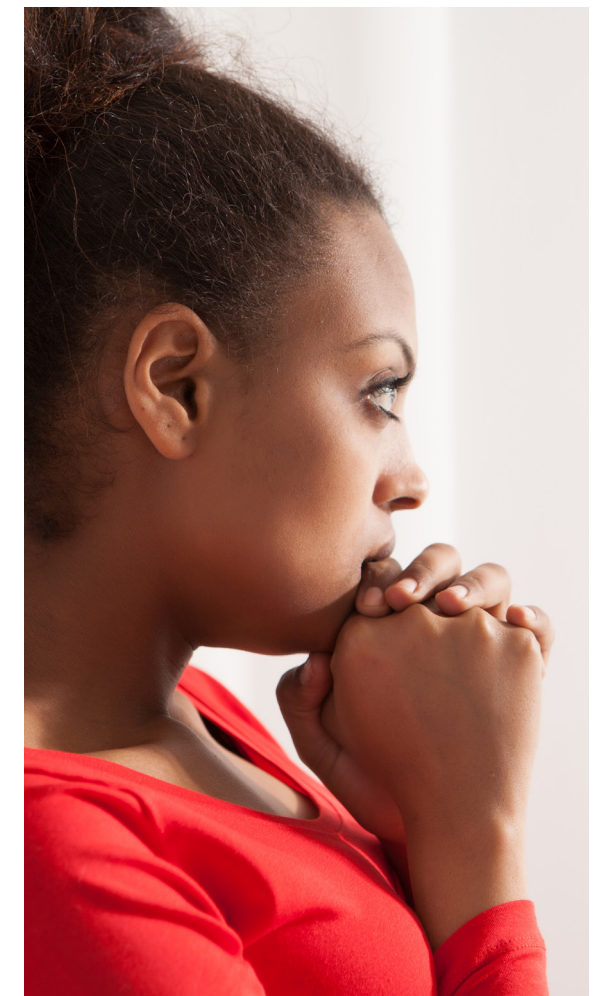
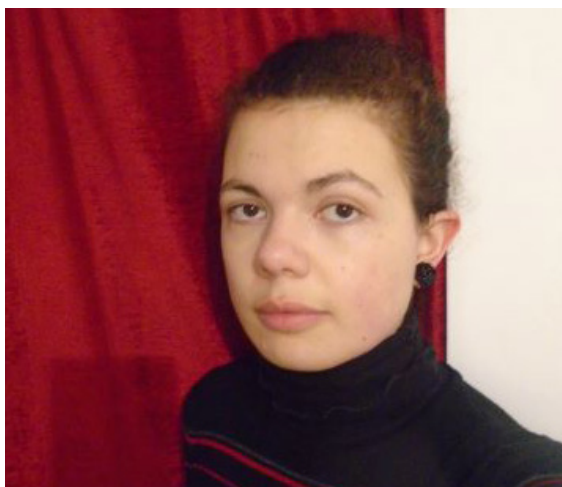
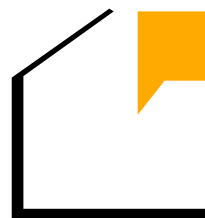




**Generation Rent's mission is that every home in the private rented sector is safe, secure and affordable.**





**Anna, private renter**

*“Generation Rent is an important organisation to me because they give a voice to private renters such as myself, enabling us to speak out in the media about issues that affect us.*

*Together, our voices can raise a shout loud enough to be heard by the Government, as well as reaching other renters and members of the general public and hopefully inspiring them to support the cause.*

*Generation Rent also has enough visibility and influence to successfully advocate on renters’ behalf, as they have done with their campaign to secure a pledge to abolish Section 21 from the Government.”*



# Introduction

The UK's private rented sector has grown and changed substantially over the last fifteen years. It now accounts for 5.2 million or 20% of households and is providing homes for a wider range of households, including families and an estimated 2.8 million children.

It is no longer the case that renting privately is a short-term interim situation to be followed by a move into more settled owner-occupied or social housing. Half of private renters are aged over 35, and a third of private renters are raising a family. People living in the private rented sector have no certainty that they can live in their homes for longer periods of time.

Most renters spend less than three years in a home, and over 80% of tenants are given short-term tenancies of a year or less, leading to insecurity, end of tenancy rent rises and unwanted moves within the sector. High rents and the lack of state housing and adequate benefits mean private renters struggle to save or are forced to live far from their workplaces and support networks. Private renters, therefore, live in every community in the country.

Too many landlords see their property as simply an easy way of making money not as their tenant's home. Landlords are service providers for their customers – private renters. And so we will work

with private renters to make sure they are aware of their rights, and in turn help landlords deliver outstanding customer service to the millions of private renters who rely on them for their home.

**We are tackling injustice by reforming the private rented sector. Secure and decent housing should be a basic human right.**

Sadly, it's a right many in the private rented sector are denied. The sector provides homes for a fifth of all households, yet poor housing conditions are a significant concern.

Poor housing conditions can affect private renters' health, safety and wellbeing. Too many private renters feel insecure, isolated, powerless and exploited.

**Private rented housing is worse than owner-occupation and social housing as regards security, cost and quality.**

- On security, private renters can face eviction from their homes without reason and with only two months' notice, with little time to work out where they'll go next.

- On quality, one in seven private rented homes in England is unsafe to live in. Overcrowding and poor housing conditions are a significant concern, which can affect private renters' health, safety and wellbeing.
- On cost, high rents and the lack of state housing mean private renters struggle to pay their rent, save or are forced to live far from their workplaces and support networks.

The private rented sector, therefore, provides homes for too many renters that are insecure, overcrowded, in a poor state of disrepair, and are priced too high. This leads to poverty, homelessness and the exploitation of renters by criminal landlords.

**This needs to change.**

‘1 in 3 children in poverty live in privately rented homes, three times the level of 20 years ago’

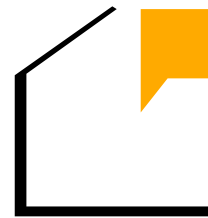
**Too many private renters feel insecure, isolated, powerless and exploited.**

**Poor housing conditions can affect private renters' health, safety and wellbeing.**





**Katie Weston,  
former private renter**



*"I support Generation Rent because their proposed landlord register would've saved me a huge amount of stress, anxiety and hundreds of pounds.*

*My former landlord had previously been imprisoned and struck off as a solicitor for defrauding a vulnerable client.*

*If I'd known this when looking for accommodation, I wouldn't have rented a flat from him and I would likely still have all of my deposit. I was incredibly lucky that I didn't need a deposit for my next accommodation, otherwise I don't know what I would have done. I just don't want this to happen to others."*



# Our mission

**Generation Rent's mission is that every home in the private rented sector is safe, secure and affordable.**

## Our vision and approach

We are aspirational for those who live in the UK's private rented sector. Through our campaigns with private renters we will reform the private rented sector so those who rely on it for their home can prosper.

In achieving our vision Generation Rent we will:

- **alleviate and prevent poverty** among private renters who are in or at risk of poverty
- **fight for fair treatment** for private renters and ensure no private renter is discriminated against
- **educate, improve knowledge and expertise** on the part of private renters and landlords on their rights and responsibilities
- **empower private renters** and give them a stronger democratic voice
- **prevent homelessness** among private renters.



**The private rented sector now provides homes for 1 in 5 of us.**

**Too many renters live in homes that are insecure, overcrowded, and in a poor state of disrepair.**





# We take action to support the most marginalised private renters

We focus our work toward supporting vulnerable renters and those renters who are disproportionately affected by bad practice, criminal landlords, and inadequate regulation.

We ensure BME private renters, and renters living on low incomes, who are disproportionately affected by poor quality housing, are central to our work.

**The private rented sector is home to millions of families in poverty and on low incomes.**

In 2020, two million private renter households relied on the benefits system to pay their rent.

The private rented sector provides homes for 31% of single parents, a quarter of which have been found to be in persistent poverty.

They struggle with rent debt and are at a high risk of eviction and homelessness.

1 in 3 children in poverty live in privately rented homes, three times the level of 20 years ago.

The private rented sector is also home to more poor adults under 40 than owner-occupation and social renting combined.

This is the changing role of the private rented sector in relation to poverty. The sector needs to be rebalanced and work in the interests of all families, especially those on low incomes.

The private rented sector provides homes for 27% of BME households.

Renters on low incomes and BME households live in the worst conditions.

BME households and migrants are more likely to live in the private rented sector and experience poverty. They are therefore more likely than the wider population to experience homelessness, poor health and financial difficulty as a result of their housing.

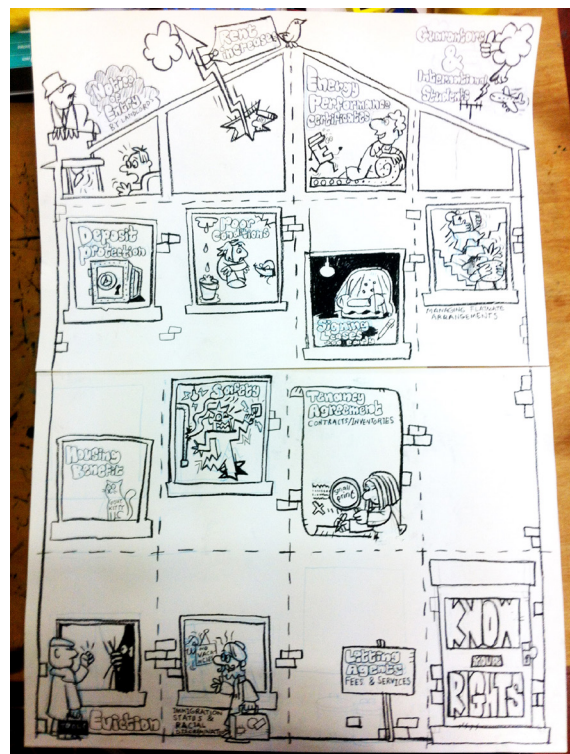
Government figures indicate BME households are four times more likely to live in overcrowded accommodation than white households.

12 per cent of BME households live in overcrowded homes in London compared with three per cent of white households.

The Government's Race Disparity Audit found that BME people are more likely to access homelessness services. One in three homeless households is non-white.

**Renters on low incomes and BME households live in the worst conditions.**





Our **VentYour.Rent** website allows renters to share their lived experience.

### Our Renters' Panel

Our quantitative and qualitative research with renters informs our policy development and our submissions to government consultations.

Renters' lived experiences and insights are at the heart of everything we do.



# Our work at Generation Rent

## Our work is led by renters.

Renters' lived experiences and insights are at the heart of everything we do. Their views not only shape our policy solutions but also underpin our campaign and advocacy work.

Too often renters' voices are missing from the national debate. We change that.

Our campaigns with renters amplify renters' concerns. We give renters a voice by bringing their lived experience to the attention of news and social media and create opportunities for renters to tell their stories directly to policymakers through meetings and events.

To achieve our mission, we:

- ✓ develop policy solutions based on solid evidence from our work with private renters to transform the sector and give private renters greater security and improved rights over their home. We campaign to influence policymakers to adopt these policies to create laws and regulations that better support private renters.
- ✓ educate and inform private renters of their rights and ensure proper enforcement of existing renters' rights legislation.
- ✓ ensure private renters' lived experiences and insights are central to our work and the UK's housing conversation.
- ✓ equip private renters with the skills to be successful advocates to secure change.
- ✓ raise awareness of the issues private renters face to secure better regulation of the private rented sector.

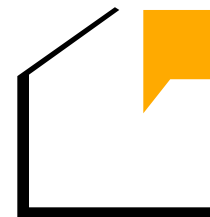
- ✓ work as a team, encourage and develop partnership working with organisations and individuals who share our vision to strengthen our impact.

Practical policy solutions, creative campaigns and effective advocacy, developed directly with renters, allow us to effectively influence policymakers to adopt policies, laws and regulations that better support private renters to alleviate poverty, safeguard fair treatment, and prevent homelessness amongst renters.





**Jackie Bennett,  
private renter**



*“Generation Rent is important to me as they are providing a voice for renters and supporting campaigns to better protect renters. I feel that I can turn to them for advice and support. I wouldn’t know where to start on my own. Through a nationwide platform, we are stronger together and can lobby for change more effectively.”*



**Winner of two  
Sheila McKechnie  
Foundation Awards**



**An online network  
of over 35,000  
renters, supporters  
and volunteers.**

# Our impact

**Generation Rent makes a big impact and has a track record of success.**

✓ **Homes (Fitness For Human Habitation) Act**

We campaigned with Karen Buck MP on a private member's Bill to allow private renters to take negligent landlords to court. The Homes (Fitness For Human Habitation) Act was passed in 2018 and empowers tenants to exercise their rights if their home is unsafe but their council does not enforce the legal housing standards.

✓ **Tenant Fees Act**

We campaigned for the ban on letting agent fees and worked with the government and parliamentarians to include extra protections in the final Tenant Fees Act, which came into force in 2019. The ban makes it cheaper for tenants to move home, strengthening their bargaining power over rents.

✓ **Ending Unfair Evictions**

We led the End Unfair Evictions coalition which spearheaded the campaign to abolish Section 21 "no fault" evictions in order to give tenants better security of tenure.

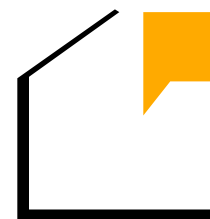
The government adopted this in April 2019 and in May 2021 committed to a White Paper on reforming renting. This will also include our proposal to let tenants transfer deposits between tenancies, which will make it easier for tenants to move home.

**In-depth research for evidence-based policy solutions**

- ✓ We demonstrated that Section 21 evictions drive the number of households made homeless by finding a 90% correlation between the two measures.
- ✓ We found that Section 21 evictions are driven by confidence in house prices – when the housing market is booming, landlords are more willing to evict tenants to sell or re-let.
- ✓ We found that the average letting agent charged the typical private renter household £404 to start a tenancy, and found initial fees to range up to £813.
- ✓ We forecast a trebling of retired households in the private rented sector in the 20 years to 2035, and found that older renters are more likely to demand radical solutions to the housing crisis.



**Helen, private renter**



*"I started following Generation Rent's work as I'm passionate about ending the inequality that exists for people who will spend their entire lives renting: never knowing when they're going to be moved on, living in substandard accommodation, being denied basic human desires such as owning a pet or painting their bedroom a new colour.*

*To be viewed by society as a lower class simply because you can't afford to buy your own property, then exploited by landlords - whose house you have effectively bought for them - must stop, especially for future generations who will face further hardship."*



# Our values

Our values are at the heart of everything we do as we continue our work to ensure every home in the private rented sector is safe, secure and affordable.

1

## Aspirational and ambitious

We are aspirational for the UK's private rented sector. Housing is most people's largest expense so we're ambitious for the place private renters call home.

2

## Listen and learn

We listen to private renters and learn from their experience of living in the private rented sector. We actively involve private renters in our work.

3

## Knowledge and understanding

We achieve reform in the private rented sector through increasing our knowledge and understanding of the issues. We will challenge poor policies and practices and never give up developing creative policy solutions to tough problems. Our arguments for change are informed by evidence and the experiences of private renters.

4

## Responsive and agile

We hold ourselves accountable to private renters. We are proudly on their side and work on their behalf with a sense of urgency. We find opportunity and act on it.

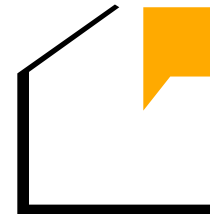
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## Teamwork

We are collaborative colleagues and partners. By working together with others, we are stronger. We seek and welcome original thinking, new ideas and people.



**Laura McCarthy,**  
private renter



*“Generation Rent has helped me in many ways this year. During the first wave of the pandemic my family was issued a Section 21, ‘no fault’ eviction notice and we faced imminent homelessness as we struggled to find a property we could rent. Fortunately, we were able to find somewhere at the last minute, but I was very aware that this wasn’t the case for many.*

*Generation Rent listened to my concerns and gave me a voice, connecting me with politicians so that I could raise my concerns, which have now been raised in Parliament and my experience is being used to help others.”*



# Our strategy

The strategy is a continued evolution of the direction we have been developing since 2018. We have built our capacity and are looking to maximise the impact of what we do, in order to deliver real change for private renters.

Our actions will always be informed by the lived experience and insights of private renters. At the end of 2020 Generation Rent works with an online community network of 35,000, half of which are private renters, representing the largest national network of private renters in the UK.

Our campaigning agenda will focus on the policy areas that will have the greatest impact in reforming the private rented sector, so it provides first-class homes that are safe and decent, secure and affordable.

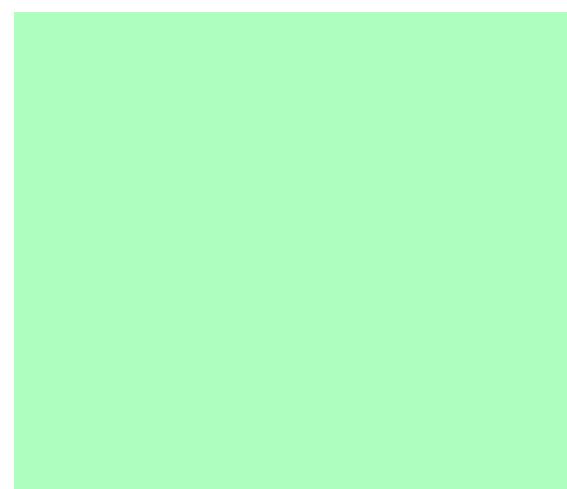
To achieve this strategy, and substantial policy changes, we need support from the general public and policymakers. Private renters need a more powerful voice in politics.

Private renters need a more powerful voice in politics. They need to be empowered to demand a better response from local and national governments.

But we can't do it on our own. This is why, a critical pathway for Generation Rent will be to develop and build our capacity over the next five years, by:



**Private renters need to be empowered to demand a better response from local and national governments.**



1

**working with private renters, the wider renter movement and housing sector, the media and social media to make sure policymakers and the public understand the significance of and issues within the private rented sector.**

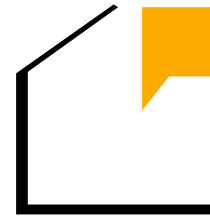
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**collaborating as much as we can with partner organisations to deliver campaigns for change.**

3

**building on our relationships with supporters. Working together we will amplify our messages about the private rented sector, extend our influence nationally and locally, and raise the funds we need to deliver this strategy.**





*“All of us know someone who is dependent on the private rental sector for a home. For many, it is a hand to mouth existence and illness or redundancy exposes them to the risk of homelessness. If we are to thrive as a nation, it is vital that those excluded from the housing market are provided with decent, affordable and secure housing. That’s why I’m supporting Generation Rent’s mission to protect renters”*

**Jonathan, Bath**

# Strategic objectives

Generation Rent's strategic objectives are:

1

To ensure that private rented homes are affordable.

2

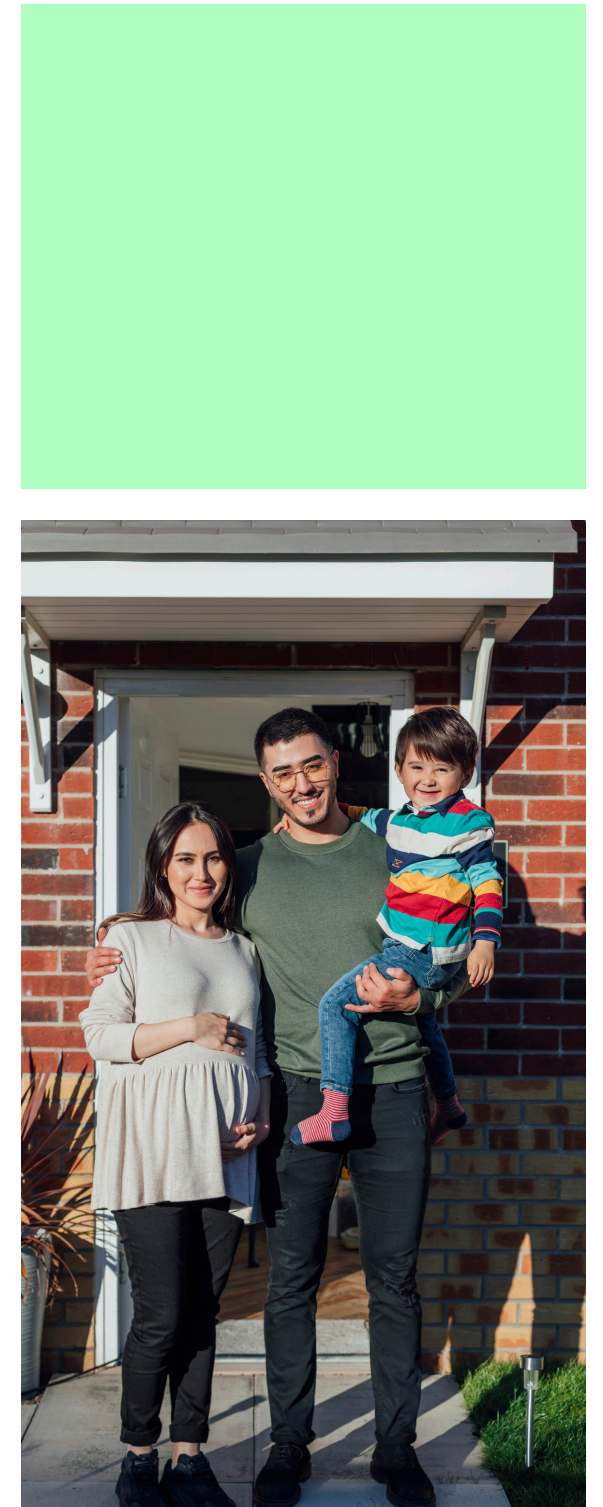
To ensure better security of tenure for private renters.

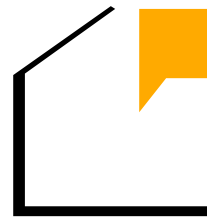
3

To ensure private renters have a safe and decent place to call home.

4

To ensure private renters have a stronger democratic voice.





*“I donated to Generation Rent because I’ve been in precarious housing situations and luckily had someone who could help.*

*We’re living in unprecedented times and those who have the least are being impacted the most. So I’m just paying it forward - showing a little compassion for my fellow human.”*

**Nicola, Worcester**



# Objective 1:

## Make private renting more affordable

### Rents are too high

Renting is too expensive for many people. There is a broad political and public consensus that a central priority must be to build more affordable homes across the country. This must include homes at affordable rents.

Private renters are often priced out of where they want to live and work. Across the country, particularly in London and the South East, many private renters can't afford to pay the rent with the wages they earn.

### Benefit levels too low to cover the actual costs of rent

Low-income households who rent privately can access Local Housing Allowance (LHA). However, the introduction of the benefit cap, cuts, and changes to LHA have caused many renters to face a rent shortfall, despite qualifying for help. This growing gap between the rent owed and benefit received lead to mounting rent debts and ultimately homelessness.

Many private renters are forced to compromise on quality or overcrowd to find a home they can afford, some even to the point of tolerating criminal landlords. Increasing housing benefit will help to solve unaffordability in the private and social renting sector.

### No control over rent rises

Regular rent increases undermine the security of tenure, as many people have no option but to move if the rent goes up.

### The private renters disadvantage

Private renters are at a disadvantage compared to owner-occupiers as the rental costs of a given property are 30-50% higher than buying the same property over a 10- year period. Home ownership – particularly at a time of low interest rates – confers great advantages over renting in terms of wealth accumulation and preferential treatment in the tax system.



### That's why Generation Rent are campaigning for:

- ✓ an efficient welfare system and benefit levels to cover the actual cost of rents
- ✓ a private rented sector regulator
- ✓ effective models of rent control and sufficient house building

The growing gap between the rent owed and benefit received leads to mounting rent debts and ultimately homelessness.

Many private renters are forced to compromise on quality or overcrowd to find a home they can afford.



# Objective 2:

## Greater security of tenure for private renters

### Short-term contracts

Too many people are renting on short-term contracts when they would much prefer the security of knowing they can live somewhere as long as they like. This would allow private renters to plan their futures, give their children stability in their education, security in their work, live near their support network and become involved in their communities.

### Evictions for no reason

Private renters can face eviction from their homes at short notice and for no reason, with little time to work out where they'll go next, and no support from their landlord with moving costs.

### Short notice periods

Even when private renters have lived in their home for years, they still have only weeks to leave should the landlord decide to regain possession of the property. This causes massive disruption to work and family life, the education of children and other life commitments. Families, and other private renters with major commitments in an area, need a system that prevents unnecessary moves, and longer to look for a new home in that area, and time to plan their move according to work and life pressures if there is no option but to move.

### Homelessness

Homelessness has a tragic human cost. Many private renters are at risk of homelessness if given notice and evicted by their landlord (AST comes to an end/rent arrears/other). This accounts for over a third homelessness cases.

### That's why Generation Rent are campaigning for:

- ✓ significant tenancy reform to give private renters greater security of tenure
- ✓ an end to private renters becoming homeless
- ✓ a properly funded and effective court system that can enforce private renters' rights
- ✓ fair treatment of all renters through rights awareness campaigns and working with local government to raise enforcement levels, crack down on criminal landlords and letting agents, and secure new powers.



**Private renters can face eviction from their homes at short notice and for no reason.**



# Objective 3:

## A safe and decent place to call home

**1 in 8 private rented homes in England are unsafe to live in**



### Poor living conditions

Living conditions in the private rented sector are much worse than in other tenures, with the poorest in our country living in damp, mould ridden accommodation, in a serious state of disrepair with a lack of service from their landlord or letting agent. Private rented homes are more likely to be overcrowded and unsuitable to meet the needs of families and older people. This has a detrimental effect on private renters' physical and mental health, their quality of life and that of their children. It is no surprise that private renters report a lower life satisfaction than owner-occupiers and social renters.

### Private renting is poorly regulated

It is easy to set up as a landlord or business as a letting agent with almost no checks or vetting. There are 2.5 million landlords in the UK. They operate as individuals, are disparate and therefore hard to regulate. Despite the fact they are overseeing a person's home, private landlords and letting agents have to do very little to prove they are trustworthy, professional and fair.

A great deal of the bad experiences that private renters report are as a result of amateur landlords and unscrupulous letting agents. Both industries need to be professionalised and at the same time there needs to be a better system for tackling criminal landlords to drive them out of the private rented sector.

### 'Cradle to grave' private renters

The UK home ownership rate has slumped from 73 per cent in 2007, to just 63 per cent today. For those born after 1980 – the millennial generation – the ownership rate has collapsed even more dramatically, largely because of reduced mortgage availability, rising house prices and low wage growth since the financial crisis. If current trends of declining home ownership continue, up to a third of millennials will be 'cradle to grave' private renters. The private rented sector is therefore accommodating a more diverse range of households, including families with children, older residents as well as students and young people, and for many it is providing long-term rather than temporary or short-term accommodation.



### That's why Generation Rent are campaigning to:

- ✓ safeguard private renters' health, safety and welfare by ensuring the private rented sector provides decent well-maintained homes
- ✓ make sure the private rented sector is not overcrowded
- ✓ ensure private renters live in accommodation suitable for their needs
- ✓ secure support for increased regulation of landlords and letting agents.



# Objective 4:

## A stronger democratic voice

In recent years the extent and role of the private rented sector in the housing market has seen significant changes.

Private renters therefore need to be better understood by policymakers and the wider public and better represented at every level of government.

Private renters live in every community in the UK. They need to be empowered to demand a better response from local and national governments.

### Local government

Local authorities have the powers to significantly raise standards in the private rented sector. This enforcement role, and with property licensing schemes gradually increasing in local areas, having structures that ensure local authorities consult and engage with private renters is critical.

More formalised consultation processes would ensure local authorities are more responsive to private renters'.

This would lead to standards in the sector being raised as local authorities become more accountable to private renters, and private renters would better understand the role the local authority can play in enforcing their rights.

### Changing role of the PRS

If home ownership continues to decline, the place of the private rented sector in our housing market and our economy will continue to grow in significance. Renters' rights are needed but so is a change in political and economic philosophy.

Generation Rent has a role to play to ensure private renters are not disadvantaged because governments have not addressed the long-term policy impact of falling home ownership on the wealth and security of private renters.

### That's why Generation Rent are:

- ✓ increasing the power of private renters' voices
- ✓ mobilising private renters as a force for change
- ✓ developing a framework for private renters to engage with councillors, local authorities and other elected representatives
- ✓ improving private renters' knowledge of their rights
- ✓ developing our standing as the national voice of private renters



**1 million  
rented homes  
need a licence**



**It's illegal to let  
out a home with  
an energy efficiency  
rating of F or G**

# 5 ways you can help us **fight for renters**

**Together we've changed laws. We've given renters a voice.**

**We know we can do even more.**

**We're in a unique position to fight for renters rights but we can't do it alone.**

**We need every single person to play their part.**

1

## Donate

By giving just £5 every month you can play a vital role in helping us be there for renters who need us. Every penny goes towards fighting for safe, secure and affordable homes for all private renters.

**Make a donation at  
[generationrent.org/donate](https://generationrent.org/donate)**

2

## Volunteer

Whether it's sharing our campaigns online or giving your time at one of our events, by volunteering you are helping renters.

**Sign up to volunteer at  
[generationrent.org/volunteer](https://generationrent.org/volunteer)**

3

## Campaign

When we see that renters aren't being treated fairly we take action. Our campaigns are led by renters.

**Join our movement.  
Sign up at [generationrent.org](https://generationrent.org)**

4

## Share your story

We make sure renters voices are heard loud and clear by policy-makers and politicians. Your personal story can make a big impact.

**Join our Renters' Panel  
at [generationrent.org/  
renter\\_panel](https://generationrent.org/renter_panel)**

5

## Share your views

Get your voice heard on issues that could make a real difference to renters' lives. You don't need to be an expert. What's important are your experiences as someone who rents from a private landlord.

**Sign up at [generationrent.org/  
renter\\_panel](https://generationrent.org/renter_panel)**





Got a question about our work?  
Drop us an email on **info@generationrent.org**

-  **generationrent.org**
-  **@GenRentUK**
-  **facebook.com/generationrentuk**
-  **GenerationRentUK**

**Renters' lived experiences and insights are at the heart of everything we do.**



**An online network of over 35,000 renters, supporters and volunteers.**



**The private rented sector now provides homes for 1 in 5 of us**

**Our address:**  
c/o Read Milburn  
71 Howard Street  
North Shields  
NE30 1AF

Generation Rent is the operating name of the National Private Tenants Organisation Limited. We are a Company Limited by Guarantee, registration number 08731888.