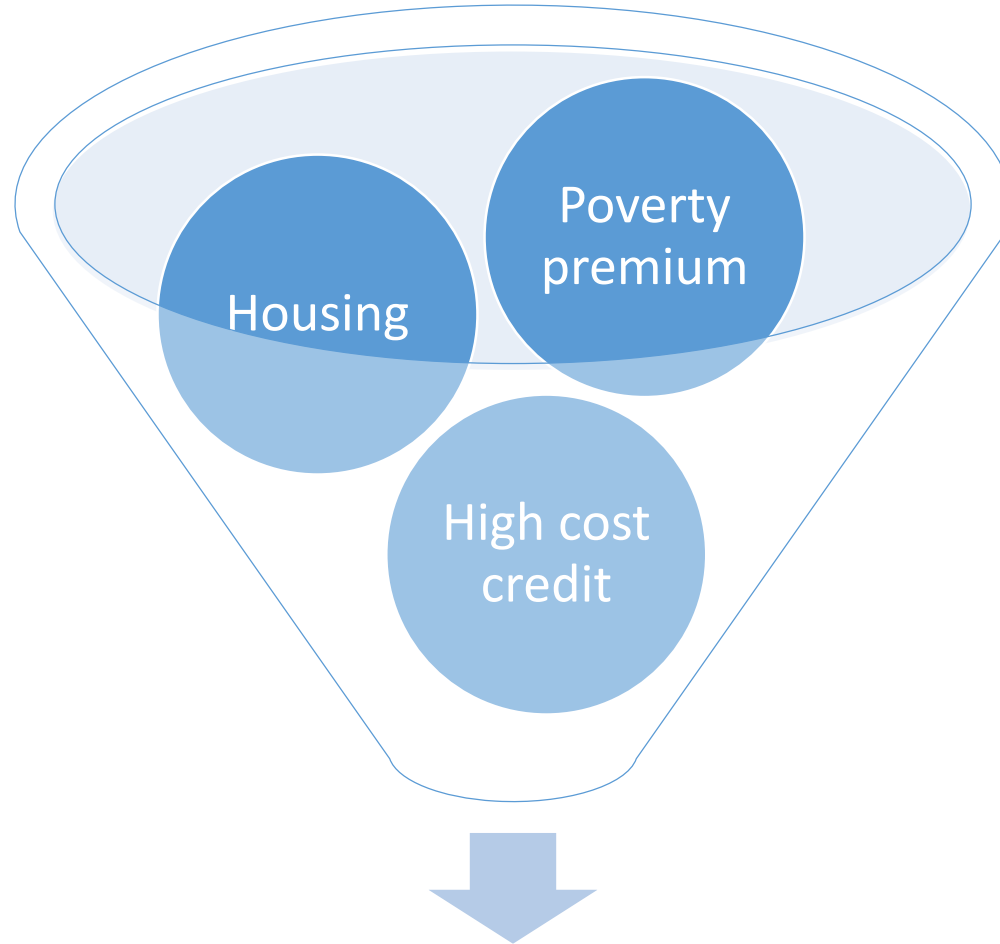


Can the financial system create a more equal society?

Campaigning to raise awareness of inequalities in the
current credit rating system in the UK





Equal access to credit

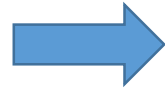
Access to credit – why isn't it equal?



Access to credit – why isn't it equal?



Access to credit – why isn't it equal?



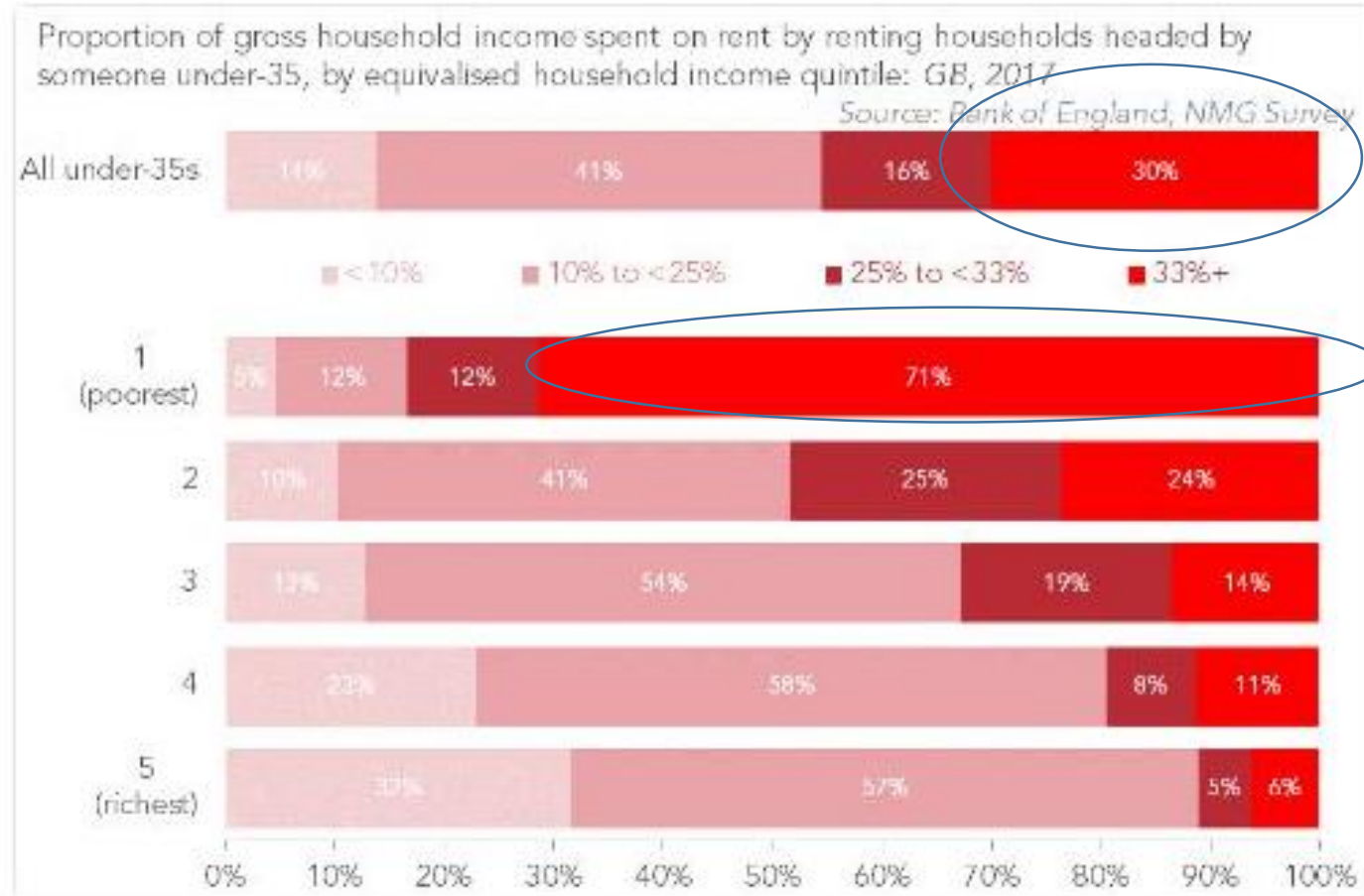
Access to credit – why isn't it equal?



#POORCOSTSMORE

#MAKERENTCOUNT

Rent and inequality in the UK



Rent and inequality in the UK



John Bird

@johnbirdswords

Following

Given the % of tenants' salaries being spent on rent, we must ensure that rent payments are included in credit assessments - we need to [#makerentcount](#) bbc.co.uk/news/business-



ResolutionFoundation @resfoundation
And almost three-quarters of the poorest non-owning millennials spend over a third of their pre-tax income on housing (a threshold often used as a sign of unaffordability)
Show this thread

11:26 AM - 4 Jan 2018

12 Retweets 21 Likes



12



21





Established our campaign partnership

- Co-developed the campaign plan with our main partner, The Big Issue and Lord John Bird



Established our campaign partnership

- Co-developed the campaign plan with our main partner, The Big Issue and Lord John Bird



Co-created the campaign with target audience

- Conducted focus groups with young people to co-create content, test messaging and recruit potential campaign ambassadors.



Established our campaign partnership

- Co-developed the campaign plan with our main partner, The Big Issue and Lord John Bird



Co-created the campaign with target audience

- Conducted focus groups with young people to co-create content, test messaging and recruit potential campaign ambassadors.



Shared key messages on social media

- Key content published on Facebook page #MakeRentCount
- Shared infographics on Twitter
- Budget for boosting

The screenshot shows a Facebook page for 'Make Rent Count' (@makerentcount). The page features a cover photo with the text 'GIVE RENT SOME CREDIT' in a red banner, three stacks of coins with red house-shaped tokens on top, and logos for 'THE YOUNG FOUNDATION' and 'THE BIG ISSUE'. The left sidebar contains navigation links: Home, About, FAQ, Notes, Posts, Photos, and Community. The top navigation bar includes the user's name 'Hannah', 'Home', and various utility icons. A status update area at the bottom prompts the user to 'Write something on this Page...'. The page also includes a 'Send Message' button and a 'Community' section.

#MAKERENTCOUNT





Make Rent Count

11 December at 11:42 · 🌐



Social pressure to buy unaffordable gifts for Christmas means rent-to-own options, such as paying £9 per week for a PS4, is an attractive option. But you will end up paying nearly 5x the best high street price. #poorcostsmore

#POORCOSTSMORE

Store Type	Price
HIGH-STREET STORE	£254*
RENT-TO-OWN STORE	£1170**

THE YOUNG FOUNDATION

*average price of Sony PS4 Slim 1TB FIFA 18 Bundle from five high-street stores (Dec 17).
**total cost from rent-to-own store charging 99.9% interest, repaying £9.00 per week for 130 weeks (Dec 17)

THE BIG ISSUE



When being poor costs nearly 4 times more.
The [#PovertyPremuim](#) is a clear and present
danger to so many. Why should
[#PoorCostMore](#) ? [#SimPolProject](#)

#POORCOSTSMORE



£199*



£780**

**HIGH-STREET
STORE**

**RENT-TO-OWN
STORE**

*average price of Acer One 10 10.1" Notebook from two high-street stores (Dec 17).
**total cost from rent-to-own store charging 99.9% interest, repaying £7.50 per week
for 104 weeks (Dec 17)



Dolphins
project





Established our campaign partnership

- Co-developed the campaign plan with our main partner, The Big Issue and Lord John Bird



Co-created the campaign with target audience

- Conducted focus groups with young people to co-create content, test messaging and recruit potential campaign ambassadors.



Shared key messages on social media

- Key content published on Facebook page #MakeRentCount
- Shared infographics on Twitter
- Budget for boosting



Created sample tweets and media pack

- For key stakeholders to share with their audience



Established our campaign partnership

- Co-developed the campaign plan with our main partner, The Big Issue and Lord John Bird



Co-created the campaign with target audience

- Conducted focus groups with young people to co-create content, test messaging and recruit potential campaign ambassadors.



Shared key messages on social media

- Key content published on Facebook page #MakeRentCount
- Shared infographics on Twitter
- Budget for boosting



Created sample tweets and media pack

- For key stakeholders to share with their audience

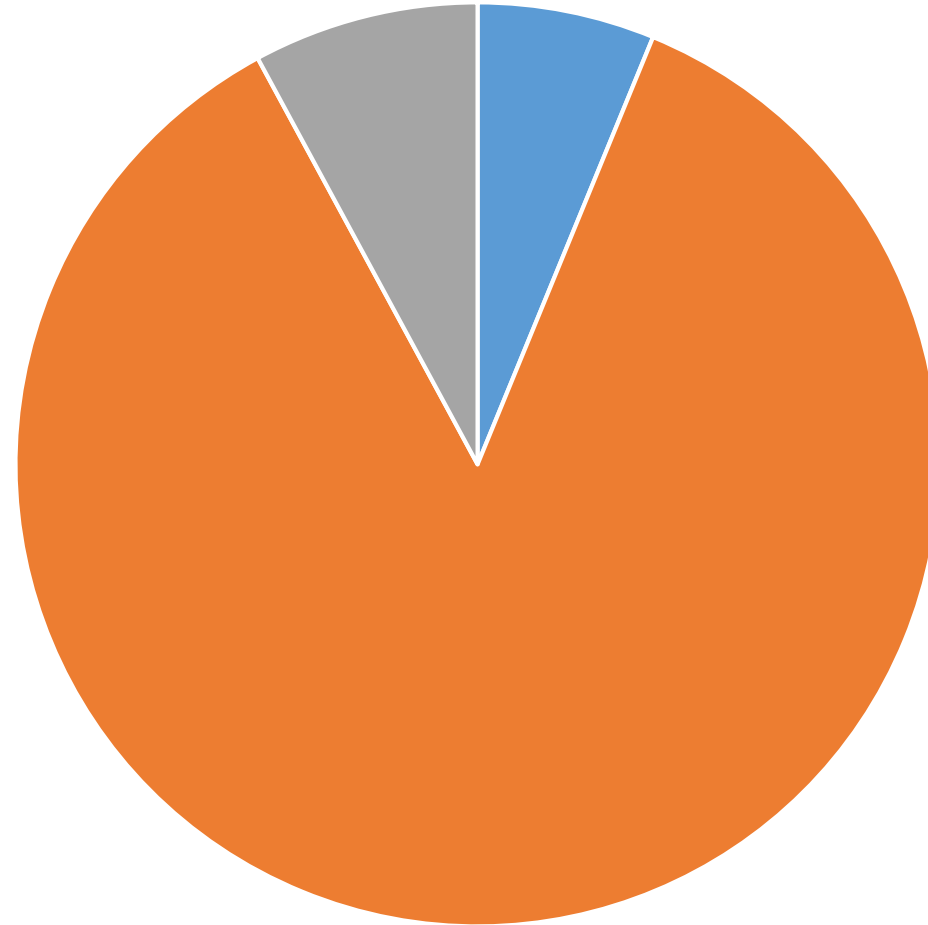


Invited guest blogs

- From connected organisations to post on YF website and social media



Reach: number of people seen content associated with page



Impact ■ Organic Reach ■ Paid Reach ■ Viral Reach

Facebook page
total reached: 2875

(Number of people who have seen any content associated with the page)



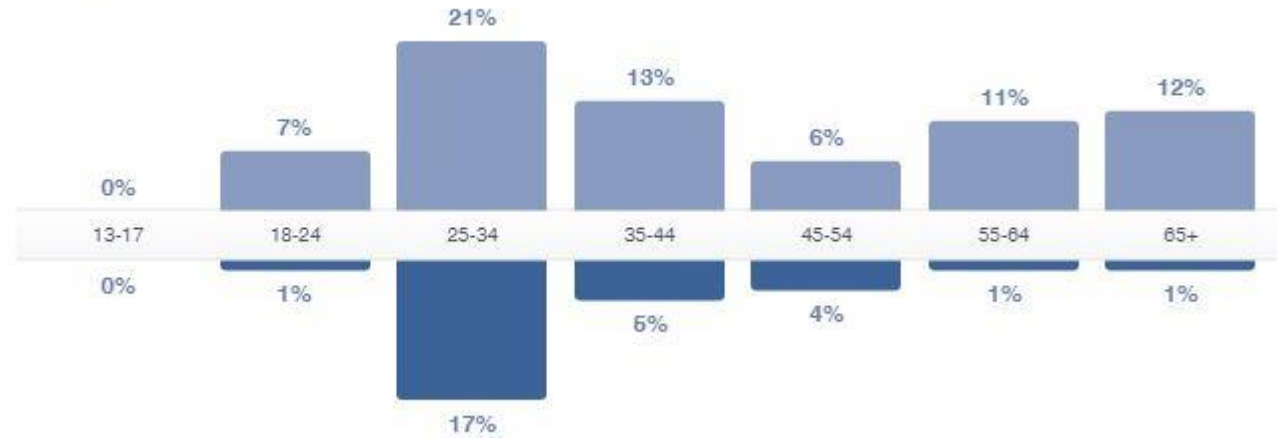
The people who follow your Page

Women

71%
Your
followers

Men

29%
Your
followers



Page likes = 80

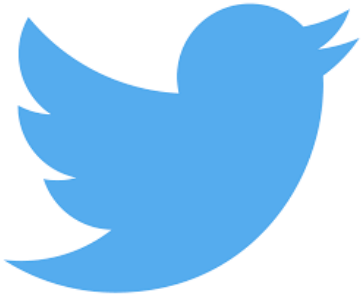
Page followers = 82

Rent payers should be treated equally to mortgage payers in credit ratings.
Share this photo and tag your bank, building society or lender asking them to
#MakeRentCount



Top post

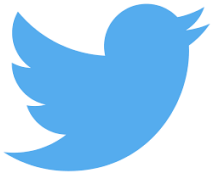




70 tweets using #PoorCostsMore and/or #MakeRentCount

14 tweets from The Young Foundation account

Average post impressions: 15,000



Top tweet by impressions

Did you know that buying a microwave in a rent to own shop will cost much more than buying it outright in a high street store? Share to support [#PoorCostsMore](#) with [@the_young_fdn](#) and [@bigissue](#) bit.ly/2n9ruYL



#POORCOSTSMORE

£213*  **£624****

HIGH-STREET STORE **RENT-TO-OWN STORE**

*average of price of microwave (manufacturer code: MC32J7055CT/EU) from five high-street stores (Nov 17).
**total cost of same microwave from rent-to-own store charging 69.9% interest, repaying £4 per week for 156 weeks (Nov 17)

THE YOUNG FOUNDATION **THE BIG ISSUE**

10:55 AM - 4 Dec 2017

19 Retweets 12 Likes



4 19 12



Top tweet by impressions

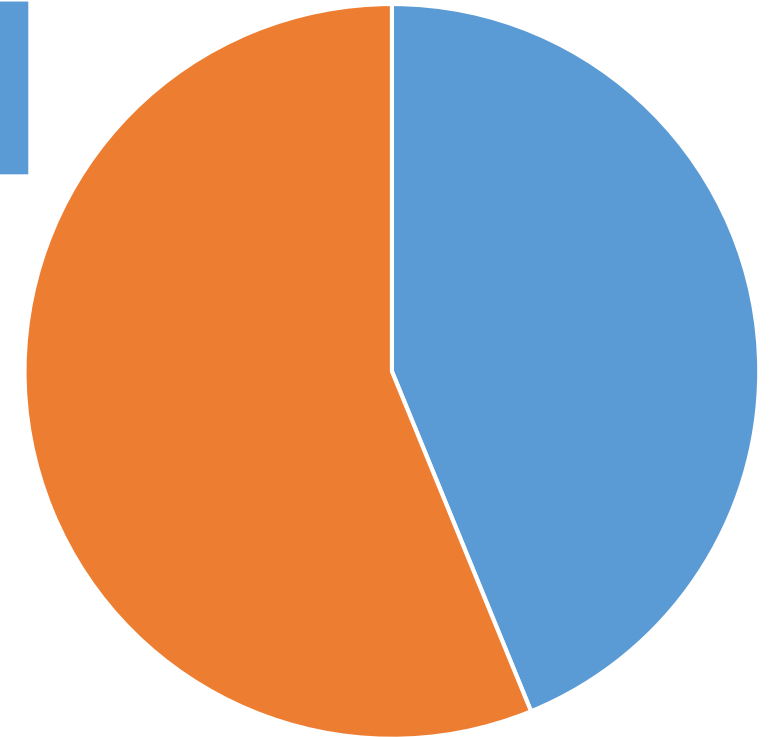
124,794 impressions

642 engagements

19 retweets

14 likes

Impressions



■ Organic Reach ■ Paid Reach



Top tweet by
engagement
rate

Did you know that all the rent you pay doesn't count in your credit rating but if you had a mortgage it would? Give rent some credit. Share and help [#MakeRentCount](#) with [@the_young_fdn](#) and [@bigissue](#) bit.ly/2n9ruYL



#MAKERENTCOUNT

Rent payers should be treated equally to mortgage payers



3:05 PM - 28 Nov 2017

49 Retweets 50 Likes



StepChange, The Equality Trust, Generation Rent and 6 others

4 49 50

Impact



Top tweet by
engagement
rate

35, 410 impressions

262 engagements

49 retweets

50 likes

“You have done a fantastic job turning a very broad and dry subject into something really bitesize and accessible that people would understand.”

(The Big Issue)

Featured in
The Big Issue
magazine

The latest peer to throw their weight behind Lord Bird's proposal is Baroness Jones.

"With rising prices and stagnant wages, the poorest are living in an age of insecurity," the Green Party peer said. "We need bold ideas to get to the roots of financial inequality. We need to shift the focus to fairness.

"Whether it's for food, white goods, energy bills or a mortgage, if you're mortgagor, your payments count – but if you rent, you're unfairly excluded from the market.



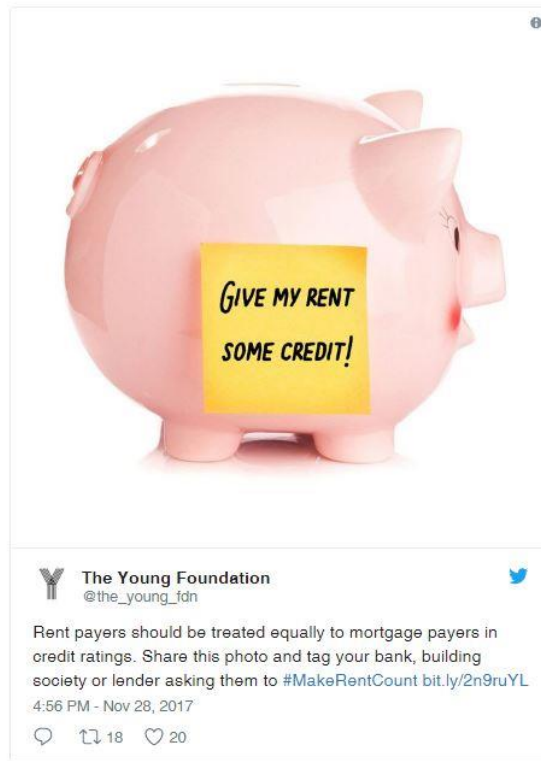
"But by ensuring that lenders take people's rental history into account, John Bird's Creditworthiness Assessment Bill will mean more equal access to more affordable credit.

"I'm pleased to offer The Green Party's support for the bill, and I'm proud to support The Big Issue campaign to [#makerentcount](#)."

Conservative MP Morgan, who now acts as the Treasury committee chair, added: "The more that can be done to help lower income households avoid overly expensive and exploitative borrowing, the better."

Featured in The Big
Issue magazine

Supported by Baroness
Glenys Thornton and
Jenny Jones and ex-
education minister
Nicky Morgan



Baroness Oly Grender gave her support to the bill on behalf of the Liberal Democrats at the bill's second reading, pointing to her work in the abolition of letting agent fees as evidence that Lord Bird can succeed, as she did, in pushing a bill through parliament.

Conservative Baroness Judith Wilcox as well as Labour pair Baroness Glenys Thornton and Lord Bryan Davies of Oldham joined her in speaking in favour of the proposal.

Senior fellow of the Young Foundation, Baroness Thornton, also pledged her support for the charity's team-up with The Big Issue for their Make Rent Count campaign during the second reading.

Alongside Lord Bird's bill, the online call to action is aiming to appeal to credit providers to join the likes of credit reference agency Experian in placing value in rental data.

John Montague, managing director of group operations at The Big Issue Invest, said: "It is hugely important that credit providers engage and commit to the value of rental data, whether it's a mobile phone provider, an electricity company, a hire purchase company, a bank, a building society.

"The Big Issue calls on credit providers to take notice to the Make Rent Count campaign to give tenants a hand up across the country."

Featured in The Big
Issue magazine

Supported by Baroness
Glenys Thornton and
Jenny Jones and ex-
education minister
Nicky Morgan

Mentioned at the All
Party Parliamentary
Group (APPG) on
Poverty Premium

Challenges

- No call to action beyond awareness raising and sharing
- The Young Foundation is not a campaigning organisation.
- Lobbying Act in the UK
- Complex nature of political process and partner relationship
- Time – only ran for 47 days

Summary

- Showed how to distil a complicated topic into a concise and sharable message
- Initial analysis suggests citizen engagement and comprehension of a complex issue many were not before aware of before.
- Using online peer networks is a good way to engage citizens with sustainable finance and build trust.
- Citizens and the political process have started working together to support change in how financial system works for/against citizens.

Any questions?