

Housing the Nation – Campaign update

1. The Housing the Nation campaign was launched on 7 June with press work around the LGA's latest housing survey, which revealed that public opposition is the single biggest barrier to the building of new homes.
2. A dedicated campaign web page has also been launched on the main LGA site.
3. Officers met with LGA President, Lord Richard Best (Crossbench), on 28 May to update him on the forthcoming campaign, which builds on the work his LGA Housing Commission undertook in 2010. Lord Best was supportive of the campaign, expressed interest in being involved as it progresses, and was happy to reference the LGA's asks during the annual conference fringe *Housing the Nation* taking place on 26 June, which he is due to chair.
4. A private letter was sent to Chief Secretary to the Treasury, Rt Hon Danny Alexander MP, from the Chair of the Board during the week commencing 18 June. This letter highlighted the campaign's specific housing finance asks for Government, and was prompted by trade press reports that Treasury were considering action to stimulate housing development.
5. **A confidential table of campaign activity will be circulated to Board members in attendance on 25 June.**
6. For further information and any queries on the campaign, please contact Tom Coales, Senior Public Affairs and Campaigns Adviser.

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