



Challenge Brief

Increasing permanent housing options for those experiencing homelessness in light of a dramatically changing property market

Background

We want everyone to have access to permanent, safe and secure homes. As a result of coronavirus the property market is dramatically changing. We want to explore what options there may be in this new environment to create permanent housing opportunities for those in temporary accommodation. Rents will become lower and there will be freed up properties – how can we use these two factors to increase housing stock for those who need it most?

What's the challenge?

Access to permanent housing for those who need it has been an ongoing challenge for many years pre-dating the current pandemic. How do we work with landlords to encourage them to offer permanent housing opportunities? How do we change the narrative around access to housing for those who have experienced homelessness? How do we change the perceptions of risk for landlords around individuals who've experienced homelessness?

What we are looking for

We are looking for solutions that provide dignity for individuals – we are not looking for temporary fixes. When we state permanent, we mean a place someone can call home do all the things they would hope to in a safe and secure environment.

Useful expertise

We would welcome a wide skillset supporting us to address the challenge above, we know that the following skills & expertise may be particularly useful in helping us innovate in this area including:

- Commercial experience
- Property acquisition and development
- Design skills
- Marketing skills
- Negotiation skills
- Data analytics

Resources

Please find below a range of resources to build your understanding of the problems in this area and to help you in the development of innovative solutions:



- **Crisis, Plan to end homelessness** (2018) - <https://www.crisis.org.uk/ending-homelessness/plan-to-end-homelessness/>
- **Crisis, A foot in the door: Experiences of the Homeless Reduction Act** (March 2020),
[https://www.crisis.org.uk/media/241741/a foot in the door 2020 es.pdf](https://www.crisis.org.uk/media/241741/a_foot_in_the_door_2020_es.pdf)
- **Crisis, Framing homelessness during coronavirus** (April 2020),
https://www.crisis.org.uk/media/241985/framing_homelessness_during_coronavirus_april_2020_pdf.pdf
- **Crisis, How do we build 100,000 social rented homes each year** (December 2018) <https://www.crisis.org.uk/about-us/the-crisis-blog/how-do-we-build-100-000-social-rented-home-each-year/>
- **Crisis, Rapid Rehousing Transition Plans** (2020),
https://www.crisis.org.uk/media/241640/crisis_rapid-rehousing-report_web_spreads_v2.pdf
- **Nationwide Foundation, Scaling up social lettings** (June 2019),
<http://www.nationwidefoundation.org.uk/wp-content/uploads/2019/06/Scaling-up-social-lettings-FINAL.pdf>