

Generation Rent background information

Generation Rent is the trading name for the National Private Tenants Organisation, which was established in September 2011 by members of Scarborough Organisation of Private Tenants, Brent Private Tenants' Rights Group and Blackpool Residents Federation.

Until late 2013, the organisation was unfunded but achieved a number of impressive feats:

- We set up a website and social media channels attracting, in the first year, a dozen new private tenants/tenants' group members and 6 affiliated organisations.
- We produced a Charter for Private Tenants and put out for consultation.
- We launched a campaign for legislation to require landlords to carry out periodic electrical inspections and tests we produced a substantial report, and achieved widespread publicity and interest, with support from the Electrical Safety Council.
- We made written and oral submissions to two parliamentary select committees, and gave written evidence were to two local authority private rented housing strategy consultations.
- We participated in the Government's Task Group looking at Retaliatory Eviction in the context of the Energy Act 2011.
- We took part in an Expert's Panel for a Guardian online seminar on the private rented sector, a BBC Radio debate and a TV debate.
- We were invited to join the International Union of Tenants and were featured in their newsletter.
- We were represented on campaign and policy development groups such as the Coalition to End Fuel Poverty, the Energy Bill Revolution and Lord Best's Private Rented Sector Policy Forum.
- We secured a meeting with Jack Dromey MP, the then Shadow Housing Minister, and had an opportunity to comment on Labour's three key policy announcements for the PRS before the consultation papers were published.
- We also met with Graham Jones MP, who chairs the All-Party Parliamentary Group on Housing.

The National Private Tenants Organisation entered its second phase of development when it was awarded significant funding from the Nationwide Foundation charitable trust. This funding is contingent on a Business Plan that the founding members of the National Private Tenants Organisation drew up with consultancy from CASS Business School. The Business Plan is available from [here](#).

With a Business Plan in place, the National Private Tenants Organisation went on to recruit a full board of trustees, whose biographies can be found on our [website](#).

The full board of trustees first met in October 2013, and spent the next two months configuring the role structure for the staff team and recruiting them. By January 2014, we had successfully recruited and had in post a Director, a Community Campaigns Manager and a Policy and Campaigns Manager.

From January to March 2014, we worked intensively with the new staff team to launch the organisation. We took an early decision to give the National Private Tenants Organisation new trading name and identity: Generation Rent. A new brand and visual identity was quickly developed, and we commissioned a new website, launching the new organisation with a Westminster event in April 2014.

The last 8 months have been a whirlwind of activity. We have recruited five more staff – a Communications and Marketing Manager, a Policy and Communications Officer, an Administrator, and three community organisers – covering Greater Manchester, Liverpool and the East Sussex Coast. Together we have made huge progress for a young organisation:

- Built strong relationships with existing private renters groups across the country
- Supported the development of new private renter groups in Portsmouth, Cardiff, Hastings, Brighton, Manchester, Liverpool, and Wirral.
- Secured extensive broadcast and print coverage of private renters' issues, including in The Times, Channel 4, The Guardian, Sky News, Financial Times, BBC, Independent, ITV, The Evening Standard, The Mirror, and The Telegraph.
- High profile events at Conservative, Liberal Democrat and Labour party conferences
- Developed extensive social media engagement with supporters.
- Built strong partnerships with high profile campaigning and industry organisations concerned with the private rented sector, along with the wider housing sector.
- Built strong relationships with government departments, political parties and think tanks concerned with the private rented sector
- Successfully working with MPs, peers and political parties to ensure that key pieces of legislation and policy announcements benefit private renters.

We have so much more to do. Our key priority is ensuring that private renters' voices are heard in the run up to the 2015 General Election, and that all parties are putting forward concrete proposals that meet our vision of a private rented sector that is decent, safe, secure and affordable. And after that, we need to make sure that the next Government delivers genuine improvements for England's 10 million private renters.

Over the coming 12 months, the initial National Private Tenants Organisation business plan will come to its end, we will enter a new period of government, we will move into the second half of our grant from the Nationwide Foundation. The board will have a critical role to play in evaluating the progress made on the Business Plan, learning lessons, seeking to understand the status of private renters in the new political environment.

We will need to develop a new strategy for how we develop as a sustainable organisation, how we continue our activities to build and help mobilise a sustainable and effective movement of private renters, and how we help secure significant policy improvements for private renters.