

# Why rural communities need a long-term plan for housing

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# Rural housing - high demand, high prices, low supply

- Housing waiting lists in rural areas grew by 20% from 2020 to 2023, from 171,171 to 205,192 (an increase of 34,021).
- Not enough new affordable homes are being built.
- Housing costs are high and increasing for both renters and prospective owners.



# How the housing crisis impacts rural areas

- Homelessness is increasing at a faster rate in rural areas, compared to urban areas.
- Lack of affordable housing affects local businesses by driving away skilled workers.
- Impact on key services and support networks.



# If we do nothing...



Nearly **five million households** will live in **unaffordable homes by 2030**

With a long-term plan, we could end the housing crisis. Without one, things will get worse.

NATIONAL HOUSING FEDERATION



**Six children in every school in England will be homeless and living in emergency accommodation by 2030**

With a long-term plan, we could end the housing crisis. Without one, things will get worse.

NATIONAL HOUSING FEDERATION

# A long-term plan for housing

With a long-term plan for housing, we believe that by 2035 the next government could;

1. End child homelessness
2. Halve overcrowding
3. Provide the security of a social home for one million more people
4. Ensure a warm and decent home for seven million more families
5. Improve affordability
6. Boost productivity by ensuring every region has the homes it needs to grow



# What a long-term plan for housing should include

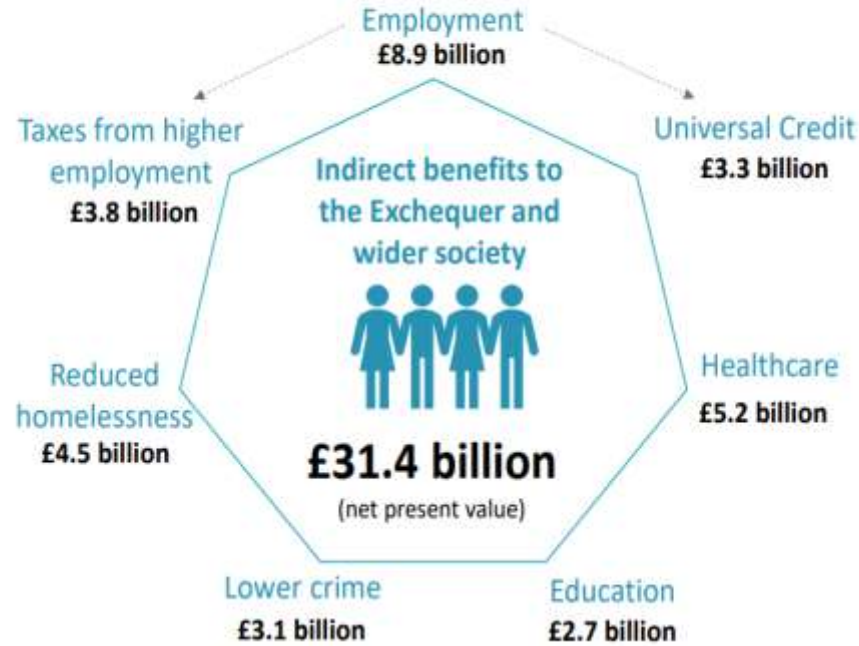
1. Increased grant funding and other incentives which enable housing associations and others to build a new generation of social rent and other affordable homes to meet housing need.
2. A long-term, outcomes-based approach to social housing rents.
3. Housing associations as key partners in a new generation of towns and villages.
4. Clear national standards for making England's old and leaky homes warm, decent and more energy efficient.
5. An effective and revitalised planning system which is accountable and delivers more affordable, low carbon housing.
6. Long-term, ring-fenced and increased funding for supported housing and support services.
7. A national strategy to ensure everyone has a secure and affordable home that meets their needs and wants as they get older.
8. Fair funding for social rent homes in need of building safety remediation.

# Economic benefits of a long-term plan for housing

The combined socioeconomic value of building 90,000 social homes is estimated to be **£51.2 billion**



Moving households to social homes would generate £31.4 billion in indirect economic benefits to the Exchequer and wider society

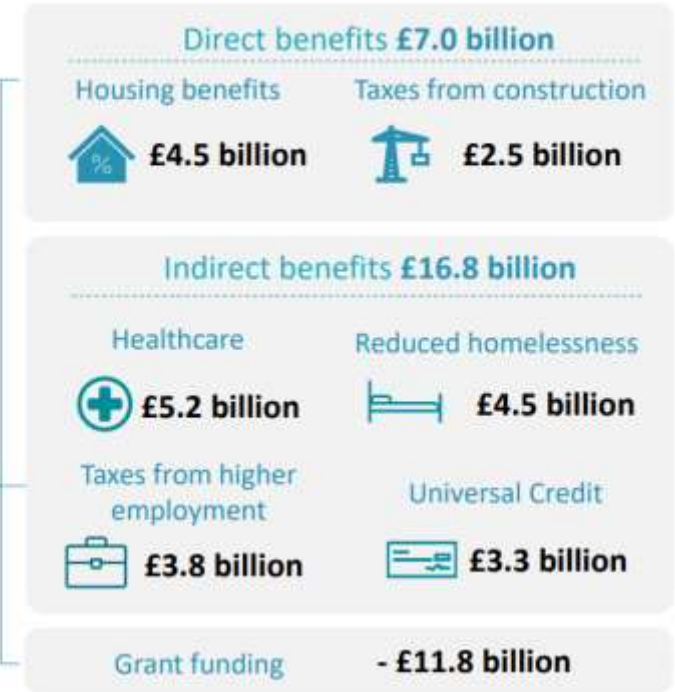


Funding the programme would generate a net positive value of almost £12 billion to the government over 30 years

Net positive impact on the Exchequer



**£11.9 billion**  
 (net present value)





# Get involved in Rural Housing Week 2024

- Share stories/ insights on social media [#RuralHousingWeek](#)
- [Sign up to our webinar](#) on Tuesday 2 July
- Keep an eye on the NHF website for analysis and blogs

<https://www.housing.org.uk/our-work/rural-housing/rural-housing-week/>



# Questions?

Please visit <https://www.housing.org.uk/our-work/a-long-term-plan-for-housing/> for more info on our call for a long-term plan for housing.