

Neil Hadden - A Balancing Act: Protecting Tenants In A More Commercial World

www.theguardian.com. April, 25, 2013. In today's world, where government grant for housing is scarce, housing associations have to strike a new balance between their social values and commercial needs. Our latest report with the Smith Institute assesses this difficult question and the impact that it will have on the future of the housing sector.

Our last study, which looked at the reduction of home ownership and the rise of the private rented sector, hinted at the implications for housing associations of generation rent, as it becomes a significant demographic influence. Genesis has evolved considerably since 1965, when our predecessor Paddington Churches Housing Association (PCHA) was formed, but the core activity of helping those who are unable to access council housing or private home ownership continues. The question is: what should we be doing today?

Social housing providers have had to act more commercially as the availability of public subsidy for new development has dwindled. Commercial work should be a legitimate territory for housing associations; after all, who else is going to intervene in any meaningful way in a dysfunctional housing market?

Read more: <http://www.theguardian.com/social-landlords-commercial-work?>