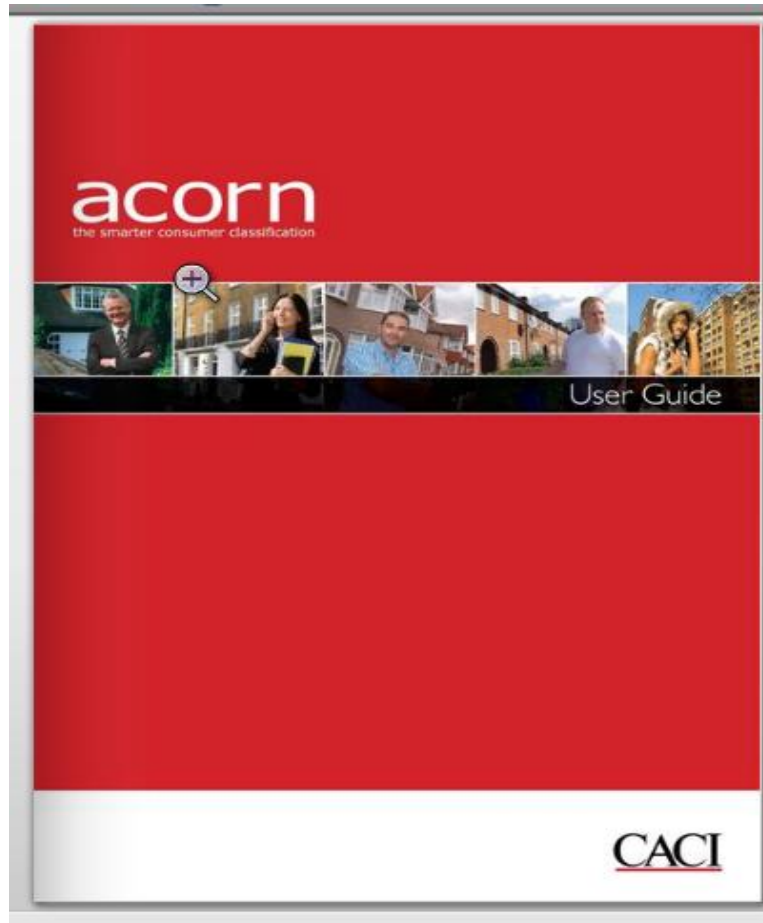
Selecting the right communications' channels to target messages

Theory of change (Step 2)

Giving local authorities
and house builders the
right tools

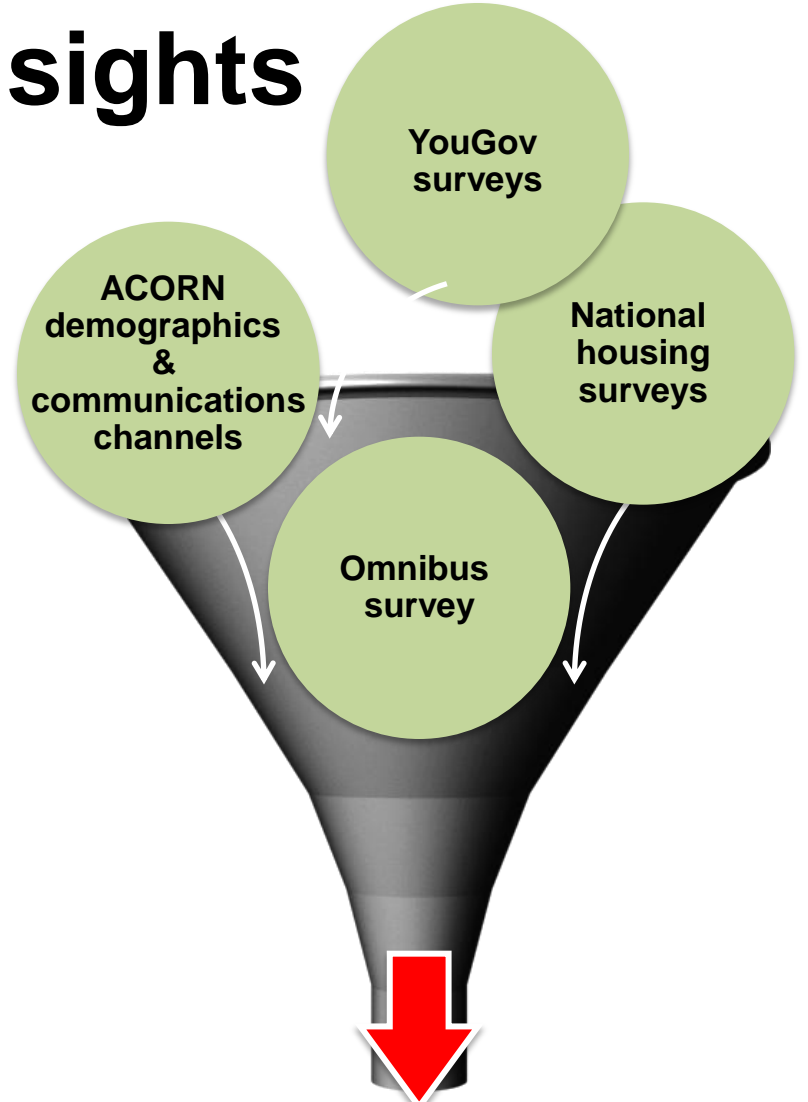


Introducing ACORN



ACORN is a geo-demographic segmentation of the UK's population. It segments small neighbourhoods, postcodes or consumer households into 5 Categories, 17 Groups and 56 Types

Building insights



Shelter Housing Insights for Communities

The housing insights

- An overview of the group
- Key housing data
- Housing aspirations
- Views on house building and likelihood to actively engage in a planning application
- Key housing issues and concerns
- Suggested messaging
- The best communications channels to use
- The right tone and style


Wealthy Executives (1A)

[Return to national picture](#)

High likelihood to oppose housing development 8.6% of UK
High likelihood of actively opposing a planning application Overall opposition

Contents

- [About this group](#)
- [Attitudes towards housing development](#)
- [Tailored communication insights](#)
- [Engagement planning](#)



About this group

This group are some of the most affluent people in the UK and are predominantly aged between 40 and 59, working in senior managerial and professional occupations, or running their own business, with a few working from home. Many have children, some of whom are teenagers still at home. There are also some empty nesters and retired wealthy couples. They tend to live in wealthy suburban, rural and semi-rural areas.

They have attained or are near to attaining their housing aspirations, with little worries about housing costs and are the most likely to object to house building.

Housing type	Detached houses with four, five or more bedrooms.
Transport	Two or more cars, with limited use of public transport / extremely poor public transport accessibility. Cars are predominantly used to travel to work.
Environmental views	'Enthusiastic Greens' — they see themselves as being more environmentally friendly than others, and are the people who most desire a green lifestyle.
Newspaper readership	Read the Daily Mail, The Times, and The Telegraph. They are very likely to be interested in local news and read their local free paper.

Housing tenure and type breakdown

52%	own their home with a mortgage or loan
39%	own their homes outright
4%	rent privately
2%	rent from a housing association or council
0%	have a shared ownership home
13%	live in a bungalow
57%	live in a detached house
4%	live in a flat or maisonette
17%	live in a semi-detached house
8%	live in a terraced house

Household size and type breakdown

41%	are a family without children
59%	are families with children
52%	have no children at home
48%	have children at home

Messaging that resonates

Wealthy Executives

Tailored communication insights

Issues and concerns

1 New housing will affect the value of my home.

2 New housing will damage the environment.

3 New housing will not be in keeping with the quality of housing in the area.

Suggested messaging

'We are committed to maintaining the desirability of the area with all new housing — ensuring it is a sought-after place where professional families aspire to live.'

'Our policies will strive to manage housing growth in a way that maintains a high quality of life in the area, whilst nurturing and enhancing our local natural environment.'

'You can help us to achieve this by attending one of our planning days.'

'We want to work with the developer to make your home a blueprint for the design of new homes we're planning.'

'We want you to let the development's expert design team know your ideas and expectations for new homes in the area.'

Outlining preferred communications

Wealthy Executives

A

Preferred communication channels

Internet use: 10+ hours per week	4.2%
Uses internet for browsing websites/finding information	52.0%
Mail	44.8%
Telephone	31.0%
Email	11.9%
Face to face	4.1%
Look through free newspapers delivered to home	12.7%
Listen to local radio for local news	7.4%
Local Weekly Free Papers	49.3%
Local Weekly Paid For Papers	6.1%

B

Advertisement options

They notice adverts while driving — on buildings and roadside, on buses and petrol pumps, as well as in supermarkets. Pay most attention to television adverts, but more likely than others to notice magazine and newspaper adverts

Tone and style

Clear and objective.
Use case studies of developments where their key issues have been successfully addressed.
Provide images to show the quality of proposed developments.

The benefits



Audience
prioritisation

Tailored
messages

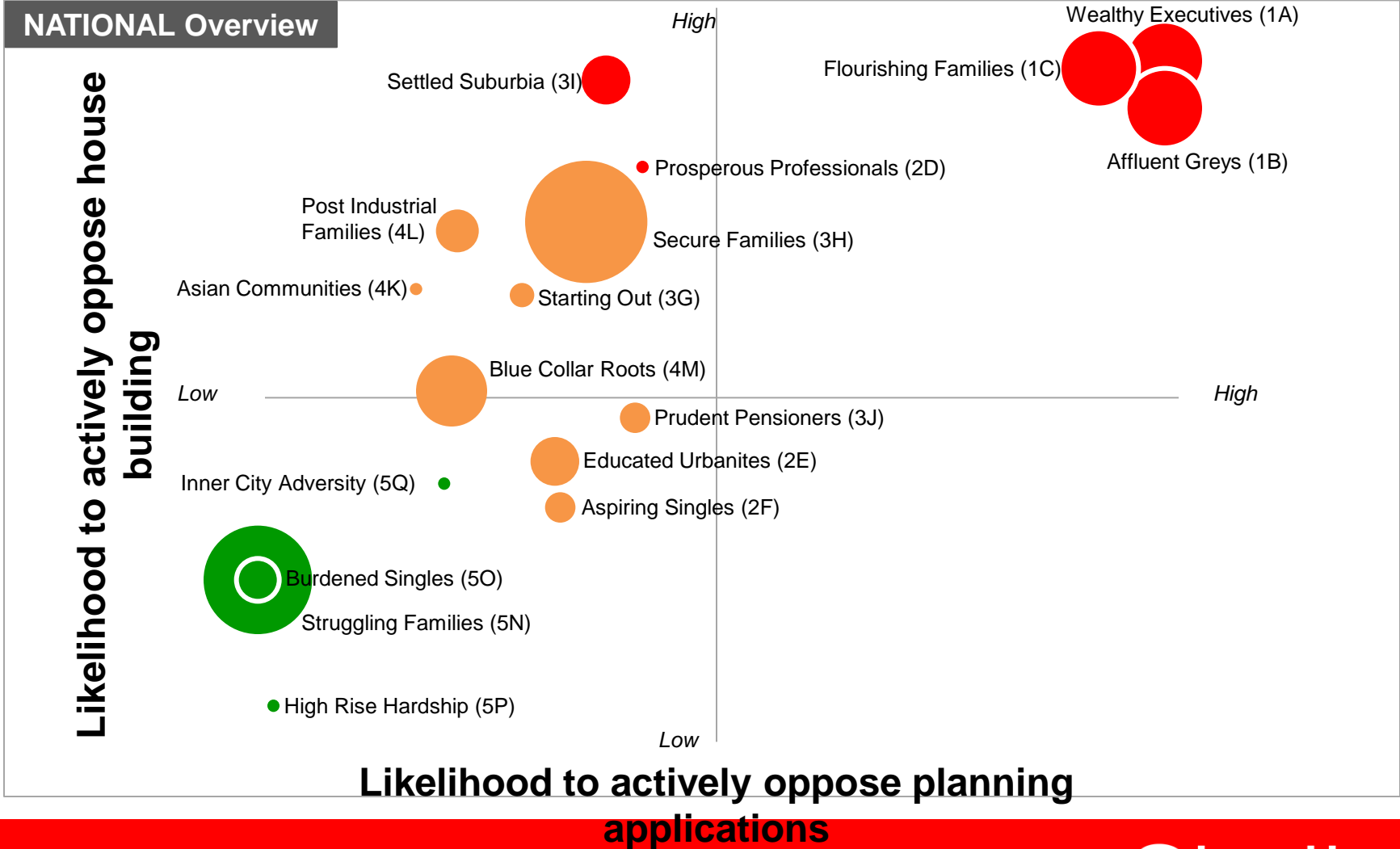
Prioritise
channels

Cost-effective and
streamlined
communications

Getting people
positive about
housing

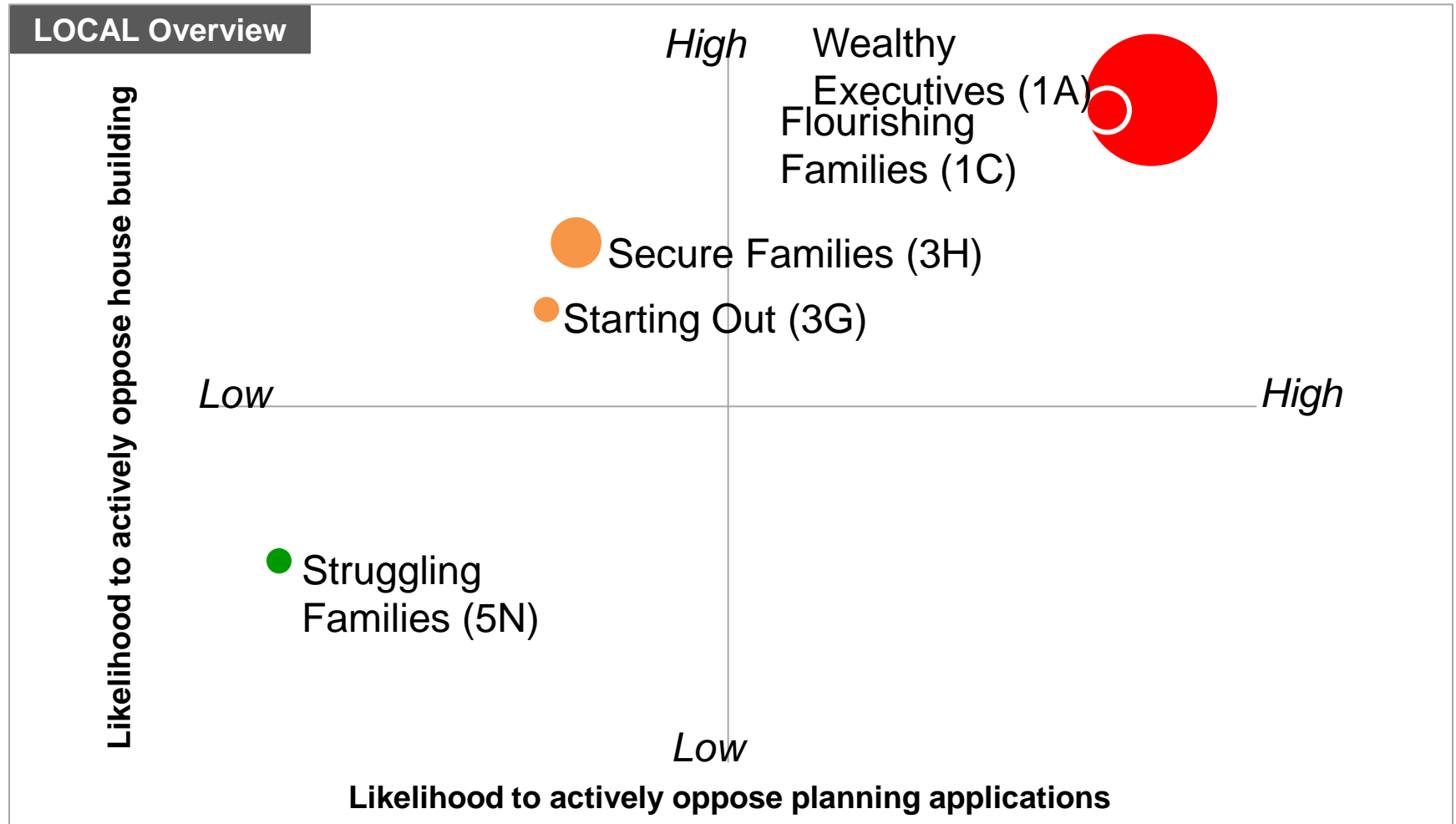
We can show who

The likelihood to actively oppose housing development, nationally








We can show where

... and locally; an example, The Royal Borough of Windsor and Maidenhead

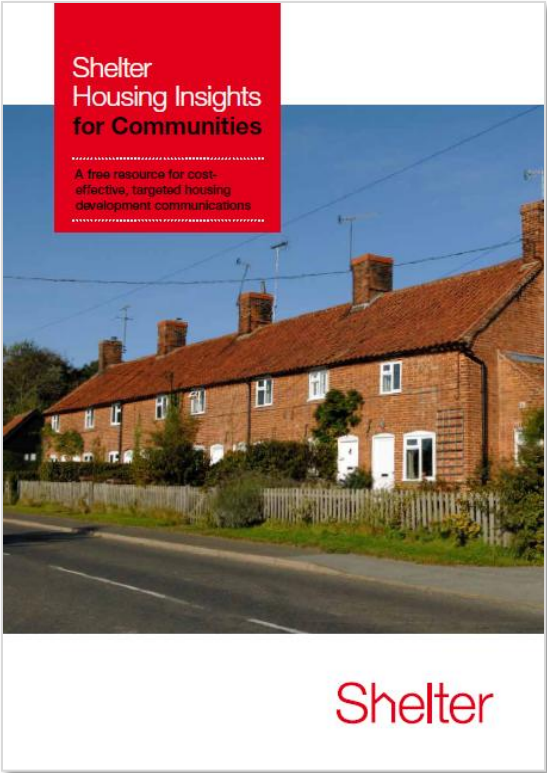


We prompt prioritisation

Example: Royal Borough of Windsor and Maidenhead

ACORN GROUP	% of local population	Likelihood to oppose house building	Likelihood to actively object to a planning application	Overall likelihood to oppose
Wealthy Executives	28%	High	High	
Secure Families	13%	Fairly high	Average	
Flourishing Families	10%	High	High	
Struggling Families	7%	Low	Low	
Starting Out	6%	Average	Average	

We facilitate how



How this book works

This book, like Shelter Housing Insights for Communities online, is a strategic resource for developing a housing development communications plan. We've created a communications plan template for you to use, which can be downloaded at shelter.org.uk/housinginsights. The diagrams below show exactly how to use the book to put your plan together.

Example group

Housing Development Communications Plan template

Housing Development Communications Plan, Hart District Council (Example)

Who are the most important groups to engage with?

Group	Size	Ranking across opposition to housing development and likelihood to object to a planning application
Wealthy Executives (IA)	37%	Red - highly likely
Flourishing Families (IC)		
Secure Families (SH)		

What are the key messages?

Group	Insights / Issues and Concerns	Messages
Wealthy Executives (IA)	New housing will affect the value of my home.	'We are committed to maintaining the desirability of the area with all new housing - ensuring it is sought after place where professional families aspire to live.'
Flourishing Families (IC)		
Secure Families (SH)		

What are the best channels to use to communicate with them?

Group	Channels
Wealthy Executives (IA)	Internet, mail and telephone, free local newspapers
Flourishing Families (IC)	
Secure Families (SH)	

Possible engagement tactics to use

Group	Tactics	Good practice source
Wealthy Executives (IA)	Equality by design Online questionnaire Newsletters	Aylesham Master Plan Woodbery Down Housing Development
Flourishing Families (IC)		
Secure Families (SH)		

Timing and costs

We provide the right tools

Shelter.org.uk/housinginsights

Shelter

The housing and homelessness charity

Your location: [England](#) / [Scotland](#)


- Home
- Get advice
- What you can do
- Campaigns
- News
- Donate
- Shop
- About us
- Professional resources**
- Jobs
- Media

[Shelter England](#) > [Professional resources](#) > [Housing Insights for Communities](#)

Shelter Housing Insights for Communities

A free resource for cost-effective, targeted housing development communications.

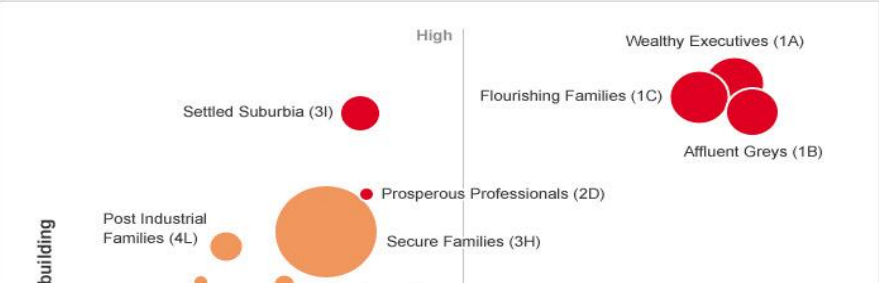
Find out how to communicate with people in your area concerned about house building



- Training and conferences
- Shelter Legal
- Consultancy services
- Advising young people
- Good practice downloads
- Children's Service
- Teachers' centre
- Shelter in Parliament
- Support for councils
- Policy library
- Publications
- Policy and research
- Forums
- Sign up for email updates

The national picture

This chart provides a national overview of each group's likelihood to actively oppose house building.



Group	Count	Likelihood to Oppose House Building
Wealthy Executives (1A)	1	High
Flourishing Families (1C)	1	High
Affluent Greys (1B)	1	High
Prosperous Professionals (2D)	2	High
Settled Suburbia (3I)	3	High
Post Industrial Families (4L)	4	Low
Secure Families (3H)	3	Low

Initial evidence



Our First Pilot

- Worked with Persimmon, their PR Agency and a local group, 3 weeks ahead of a Planning Application for 60 units going to Planning Committee
- Targeted **about 1,250 'Struggling Families'** with a leaflet
- **60 families contacted the council [about a 4.5%]** and their responses were read out at planning committee
- **Learning:** Go out earlier to build up and demonstrate support

Be a pioneer

Want free support from Shelter to use this new resource?

Simply contact the Shelter Housing Insights for Communities consultancy hotline:



0344 515 1256



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Shelter Housing Insights for Communities

Thank you

Shelter