

Who is Generation Rent and why is renting important at this election?



Generation Rent is the national voice of private renters. We are made up of thousands of renters across the country, coming together to make renting safe, fair and secure.

We campaign for policy changes that change renters' lives for the better. We are part of the movement behind massive wins like the Tenant Fees Ban and the Homes (Fit for Human Habitation) Act that protect renters. We work with politicians of all parties to make renters' voices heard and we are not affiliated with any party.

One in five people are private renters in the UK today. In England alone, private renters represent 4.5 million households, including one in four families with children and over a million people with a disability or long-term health condition.

Many of us will grow old in privately rented homes. Our housing system works well for the two million landlords in England – but it doesn't work for tenants. Too often renters spend half their income on rent, only to face poor conditions and no secure place to call home.

Meanwhile landlords make billions in profit every year. Private renters have few rights to fall back on, but are nevertheless fast becoming a political force.

This General Election is a key opportunity to get politicians thinking about how to make renting and housing better.

This toolkit is a guide to how you as a Generation Rent supporter can do your bit to put renting at the front of political parties' minds in the run up to December 12th.

Get involved



There are lots of ways that you can help the Renter Manifesto make a splash at this election.

We've listed a few below and if you have other ideas of how to help then email:

georgie@generationrent.org

Before we begin, have you signed up to the Renter Manifesto?

If you haven't already then go to:

www.rentermanifesto.org
to join us!

Spread the word

Share with your friends and family

The more of us that get behind the manifesto the better chance we have of proving to politicians that renting is a crucial issue that needs to be addressed. One way that you can help is by spreading the word about the manifesto amongst your networks.

Take the manifesto to your office, to a coffee with a friend or your local club.

Have a think about the times and spaces that you spend time with other people. Maybe you work in a busy office or meet other parents on the school run. If you know someone is a renter, a first time buyer or just interested in housing chat to them about our campaign and ask them to sign up to support online.

We'll be emailing all political parties soon with an update of how many supporters the manifesto has so the more the merrier!

Get behind the campaign on social media

A quick way to spread the word is by using social media. We've made some links you can use to share the campaign.



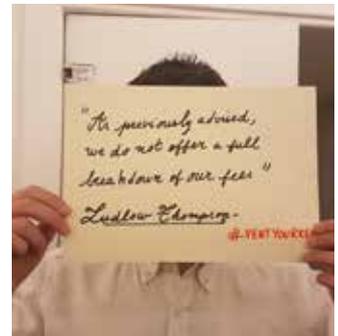
Share on Facebook:

<http://bit.ly/rentermanifestofbshare>



Share on Twitter:

<http://bit.ly/rentermanifestotw>



We'll also be hosting a **#VentYourRent** campaign on **Facebook, Twitter and Instagram** on **25th November**.

VentYourRent is a social media campaign to highlight the struggles of renters. Together we share our worst renting stories under the **hashtag #VentYourRent** to raise awareness.

You can read our blog on how it works here: <http://bit.ly/ventyourrent>

All you need to do is grab a piece of paper and a marker pen and write your experiences of renting down - take a quick picture and share it on social media using the **hashtag #VentYourRent** - you could even consider tagging your local candidates in the picture.

Lobby your local candidates

The Renter Manifesto is a big opportunity for renters and supporters alike to communicate to politicians the change that needs to happen.

The more of us that get in contact with candidates running in this election the better likelihood we have of the next government making renting a priority.

Here's a few ways you can help:

Email your candidates

We've set up a tool where you can email all the candidates standing in your local area asking them to read, respond and even sign up to the Renter Manifesto.

A draft email is already written for you but the more personal the email is the better so feel free to add in a bit about yourself and your situation. Whether the candidates in your area agree with the manifesto or not, engaging with them is a surefire way to get whoever is elected thinking about renting.

Meet your candidates

You could go one step further and meet your candidates! We all know the best way of persuading someone is by meeting them face-to-face and having an honest conversation. If you'd like to meet your candidates then sign up here: https://www.rentermanifesto.org/meet_the_candidates_2019

We will send you a special briefing about the manifesto as well as some training over the phone just in case!

Donate

If you haven't got much time on your hands to help out then there's one way you can help - donating!

Even if you donate just £1 it can make all the difference. www.rentermanifesto.org/donate_to_our_general_election_fund

Speak to political party volunteers

Doorknocking is a big part of an election campaign and you may be visited by party activists from across the political spectrum. It's useful to ask representatives that are coming to ask for your vote what the party and candidate they are speaking on behalf of believe.

They might not have all the answers but they will be sure to feed that back to the candidate!

Three questions to ask doorknockers:

- 1 "Is your party/candidate committed to ending unfair Section 21 evictions? How will you ensure that private renters have the security they need?"
- 2 "How will you make housing more affordable for private renters in this constituency?"
- 3 "How will you ensure that rented homes are safe and in decent condition? What steps are you taking to ensure private renters are safe from rogue and criminal landlords?"

