



# housing

Because it's a fundamental human need

Our CR work in the housing arena focuses on three key areas: supporting and promoting affordable housing; supporting people who are homeless or have housing issues; and encouraging and supporting sustainable living and housing.



## Supporting and promoting affordable housing

As an established and leading funder of affordable housing we not only help provide homes for people who would otherwise struggle to afford a place of their own, we're in a position to influence the development of the UK's affordable housing policy; we work proactively with Government agencies and departments as well as The Council of Mortgage Lenders. What's more, some of our Housing Finance employees support the sector voluntarily by sitting on housing association boards and rural housing forums.

**Nationwide provided £100million of funding for affordable housing in 2008/09.** Altogether we currently provide over £9billion of funding to this sector. It's not just about supporting communities. We provide the finance on commercial terms and any profits we make, we plough back into our business for the benefit of our members.

Nationwide is committed to the principles of low cost home ownership (LCHO) and has been one of the main lenders in this area of the market for more than 20 years. Nationwide supports all current government LCHO initiatives and offers mortgages that help to make home ownership accessible.

## Supporting people who are homeless or have housing issues

As the UK's third largest mortgage lender we are using our expertise and experience of housing issues to work with Shelter and explore potential policy areas, including affordable housing. We hope this partnership will deliver real benefits to people facing housing issues over the long term.

## Encouraging and supporting sustainable housing and communities

Clearly while people need homes, building them has an impact on the environment, so we've launched two new initiatives to promote sustainable living.

### Nationwide Education Sustainable Living Programme

Our 'Sustainable Living' programme for 4-11 year olds currently focuses on sustainable housing and teaches important topics like recycling, energy, insulation and neighbourhoods. All the fact sheets, work sheets, interactive games and quizzes are linked to the National Curriculum, with more due in 2010. See for yourself at [www.NationwideEducation.co.uk](http://www.NationwideEducation.co.uk)

### Nationwide Sustainable Housing Awards

We launched the Nationwide Sustainable Housing Awards in partnership with the Royal Institute of British Architects (RIBA) in October 2008. Our aim? To promote economic, social and environmental sustainability and encourage architects and design students to build sustainability into their future designs. After all, these people will shape our future. Literally.

**64,000**

households are trapped in temporary accommodation in England.



Shelter

## Case Study

## Shelter Housing Support Service

We're providing funding for Shelter's Housing Support Service in Bristol which offers free support for homeless families making the transition into a settled home, and helps children and young people overcome the disruption and trauma caused by homelessness.

As a result, Shelter's Housing Support Service in Bristol helped 60 homeless families and 56 children between November 2008 and March 2009, after which 93% of people engaged with the service were able to live independently.

Our employees have also pitched in, donating 440 shoeboxes full of Christmas presents and volunteering their time to help run a Christmas party. Families across Sheffield, Birmingham and Bristol benefited.



*“We are very excited about the partnership with Nationwide and grateful for their generous support. This partnership has already made a massive difference to the lives of homeless families and children in the South West and will now enable us to continue our vital services.”*

Karen MacVean,  
Service Manager for Shelter's Housing Support Service, Bristol

MORE  
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WORDS

### Coming soon...

Nationwide Education's  
'Home Safety' programme

New funding for Shelter  
services in Dorset and  
Milton Keynes

The second year of  
Nationwide's Sustainable  
Housing Awards –  
'Suburban Urban'