



More in
Common



The Housing Finance Corporation Limited



Sunday, 28 September



17:15 to 18:15



Sherwood Arena Room,
Secure Zone, ACC

Beyond Bricks and Mortar: What's the path to seeing housing as part of national infrastructure?



**Vicky
Spratt (Chair)**

The i Paper



**Luke
Tryl**

More in
Common



**Dame Meg
Hillier MP**

Chair, Treasury
Select Committee



**John
Grady MP**

Member, Treasury
Select Committee



**Priya
Nair**

The Housing
Finance Corporation



**Jamie
Jenkins**

Royal
London



Introduction to More in Common's Seven Segments

Progressive Activists



Incrementalist Left



Established Liberals



Sceptical Scrollers



Rooted Patriots



Traditional Conservatives



Dissenting Disruptors



...an outspoken group that is politically engaged and globally minded, championing social justice but feeling alienated from mainstream politics

...a group that leans left and trusts institutions, often stepping back from the news and avoiding politically fraught debates

... a prosperous group that is confident in institutions, values expertise, and believes the system broadly works

...a disengaged group that has lost trust in mainstream institutions and increasingly looks online for sources of truth

...a patriotic group that feels overlooked by elites and wants leaders with common sense to protect local identity

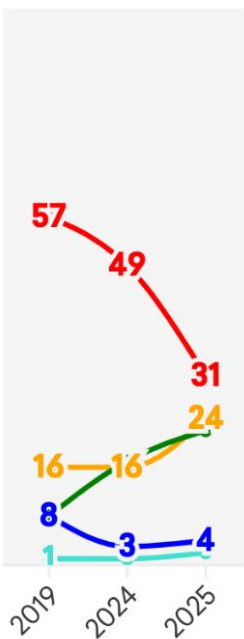
... a nostalgic group that respects tradition, authority and personal responsibility, while remaining sceptical of rapid change

... a frustrated group that craves radical change and backs strong leaders who promise to shake up a broken system

How would the seven segments vote?

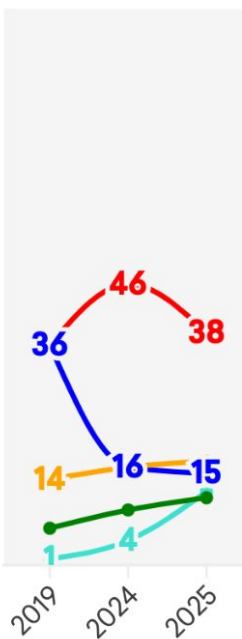
Progressive Activists

"Corbynites"



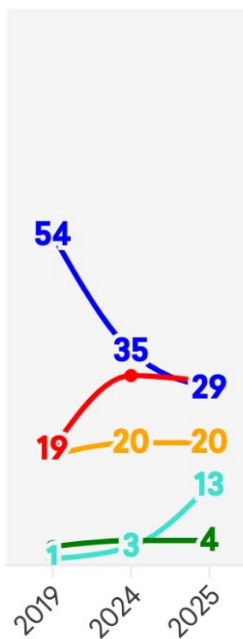
Incrementalist Left

"Social democrats"



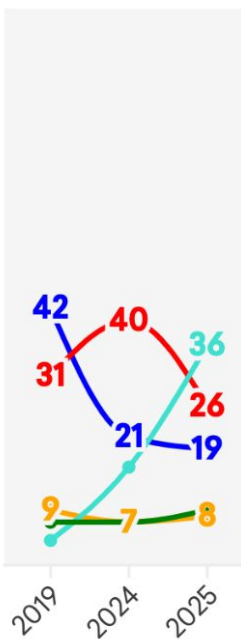
Established Liberals

"Blue Wall"



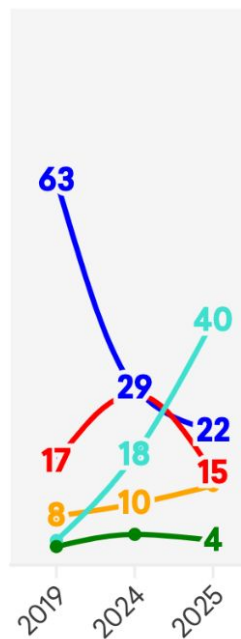
Sceptical Scrollers

"Online Disengaged"



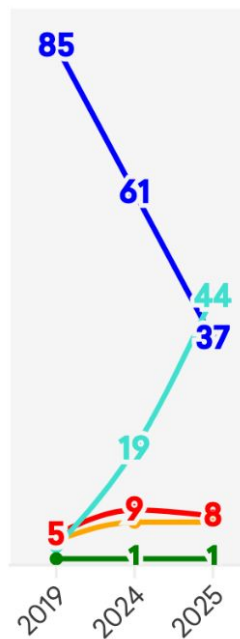
Rooted Patriots

"Red Wall"



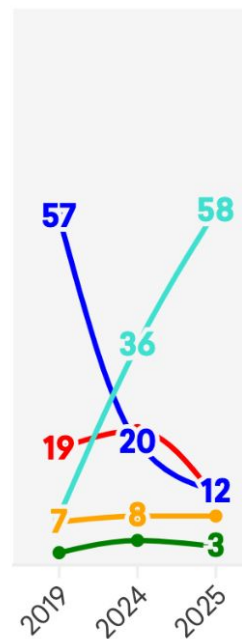
Traditional Conservatives

"Shire Tory"



Dissenting Disruptors

"Populist Right"



Labour's 2024 coalition



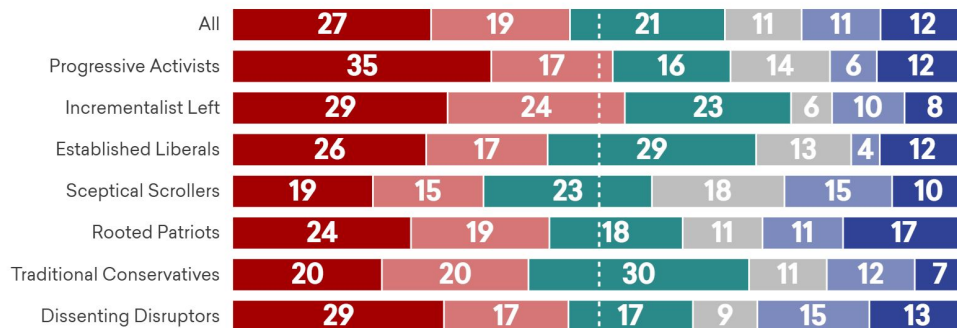
Experiences and perceptions of the housing crisis

Britons believe we are not building enough homes

All Seven Segments are more likely to believe we are building too few, rather than too many, homes in the UK

Do you think in the UK we are currently building too many, too few or about the right number of new homes for people to live in?

● Far too few ● Slightly too few ● About the right number ● Don't know ● Slightly too many ● Far too many



Britons believe too few homes are being built in the UK - 46 per cent say too few are being built in contrast to 22 per cent who feel it's a case of too many.

43 per cent of those who own their home think we are building too few homes compared to 53 per cent of those renting from the council or a housing association, and 60 per cent of those renting privately.

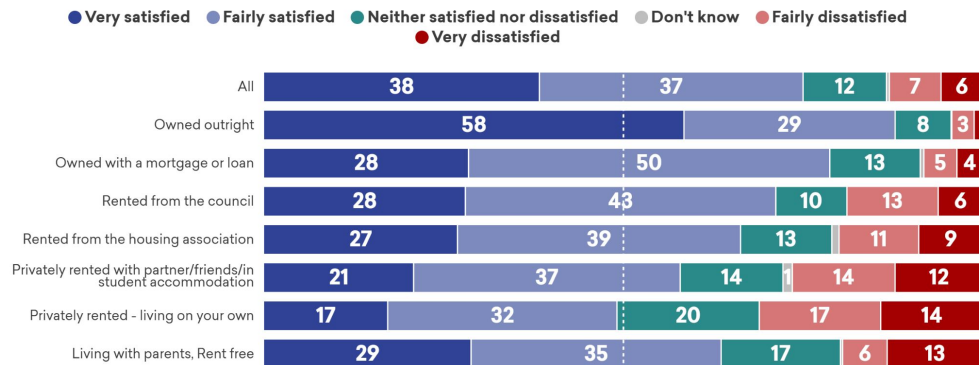
Those who are dissatisfied with their housing, those living in urban areas and those with younger children are more likely to think that not enough houses are being built.

The age divide we observe counters popular narratives: older Britons, particularly Baby Boomers, are the most likely to think too few homes are being constructed.

There are big differentials in housing satisfaction by tenure type

Housing satisfaction is much lower among private renters

How satisfied are you with your current housing situation?



Three quarters of Britons report being satisfied with their housing situation but this masks significant variance between Britons living in different tenures.

Nearly nine in ten of those who own their house outright are satisfied yet just under half (49 per cent) of those privately renting and living alone are satisfied.

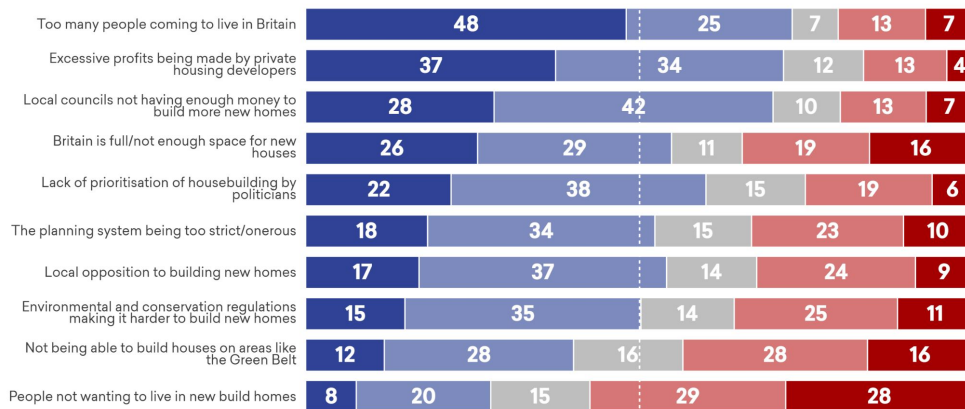
Satisfaction among those living in council tenancies (71 per cent) and those renting from housing associations (66 per cent) is notably higher than those renting in the private sector (54 per cent).

Britons think immigration, developer profit-making and a lack of funds for council housebuilding are biggest causes of the housing crisis

A lack of funds to build council/social housing is seen as a big cause of Britain's housing crisis

How much have the following contributed to the current housing challenges the UK faces?

● A great deal ● A fair amount ● Don't know ● Not very much ● Not at all



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Overall Britons see three drivers of the housing crisis.

- Too many people coming to Britain (73%)
- Excessive profits made by private developers (72%)
- Local councils not having the funds to build more new homes (70%)

All of our segments have at least two of these three causes in their top three causes with some just minor differences:

Progressive Activists and the Incrementalist Left (a lack of prioritisation of housebuilding by politicians instead of Britain having too many people coming to live here)

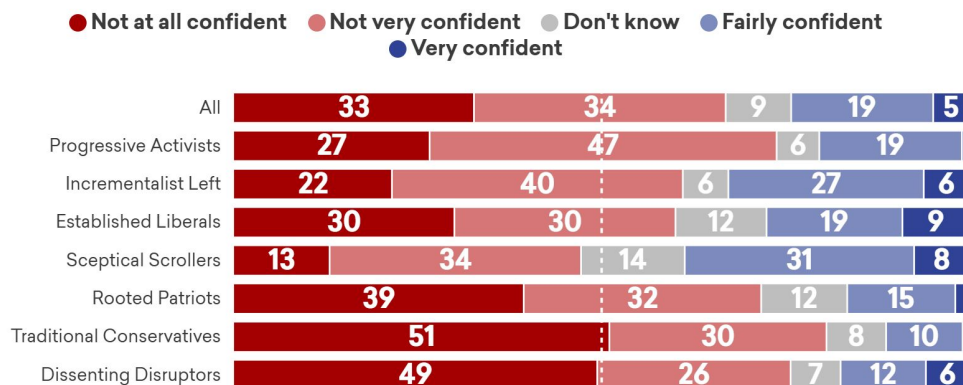
Traditional Conservatives (Britain lacking space for new homes instead of developers' profits)

Dissenting Disruptors (Britain lacking space for new homes instead of local councils lacking the public funding to build more new homes)

Limited public confidence in the Government to deliver on its housing targets

Scepticism over the government's ability to meet its housing target is widespread

Upon entering office last year, the government set a target to build 1.5 million new homes by August 2029. How confident, if at all, are you that this target will be achieved?




Just a quarter of Britons say they are either very or fairly confident the government will meet its 1.5 million new homes target. 67% say they are either not very/at all confident this will be reached.

Even those who voted Labour in 2024 are more likely to say they have little to no confidence (54%) than to say they are fairly confident (40%). Across segments, more lack than have confidence.

Rising construction costs (37%), a lack of public funding for new homes (35%) and housing associations lacking the resources needed to fund investment in building new homes (29%) are seen as the top three barriers to achieving the 1.5 million target.

Those renting from housing associations (35%) and privately renting (36%) are the most likely to select the housing association sector's funding challenges as one of the main barriers.



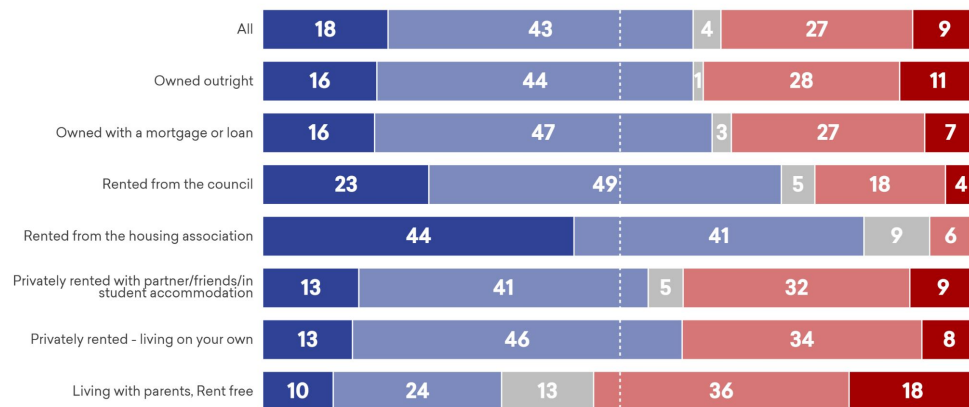
**What role does the public
want housing associations
to play?**

Familiarity with housing associations is limited

Outside housing association and council tenants, awareness of housing associations is low

How familiar, if at all, are you with what housing associations are?

● Very familiar ● Fairly familiar ● Don't know ● Not very familiar ● Not at all familiar



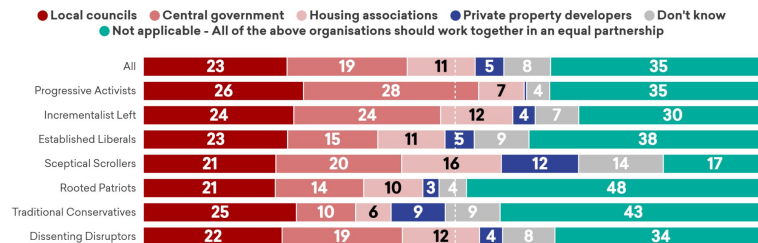
Familiarity with housing associations is reasonably low: only 17% of Britons say they are very familiar with what a housing association is. Over a third (36%) say they are either not very familiar or not at all familiar with what a housing association is.

Awareness is much higher among council and housing association tenants.

The public sees housing associations as having an important role to play in addressing Britain's housing crisis

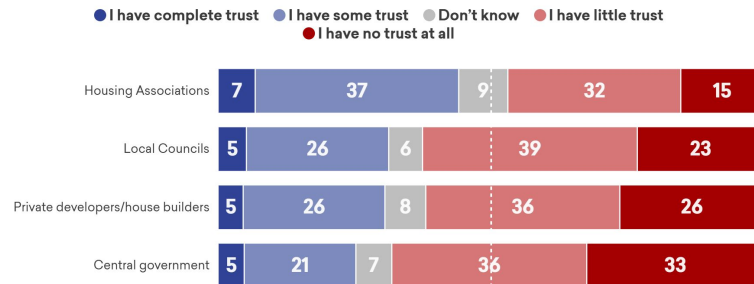
Britons think a multi-actor approach to building affordable homes would be best

Who do you think should have the primary responsibility for building affordable housing in your local area?
Select one.




Housing associations are most trusted actor to contribute to the government's housing target

Thinking about each of the following groups, how much, if at all, do you trust them to contribute to the government's commitment to build 1.5 million homes by 2029?



Many Britons think a multi-actor approach (across different levels of government and private sector/developers) to building more affordable homes would be best. Those opting for private developers (5 per cent) are a notable minority.

When provided with information about what a housing association is, Britons are overwhelmingly most likely to trust them to contribute to the government's housebuilding target.



**What is the public's view
on policy measures to
increase housing
associations' ability to
build new homes?**

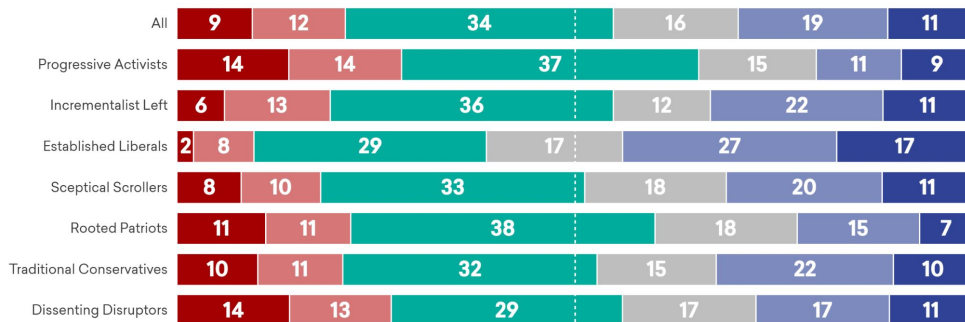
The public is supportive of allowing housing associations to borrow from the private sector to fund investment in new homes

A small minority of Britons would be worried about housing associations borrowing money from the private sector - ambivalence is the dominant reaction

How comfortable or uncomfortable are you with the private sector lending money to housing associations to help them build affordable homes?

On a scale of 1 to 5, where 1 is very uncomfortable and 5 is very comfortable.

● 1 – Very uncomfortable ● 2 ● 3 ● 4 ● 5 – Very comfortable



Britons are softly supportive of allowing the private sector to lend money to housing associations to fund development – though ambivalence is the main reaction. While Britons are more likely to say they would be comfortable (29%) than uncomfortable (21%) with the private sector lending money to housing associations for this purpose, half (49%) are either neutral or don't know.

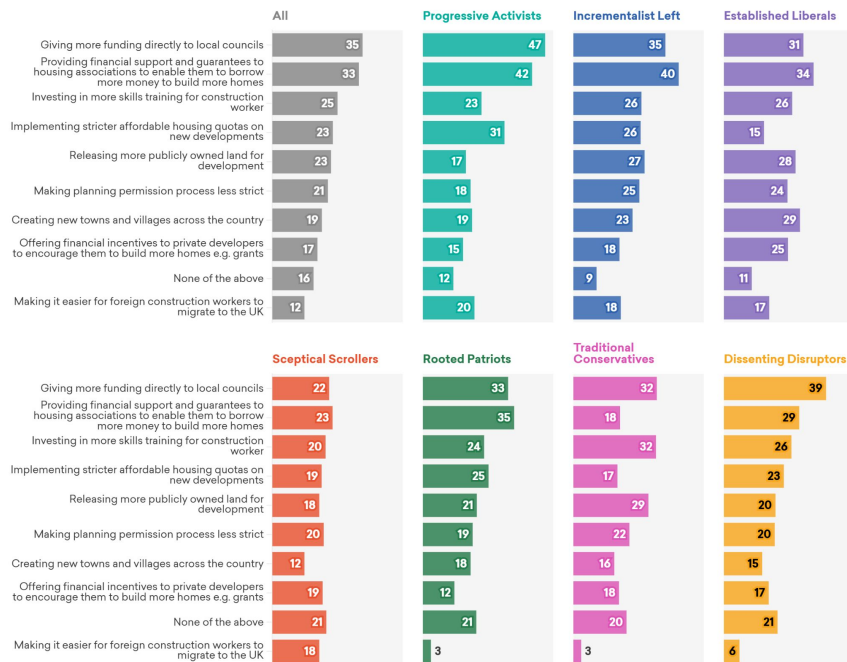
There is some, but not much, variation in support across most of our different subgroups. Albeit, men (34%) are more likely to say they are comfortable with the prospect than women (25%) as are degree holders (38%), 2024 Labour voters (39%), those living in city centres (39%) and those earning more than £100,000 per year (50%).

The most anti-system segments, Progressive Activists on the left and Dissenting Disruptors on the right, are the most uncomfortable with the concept, while Established Liberals are the most comfortable.

Britons think helping housing associations to borrow more money from the private sector can help the government achieve its housing target

Unlocking private capital for housing associations is seen as second most likely policy to help Britain achieve its housing targets

Which of the following do you think would make the government more likely to achieve its target of building 1.5 million new homes? Select up to three



Britons also think that facilitating an increase in borrowing from private sector lenders to help housing associations build more homes could play an important role in unlocking new homes.

Only one thing - giving more funding directly to local councils - was seen as a more effective way of helping the government to achieve its housebuilding target.

The left-leaning Progressive Activist, Incrementalist Left and Established Liberal segments are most supportive of allowing housing associations to borrow money from private lenders.

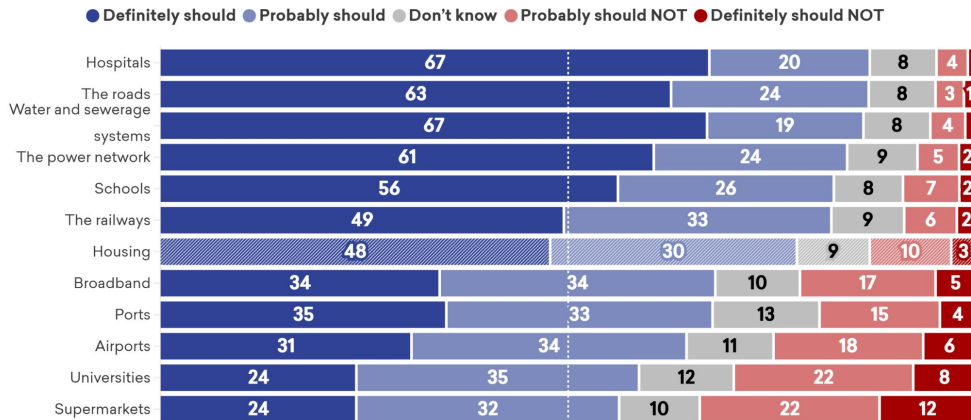


The stakes

Britons believe housing should be considered as national infrastructure

Three quarters of Britons think housing should be considered as national infrastructure

National infrastructure refers to the essential systems, facilities, and networks that support a country's economy, society, and daily life. Please indicate whether you think the following should or should not be considered as national infrastructure in the UK?





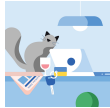




There is strong support for classifying housing as national infrastructure - 48% of Britons say it should definitely be considered as national infrastructure, 30% say it probably should and just 13% say it should not.

Housing performs well compared to other forms of infrastructure. While the strength of support for it being considered national infrastructure is much lower than for core infrastructure such as roads and hospitals, it does outperform elements currently considered to be infrastructure including broadband, ports and airports.

Support for housing being considered as infrastructure is strongest among Progressive Activists and the Incrementalist Left, Labour voters and those living in suburban and urban areas.

However, support is generally quite uniform - it's not a polarising issue.

How the segments view the housing crisis and the role housing associations can play in addressing it

	Progressive Activists	Younger and more urban, Progressive Activists are the least satisfied with their housing situation and so strongly support efforts to build more homes. Their suspicion of private business push them towards state intervention.
	Incrementalist Left	A segment trusting of institutions, they are more likely to trust government to improve Britain's housing crisis and are particularly supportive of the role that government investment, housing associations and local councils can play.
	Established Liberals	The segment most satisfied with their housing situation. Their underlying support for the private sector makes them the most supportive of the role of private developers and providing private capital to fund housing associations' investment.
	Sceptical Scrollers	Despite being less satisfied with their own housing situation, their lack of faith in institutions means they are more sceptical of the role government actors and bodies can play in addressing the housing crisis and more likely to back private sector solutions.
	Rooted Patriots	The segment with the highest threat perception, they are particularly likely to see immigration as a driver of Britain's housing crisis. They are the segment the most likely to think a multi-actor approach is needed to tackle the crisis.
	Traditional Conservatives	Highly satisfied with their housing situation, this more rural segment is by far the most likely to think too many homes are being built in their local area and is the most likely to see infrastructure constraints as a top barrier to meeting the government's housing targets.
	Dissenting Disruptors	The segment most disillusioned with the government and direction the country is taking, they are the least likely to have confidence in the government to address Britain's housing crisis and the least trusting of housing associations, councils and central government's role in the housing market.



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MORE IN COMMON MONDAY FRINGE TIMETABLE

CAN LABOUR DELIVER ON REVIVING LOCAL PLACES THROUGH HERITAGE?

Speakers: Anoosh Chakelian - The New Statesman (Chair); Baroness Twycross - Minister for Heritage; Patrick Hurley MP; Matthew McKeague - Architectural Heritage Fund; John Ornstein - National Trust; Luke Tryl - More in Common

10:30 - 11:30 - SHERWOOD ARENA ROOM, ACC

BRITONS AND BLASPHEMY - DEFENDING FREE SPEECH IN A CHANGING BRITAIN

Speakers: Will Hazell - The i Paper (Chair); Lizzi Collinge MP; Sam Rushworth MP; Andrew Copson - Humanists UK; Luke Tryl - More in Common

12:45 - 13:45 - SHERWOOD ARENA ROOM, ACC

BOLD PROMISES: DELIVERING QUALITY NEUROLOGICAL CARE UNDER LABOUR

Speakers: Jas Athwal MP; Joanne Welsh - Carer; Dr Martin Wilson - Neurologist; Georgina Carr - The Neurological Alliance; Alex Newton - More in Common (Chair)

14:00 - 15:00 - SHERWOOD ARENA ROOM, ACC

ANDY BURNHAM IN CONVERSATION WITH PIPPA CRERAR AND KIRAN STACEY

14:00 - 15:00 - NOVA SCOTIA LIVERPOOL

WHO PAYS, WHO DECIDES? BIG MONEY IN BRITISH POLITICS

Speakers: John Johnston - Politico (Chair); Liam Byrne MP - Chair, Business and Trade Committee; Baroness Hodge - PM's Anti Corruption Champion; Duncan Hames - Transparency International UK; Susan Hawley - Spotlight on Corruption; Ed Hodgson - More in Common

16:30 - 17:30 - NOVA SCOTIA LIVERPOOL

HOW CAN LABOUR REBUILD ITS ELECTORAL COALITION?

Speakers: Jon Sopel - The News Agents (Chair); Alistair Strathern MP; Anneliese Dodds MP; Richard Burgon MP; Jonathan Hinder MP; Christabel Cooper - Labour Together; Luke Tryl - More in Common

16:30 - 18:15 - SHERWOOD ARENA ROOM, ACC

WOMEN AND GIRLS VERSUS BIG TECH? ENDING ONLINE VIOLENCE AGAINST WOMEN AND GIRLS

Speakers: Sophie Stowers - More in Common (Chair); Jess Phillips MP - Minister for Safeguarding & VAWG; Catherine Fookes MP and Natalie Fleet MP - Members of Women & Equalities Select Committee; Joani Reid MP - Member of Home Affairs Select Committee; Andrea Simon - EVAW; Emma Pickering - Refuge

18:30 - 19:30 - SHERWOOD ARENA ROOM, ACC

More in Common at Labour Party Conference 2025

All events take place in the Sherwood Arena Room, ACC, unless indicated otherwise



Sunday 28 September

Changing culture conflicts: where next for the culture wars and EDI?

4PM-5PM

With Ava Santana, Claire Ainsley, Olivia Bailey MP, Luke Tryl, and Tim Soutphommasane

Beyond Bricks and Mortar: What's the path to seeing housing as part of national infrastructure?

5:15PM-6:15PM

With Vicky Spratt, Luke Tryl, Dame Meg Hillier MP, John Grady MP, Priya Nair and Jamie Jenkins

Is nature protection just NIMBYism in disguise?

6:30PM-7:30PM

With Ros Wynne-Jones, Luke Tryl, Hilary McGrady, Darren Moorcroft and Lord Glasman

Monday 29 September

Can Labour deliver on reviving local places through heritage?

10:30AM-11:30AM

With Anoosh Chakelian, Luke Tryl, Baroness Twycross, Patrick Hurley MP, Matthew McKeague and John Orna-Ornstein

Britons and blasphemy- defending free speech in a changing Britain

12:45PM-13:45PM

With Will Hazell, Lizzi Collinge MP, Andrew Copson, Luke Tryl and Sam Rushworth MP (invited)

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**More in
Common**

Monday 29 September

Bold promises: Delivering quality neurological care under Labour

2PM-3PM

With Luke Tryl, Jas Athwal MO, Joanne Welsh, Dr Martin Wilson and Georgina Carr

Who pays, who decides? Big money in British politics

4:30PM-5:30PM

With John Johnston, Ed Hodgson, Liam Byrne MP, Baroness Hodge, Duncan Hames and Susan Hawley

Nova Scotia

How can Labour rebuild its electoral coalition?

4:30PM-5:30PM

With Jon Sopel, Luke Tryl, Alistair Strathern MP, Christabel Cooper, Anneliese Dodds MP, Jonathan Hinder MP and Richard Burgon MP

Women and girls versus big tech? Ending online violence against women and girls

6:30PM-7:30PM

With Sophie Stowers, Jess Phillips MP, Joani Reid MP, Natalie Fleet MP, Catherine Fookes MP, Andrea Simon and Emma Pickering

Come Together: A celebration of what connects us

7:30PM onwards

More in Common, UCL Policy Lab and Citizen UK's Labour conference reception with guest speaker Ed Miliband MP, the Secretary of State for Energy and Net Zero

RIBA North

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**More in
Common**

Tuesday 30 September

What the public thinks: What's next for UK aid?

9AM-10AM

With Luke Tryl, Baroness Chapman, Dr Jeevun Sandher MP, Moazzam Malik and David Hudson

The heat is on: powering up Britain's home energy transition

10AM-11AM

With Charlie Cooper, Luke Tryl, Martin McCluskey MP (invited), Tom Iowe, Jane Dawson and Richard Hauxwell-Baldwin

Nova Scotia

Things can only get hotter: Is ambition on climate and nature a route for electoral success?

12:15PM-1:15PM

With Fiona Harvey, Luke Tryl, Toby Perkins MP, Luke Murphy MP and Angela Francis

What do we think of the speech? Expert analysis of the Prime Minister's speech to party conference

5:30PM-6:30PM

With Luke Tryl, Marc Stears, Josie Rourke, Tom Baldwin and Rachel Sylvester