WELLBEING ECONOMY ALLIANCE SCOTLAND

Our Homes Our Economy



An analysis of the economy behind the housing crisis

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Alongside this analysis, our narrative guide explores how we can tell a more compelling story about homes and the economy. It offers practical framing principles, suggested language and examples to help put these findings into conversations, campaigns and communications.

This can be assesed here, or on our website at https://www.weallscotland.org/ourhomesourecomony

WEAll Scotland is a member of the global Wellbeing Economy Alliance which has hubs all over the world. Wellbeing Economy Alliance Scotland is a Scottish Charitable Organisation: Charity Number SC049174

Executive Summary



The failure of our housing system to provide affordable, secure and sustainable homes reflects the unjust and unsustainable rules of our economy. Guided by purpose, dignity, fairness, nature and participation, a Wellbeing Economy offers a framework for providing good homes for all within planetary boundaries.

What is going wrong

Purpose: At the root of our housing crisis is a housing economy working at cross-purposes. On the one hand, we are trying to ensure that everyone has access to a good, affordable home. On the other hand, we are also treating homes as investment assets that are meant to create financial returns for owners, mortgage lenders, landlords and landowners. Governments are failing to solve the housing crisis because they are trying to support both purposes simultaneously, even where they conflict.

Dignity: From a Wellbeing Economy perspective, everyone should have access to a home that allows them to live in comfort, safety and security. Yet for far too many people in Scotland, our current housing system is failing to provide this most basic foundation for wellbeing. Homelessness is rising and high rents are pushing people into poverty, disproportionately affecting single-parent families, disabled people, younger households and many Black and minority ethnic communities. A shortage of social housing and the high costs and insecurity of private renting prevent people from building a settled home in rental accommodation, while high house prices make ownership increasingly unaffordable for many.

Fairness: Increasingly, our homes have become means for extracting wealth from those who own little by those who are already wealthy. High and rising rents in the private sector strain household finances and inflate housing benefit bills, while fuelling outsized profits for private landlords. Instead of indicating a successful economy, rising house prices drive a deeper and deeper wedge into society and primarily benefit those who can buy and sell homes that they do not have to live in as well as those who can capture the unearned income from increasing land values.

Nature: Our homes account for a large share of our energy use and greenhouse gas emissions and progress towards decarbonising existing homes is too slow. Without major changes to construction methods, current targets for new housebuilding are likely to breach planetary boundaries. The relationship between housing and the environment is often presented as a trade-off: either we build more homes to improve affordability or we reduce environmental impacts by limiting development. A Wellbeing Economy challenges this assumption. Instead, it asks how we can design a housing system that simultaneously delivers affordable homes, reduces emissions and restores nature.

Participation: The housing crisis is a consequence of who holds power within the housing system. For decades, decisions about our homes have been far removed from the everyday experiences of households seeking secure housing, and have increasingly reflected the interests of those who own housing and land as financial assets, rather than those who depend upon housing as somewhere to live. From a Wellbeing Economy perspective, improving participation is not simply about introducing more opportunities for consultation. It requires redistributing power throughout the housing system.

How we got here

The housing crisis is not solely the result of a lack of house building, and simply building more homes will not solve it. It reflects decades of policy decisions. In the 1960s and 1970s, a system of financial regulations, rent controls and publicly provided homes helped make good, affordable housing available across renting and ownership.

From the late 1970s, these rules changed. Council homes were sold off and rent controls dismantled. Much of the growth in house prices has not been driven by a lack of supply or demographic factors, but by inflated demand stimulated by mortgage deregulation, low interest rates and support for buy-to-let investments. Crucially, such demand is not the same as housing need. By learning lessons from the past and from other countries, we can redesign our housing economy to prioritise the things that matter.



Moving forward

A Wellbeing Economy approach suggests that lasting improvements to housing require not only better housing policy, but wider changes to the economic institutions, incentives and rules that shape how homes are financed, owned, built and governed. The following proposals require action across the Scottish and UK governments and offer important first steps towards solving the housing crisis.

Strengthen democratic decision making in all decisions related to our homes by:

- Expanding housing cooperatives and community housing, and strengthening tenant participation.
- Investing in the planning system to make it more transparent and allow for stronger local control.
- Hosting a citizen's assembly to determine a socially acceptable trajectory for house prices.

Prioritise and increase the provision of sustainable, not-for-profit rental housing by:

- Increasing the share of council housing, social housing, housing cooperatives and community-owned housing, both through sustainable new-builds as well as conversion of homes that are empty, second homes or private rented homes.
- Aligning UK measures of national debt with those used in other OECD countries to unlock public investment.
- Implementing a large-scale public retro-fit program to make our homes warm, efficient and environmentally-friendly.

Regulate private sector renting to reduce rents and strengthen tenants' rights by:

- Managing impacts from private landlords by combining rent controlswith stronger tenant protections, changes to landlord taxation and first buying rights for sitting tenants and social housing providers.

Capture land rents for the common good by:

- Establishing a national land bank or agency to assemble land for development and capture increases in land values.
- Scaling up the use of community land trusts
- Replacing Council Tax with a proportional property tax.

1. Introduction

Scotland faces a long-running housing crisis. Our housing system is unable to deliver safe, warm and affordable homes to everyone, reducing the wellbeing of people across Scotland, exacerbating inequalities and worsening environmental breakdown.

The housing crisis has not happened by accident. It is the result of political choices, economic institutions and the rules that shape how homes are financed, owned, built and valued.

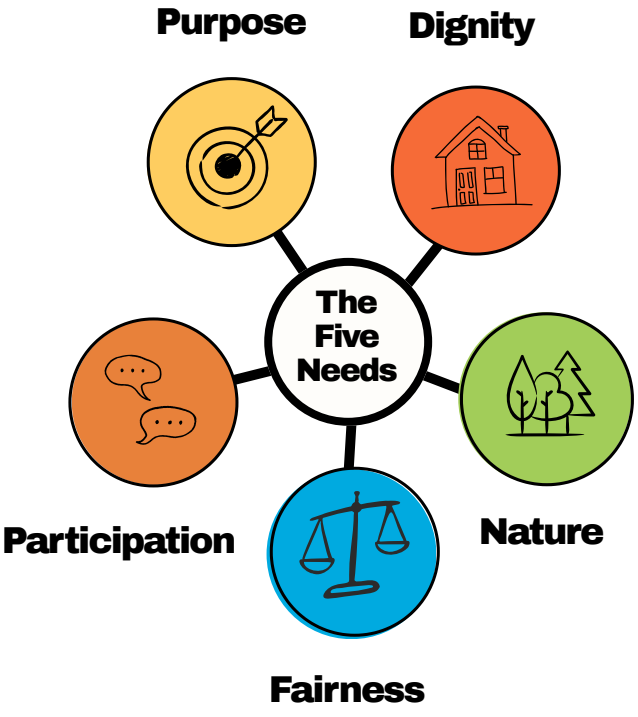
A Wellbeing Economy is an economy designed to deliver good lives for all on a healthy planet. To achieve this, economic institutions, markets and public policy would be designed around five interconnected principles: Purpose, Dignity, Fairness, Nature and Participation.

If we want to understand why Scotland's housing system is struggling to provide affordable, secure and sustainable homes, we need a framework that helps us examine not just housing policy itself, but the wider economic system within which it operates.

A Wellbeing Economy provides that framework. Rather than judging success by the size of the economy or the value of the housing market alone, it asks a more fundamental question: is our economy enabling people and communities to live good lives within the environmental limits of the planet? Applying this lens allows us to assess whether our housing system is delivering the outcomes that matter most.

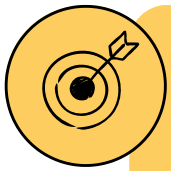
The housing crisis, and the poverty and deprivation it is causing, is one of the most important symptoms of how our current economic system fails to serve the wellbeing of current and future generations. But it is not the only one. Across the board our current economy is falling far short of the principles of a Wellbeing Economy, breaching several planetary boundaries and leaving millions of people trapped in poverty, while a small minority owns and controls most of our wealth.

This paper uses the Wellbeing Economy principles to analyse why current economic rules are not able to provide the homes that we need, and outlines some key policy changes that can help solve the housing crisis.



2. A Wellbeing Economy analysis of the housing crisis

In 2023, more than 100 Scottish charities, economists, businesses, trade unions and academics signed a joint statement on the vision for a Wellbeing Economy in Scotland which defined the principles as follows:[1]



Purpose

The collective wellbeing of people and planet is the driving goal behind decision making. Economic activities and behaviours that contribute to this purpose are valued and our institutions serve the common good.



Dignity

Everyone has enough to live in comfort, safety and happiness. Poverty becomes a thing of the past.



Nature

The economy operates well - within planetary boundaries, enabling ecosystems to regenerate to provide a restored and safe natural world for all life.



Fairness

The economy is designed to ensure a just distribution of income, wealth, power and time. Inequalities are reduced to a small fraction of today's levels.



Participation

The shape of the economy is determined by people's active voices and is locally rooted. People participate in the decisions that affect their lives, whether it is in their countries, communities or workplaces. Participatory processes are designed to hear the voices of marginalised and oppressed people groups.

Together, these principles provide a way of understanding not only what a successful economy should look like, but also why current economic arrangements often fail to deliver good outcomes.

[1] WEAll Scotland, 2023. Redesigning our economy for people and planet.

2.1 Purpose

The housing crisis reflects an economy that treats homes as financial assets rather than places to live.

> Throughout our lived experience workshops, participants primarily talked about their homes as places to live, whether they were describing the challenges they were facing, or when they were describing what a better economy would look like. For them, homes were about security, comfort and community, not financial gain, with home ownership, or even private renting, considered very much out of reach.
>
> Insights from lived experience panels [2]

The purpose of an economic system shapes the outcomes it produces. If the primary purpose of a housing system is to provide everyone with a safe, affordable and sustainable home, it will be designed very differently from one whose primary purpose is to generate financial returns. Looking at housing through the principle of purpose helps us ask a simple but fundamental question: what has Scotland's and the UK's housing system been designed to achieve?

At the root of our housing crisis lies the fact that our housing economy is working at cross-purposes. On the one hand, we are trying to ensure that everyone has access to a good, affordable home. On the other hand, we are also treating homes as investment assets that are meant to create financial returns for owners, mortgage lenders, landlords and landowners through rising house prices and through the ability to extract ever higher value through rents. The tensions between these two purposes shape our housing crisis and prevent us from finding lasting solutions. Treating housing as a financial asset deepens inequality and conflicts with housing as a basic human right.[3]

From a Wellbeing Economy perspective, we should prioritise the first purpose, ensuring everyone has access to a good home while respecting the environmental limits of the planet. Homes should first and foremost be places to live, providing security, dignity and a foundation for healthy communities, not primarily financial assets that generate wealth for those who own them.

In a Wellbeing Economy, this purpose would guide the design of economic

[2] As part of this project we conducted lived experience workshops with two community groups based in Glasgow and Paisley, including 15 participants in total.
[3] Wellbeing Economy Alliance Ireland, 2025. Housing ourselves in the Wellbeing Economy.

institutions, markets and public policy. Homes would be recognised as essential social infrastructure and a basic human right, rather than simply commodities to be bought and sold. Public and private investment would be directed towards ensuring everyone has access to a good-quality, affordable home, while existing housing would be used as efficiently and fairly as possible. At the same time, homes would be built, maintained and heated in ways that support the transition to a low-carbon economy and protect the natural environment.

Scotland already provides examples of this approach in practice. Across the country, housing associations, local authorities and community organisations are delivering highly energy-efficient homes, investing in retrofit programmes and demonstrating that climate action and housing affordability can reinforce one another. These examples show that a different model is possible when public investment and long-term thinking are prioritised. But these initiatives are not scaling up to solve our housing crisis because they are still going against the grain of the wider economic system.



Homes would be recognised as essential social infrastructure and a basic human right, rather than simply commodities to be bought and sold.

2.2 Dignity

A good home is fundamental to living with dignity, yet today's housing system increasingly fails to provide this basic foundation.

> In our lived experience workshops, participants voiced concerns that their homes are not suitable for them to live in, because they are of bad quality generally, or because they do not take into account specific needs, such as age or disability. They highlighted struggling with high energy costs and rents, especially in the rented sector, leaving them feeling out of control. For a Wellbeing Economy participants described their homes as being places where they are happy, with low rents and bills, good service and access to community, green spaces and public transport. Similar experiences are also often documented in other research.[4] [5]
>
> Insights from lived experience panels

A good home is one of the foundations of a good life. It provides safety, stability and a sense of belonging. It shapes our physical and mental health, our educational opportunities, our relationships and our ability to participate in work and community life. Without a secure, affordable and suitable home, it is impossible for people to live with dignity and to realise their potential.

From a Wellbeing Economy perspective, everyone should have access to a home that allows them to live in comfort, safety and security. Yet for far too many people in Scotland, our current housing system is failing to provide this most basic foundation for wellbeing.

This failure is not accidental. It is the consequence of decades of economic decisions that have prioritised financial returns from housing over ensuring everyone has access to a good home. Those decisions have contributed to a chronic shortage of genuinely affordable housing, rising housing costs and increasing insecurity across the housing system. As a result:

- There is a high and rising number of people who are homeless or living in temporary accommodation[6] and many local authorities are struggling to meet their statutory obligations to provide them with adequate, long-term housing.[7] [8]

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[4] Includem, 2025. Housing, Young People and Families' Experiences. Available at: Housing: Young People and Families Experiences by includem2000 - Issuu

[5] McKee, K., Simcock, T., Harris, J., 2022. The challenges of living in Scotland's private rented sector. UK Centre for Collaborative Housing Evidence.

[6] Scottish Government, 2026. Homelessness in Scotland: 2025-2026.

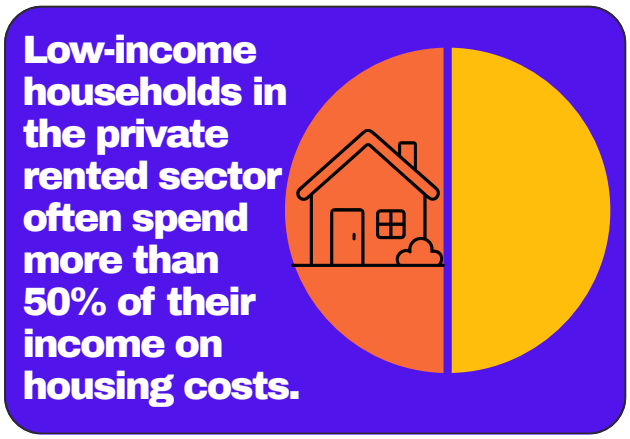
[7] Watts-Cobbe, et al. (2026) The Homelessness Monitor: Scotland 2026. Crisis

[8] Shelter, What is the housing emergency in Scotland? Accessed 31st of March 2026

- Households on low incomes pay a much larger share of their income on housing costs than people on higher incomes, leaving insufficient funds for other essentials. For example, low-income households in the private rented sector often spend more than 50% of their income on housing costs.[9] These high costs push many households over the edge of poverty. Poverty rates after housing costs are higher than poverty rates before housing costs.[10]
- Many low-income households have little control and choice over their housing, too often leaving them with homes that are cold, mouldy, do not meet their needs or are in places where they do not want to live.[11]

The consequences extend far beyond housing itself. Poor housing affects physical and mental health, children's educational attainment, employment opportunities and people's ability to build stable lives. Housing insecurity creates stress and uncertainty, while poor-quality homes contribute to preventable illness and place additional pressure on public services. In this way, the housing crisis becomes a wider wellbeing crisis.

These impacts are also distributed unequally. The housing crisis disproportionately affects single-parent families, disabled people, younger households and many Black and minority ethnic communities, who are more likely to



experience unaffordable housing, insecure tenancies or homelessness. For example, people from ethnic minority backgrounds make up around 23% of households in Scotland's private rented sector but only 4% of owner-occupied households, illustrating how unequal access to housing contributes to wider social and economic inequalities.[13]



[9] Scottish Government, 2022. Cost of Living Bill - Key Statistics

[10] Scottish Government, 2025. Poverty and income inequality in Scotland 2021-24

[11] Includem, 2025. Housing: Young People and Families' Experiences.

[12] Poverty and Inequality Commission, 2019. Housing wealth inequality in Scotland: summary report

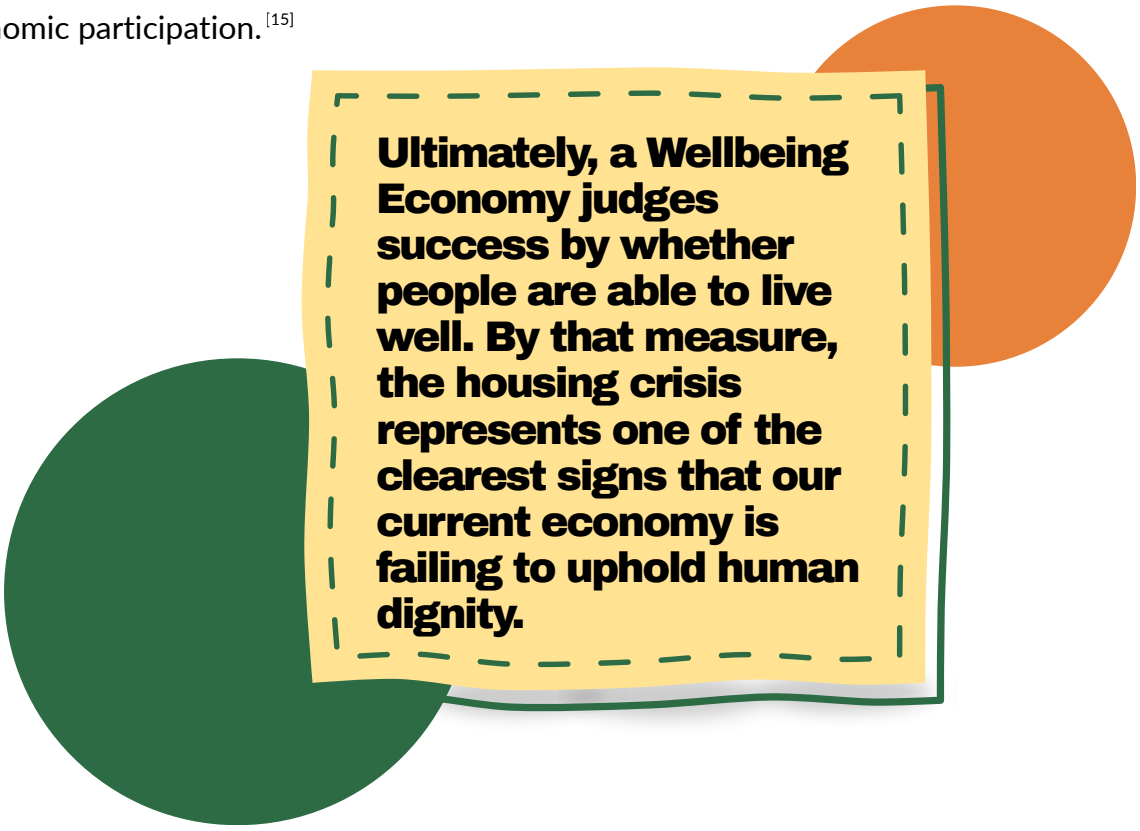
[13] Scottish Government, 2026. Households in Scotland by housing tenure: Scottish Household Survey, 2024

Governments must also bear the costs of responding to the consequences of housing insecurity. In Scotland, hundreds of millions of pounds are spent each year on temporary accommodation, homelessness services and treating the health impacts associated with poor housing and homelessness.[14]

These are not unavoidable social costs, they are the costs of an economic system that has failed to provide one of life's most basic necessities. Investing in good, not-for-profit, homes is therefore not only a moral imperative but also a form of preventative investment, reducing future spending across health, homelessness, social care and other public services while improving people's wellbeing and economic participation.[15]

Ultimately, a Wellbeing Economy judges success by whether people are able to live well. By that measure, the housing crisis represents one of the clearest signs that our current economy is failing to uphold human dignity. Ensuring everyone has access to a safe, secure and affordable home, whether they are renting or owning, is therefore not simply a housing objective. It is fundamental to building an economy that enables everyone to flourish.

These experiences are not distributed equally. The benefits and burdens of today's housing system are shared very unevenly across society, making fairness one of the defining questions of the housing crisis.



[14] Chrysopoulou et al. 2021. Failure Demand Counting the true costs of an unjust and unsustainable economic system. Wellbeing Economy Alliance

[15] Mclennan and Watson, 2026. The story so far: Housing associations and the Scottish economy - Summary. David Hume Institute.

2.3 Fairness

Housing has become one of the principal ways that wealth and inequality are created and reinforced across society.

> Participants in our lived experience workshops recognised that our current economy is unfair, with those who are wealthy having access to better living space and more power over the housing system, often to the detriment of those trapped in poverty. They envision that decisions about how housing is used should be guided by communities and the public interest. Inequality in access to housing should be reduced by drawing on the wealth amassed by the wealthiest to invest in good homes for all.
>
> Insights from lived experience panels

A Wellbeing Economy is designed to ensure that income, wealth, power and opportunity are shared more fairly across society. Yet today's housing system often does the opposite. Rather than reducing inequality, it has become one of the principal ways in which wealth is accumulated by some, while becoming increasingly out of reach for others. Throughout the housing crisis, the average amount of living space available per person in Scotland has been growing[16] but this is distributed very unequally. While some people have no home or only an inadequate home, other people own several.

The economic rules that increasingly treat homes as financial assets enable wealth to flow from those who need homes as somewhere to live towards those who are able to own homes as an investment. In doing so, the housing system has become a powerful driver of wider economic inequality.

The current housing system widens inequality in two principal ways, transferring resources from those with little wealth to those who already own substantial assets. First, through high rents in the private rented sector. Second, through rising house and land values.



[16] Nationwide, n.d. Lock, stock and new solar panels: the changing face of Scottish housing stock

2.3.1 High private sector rents

Rising house prices and a shortage of social homes are leaving more and more people with the private renting sector as the only option. In Scotland, the proportion of renters in the private sector has almost doubled from 7% in 1993 to more than 13% in 2024.[17] While the private rented sector now plays an increasingly important role in Scotland's housing system, it often provides less security, weaker tenant protections and poorer affordability than comparable systems elsewhere in Europe.

Rents in the private sector have risen steeply since the 1980s. In the 1960s, private renters were spending on average less than 10% of their income on housing costs. Now it is often more than a third.[18]

Such high rents support outsized profits for landlords. Recent research shows that landlord profit margins and returns on equity considerably exceed those obtained in other industries.[19] Median pre-tax profit margins for mortgaged landlords are above 40%, compared to less than 10% for non-financial businesses.[20] Profit margins for landlords without mortgages would be even higher.

High rents do not only cost tenants, but also cost governments dearly. The UK Government spends around £13 billion per year in subsidies to tenants in the private rented sector, subsidising rising incomes for landlords rather than addressing the underlying shortage of affordable housing.[21]



[17] Scottish Government, 2026. Housing statistics: Stocks by tenure

[18] Stratford and Beswick, 2026. Taking back control of rents. The impact of rent regulation on affordability, public spending and landlord profits. UCL Institute for Innovation and Public Purpose, Policy Report Series (Policy Report 2026/03)

[19] Garcia, L., and Stratford, B. 2026. The property premium: the nature and trajectory of landlord profits in England. Autonomy Institute

[20] Stratford and Beswick, 2026. Taking back control of rents. The impact of rent regulation on affordability, public spending and landlord profits. UCL Institute for Innovation and Public Purpose, Policy Report Series (Policy Report 2026/03)

[21] Ibid.

2.3.2 Rising house and land prices

The second major way in which today's housing system reinforces inequality is through rising house and land prices.

Scottish house prices have risen faster than incomes over the past decades. The ONS estimates that the average Scottish house was worth about 4.1 times the average household income in 2004, increasing to 5.3 times in the latest data for 2024. Although most of the increase happened before the financial crisis in 2008 with the ratio fairly stable since.[22]

Most of the increase in house prices is attributable to the price of the underlying land, rather than the actual structure of the house, as construction costs have increased much less than house prices. International research estimates that rising land prices are responsible for 80% of house prices increases since the second world war, with increases in construction costs making up the remainder.[23]

This means that landowners can capture increases in housing value through their control of land as a scarce resource, even when contributing little to the development itself. This creates what economists describe as economic rents, returns generated through ownership of scarce assets rather than through creating new value.

This means that landowners can capture increases in housing value through their control of land as a scarce resource, even when contributing little to the development itself. This creates what economists describe as economic rents, returns generated through ownership of scarce assets rather than through creating new value.

From a Wellbeing Economy perspective, house and land prices that are rising faster than earnings and inflation are not a sign of success. Trying to use homes simultaneously for providing a home and for financial returns creates tensions for individual households and society as a whole.

[22] ONS, 2025. Housing Purchase Affordability, UK: 2024

[23] K. Knoll, M. Schularick, and T. Steger, 2017. No price like home: global house prices, 1870–2012. The American Economic Review 107: 331–353

On an individual household level, many owner-occupiers who own only a single property have seen the value of their homes increase over recent decades. However, these gains are often less tangible than they first appear. With house prices rising across the board, they can only realise increased housing wealth if they downsize, move to a cheaper area or sell their home to move into a care home or rental accommodation. Even if these financial gains are never realised, the value of the house can increase the feeling of security for households and act as an insurance against unexpected financial shocks.[24]

But these financial and insurance benefits are in tension with the emotional attachments that we form with our homes as places to live. Selling a family home to move into a different area, cover care costs or mitigate the loss of a job can come at a high emotional cost and might not be desirable in practice, even if it would create financial benefits.

The greatest beneficiaries of rising property values are therefore not typical homeowners but those able to own multiple properties, sell land for development or create mortgage credit. In short, only those who invest in housing primarily for financial return and do not need to use it as a place to live.

Investors, landlords, banks and large landowners are able to capture gains that are largely unavailable to households who only own one home as a place to live.

On a societal level, rising house prices driven by financial demand create few real benefits for people and planet, but they drive a growing wedge into society, separating those who own property wealth and those who do not. This division of society creates tensions that make it difficult for governments to enact the policies needed to solve the housing crisis.

Improving affordability and tackling poverty for those who do not own their homes requires stabilising or reducing house price growth relative to earnings. But this might create problems for households with mortgages and fuel resistance from those owner-occupiers who have become accustomed to the real or perceived benefits of the rising price of their home, let alone from the small part of society that is reaping most of the financial rewards. Recognising this tension is essential if a new public narrative on housing reform is to gain broad support.

Investors, landlords, banks and large landowners are able to capture gains that are largely unavailable to households who only own one home as a place to live.

[24] Soaita, Maclennan and Gibb, 2020. The social and economic impacts of housing wealth inequalities. Housing finance international

The way that our housing system exacerbates inequality is not simply the result of individual choices or market forces. It reflects the way housing markets have been designed. Over recent decades, political and economic decisions have encouraged rising rents, rising property values and increasing returns to housing wealth, while the supply of genuinely affordable, not-for-profit alternatives has declined.

The result is a housing system in which financial rewards increasingly depend on owning housing assets, while those who do not own property face rising costs and greater insecurity. Although many owner-occupiers have benefited from rising house prices, the greatest financial benefits are concentrated among the small minority of those able to own multiple properties, sell off land for development, or invest in housing purely for financial return.

Housing inequality is also closely connected to environmental sustainability. The same economic incentives that reward speculative investment and continual expansion frequently make it harder to reduce emissions, restore nature and build homes within planetary boundaries.



2.4 Nature

The housing crisis and the climate crisis both stem from the design of our economy and can be solved together.

> Discussions in the lived experience workshops made clear that participants' conception of their homes extends beyond the physical structure and to the wider communities they sit in. Access to green spaces, good public transport links and renewable energy are seen as vital as the quality and suitability of the home provided. But they felt that this was often not considered and valued when housing was provided, and that they had not much influence over shaping their wider communities.
>
> Insights from lived experience panels

A Wellbeing Economy recognises that a healthy economy depends upon a healthy planet. Economic activity must operate within planetary boundaries, ensuring that today's prosperity does not come at the expense of future generations. Housing is no exception. Every person needs a good home, but the way we provide, heat, build and use our homes must also support the transition to a low-carbon and nature-positive economy.

The relationship between housing and the environment is often presented as a trade-off: either we build more homes to improve affordability or we reduce environmental impacts by limiting development. A Wellbeing Economy challenges this assumption. Instead, it asks how we can design a housing system that simultaneously delivers affordable homes, reduces emissions and restores nature.

Today's housing system falls short on both counts. It is failing to provide affordable homes for everyone while also placing unnecessary pressure on the environment. This is not simply because homes consume energy or require land, but because the economic incentives that shape housing often prioritise short-term financial returns over long-term environmental sustainability.

Energy used in our homes is a major contributor to Scotland's environmental footprint, accounting for around 30% of national energy consumption.[25] Domestic energy use also produces approximately 12% of Scotland's greenhouse gas emissions, and the latest report from the Climate Change Committee concludes that current Scottish Government plans are insufficient to deliver the emissions reductions required from our homes over the coming decade.[26]

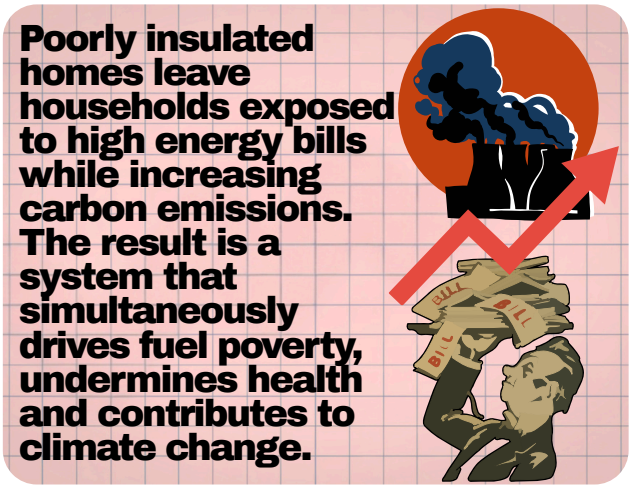


[25] WWF, 2023. Affordable Warmth: Next Steps for Clean Heat in Scotland

[26] Climate Change Committee, 2026. Progress in reducing emissions in Scotland: 2025 report to Parliament

These environmental challenges are closely linked to the housing crisis itself. Poorly insulated homes leave households exposed to high energy bills while increasing carbon emissions. The result is a system that simultaneously drives fuel poverty, undermines health and contributes to climate change.

Almost one-third of households in Scotland experience fuel poverty, with almost one in five living in extreme fuel poverty.[27]



This illustrates that environmental sustainability and social justice are not competing objectives, they are often linked. Warmer, more energy-efficient homes reduce emissions while also lowering household energy bills, improving health outcomes and reducing pressure on public services. Reducing overinflated house and land prices would increase the financial headroom of owners, whether private or public, to invest in energy efficiency measures. And rent controls would prevent private landlords from passing on the costs of mandatory energy efficiency upgrades onto tenants.



At the same time, the environmental impacts of housing extend beyond energy use. The way homes are financed and developed also influences land use, material consumption and biodiversity. A housing system that depends primarily on continual expansion through speculative private development risks increasing environmental pressures if it is not accompanied by changes in how land is used, how buildings are constructed and how existing housing is utilised.

Research from England suggests that, without significant policy change, emissions associated with housing alone would consume the country's remaining carbon budget before 2050.[28] Although an equivalent assessment has not yet been undertaken for Scotland, the findings demonstrate the scale of the challenge facing all developed economies.

Research also suggests that simply building more homes using conventional development models is unlikely to be compatible with climate and biodiversity goals.

[27] Scottish Government, 2025. Scottish House Condition Survey: 2023 Key Findings

[28] Ermgassen et al., 2022. A home for all within planetary boundaries: Pathways for meeting England's housing needs without transgressing national climate and biodiversity goals. Ecological Economics, Volume 201

Large-scale construction using carbon-intensive materials and continued land consumption risks shifting one crisis without resolving another.[29]

This does not mean Scotland should stop building new homes. Rather, it highlights the need to rethink what kind of housing system we are trying to create. New homes need to be built to high environmental standards. But we also need to take a wider view of housing supply looking at opportunities offered by our existing housing stock. For example, supporting households who want to down-size, and sub-dividing existing homes to better match household composition to housing stock can can provide more homes without the need for new construction.[30]

Fortunately, many of the measures needed to reduce housing emissions also improve people's quality of life. Large-scale retrofit programmes, investment in clean heating, improved insulation and making better use of existing housing stock can simultaneously reduce emissions, lower fuel bills, improve public health and create skilled jobs.[31]

These are classic examples of preventative investment. But many of these wider benefits cannot easily be captured by private investors acting alone. The market therefore systematically underinvests in improvements that generate large public benefits but relatively modest private financial returns. This helps explain why reliance on private investment has failed to deliver the scale of retrofit and housing transformation needed.[32]

By designing our economy to treat homes as financial assets and relying on private investment, we are preventing many of these win-win options from being implemented.

A Wellbeing Economy would instead treat housing as essential social infrastructure and use a different approach to economic design to unlock these opportunities. Public investment, community ownership, mission-led institutions and long-term policy certainty all have an important role to play in accelerating the transition to low-carbon homes while ensuring the benefits are shared fairly across society.



[29] Horn, S. and Stratford, B. 2025. Taking Stock: a foundation for Future Housing Strategy. Homes that Don't Cost the Earth.

[30] Ibid.

[31] Ibid.

[32] Living Places, 2026. Warm Homes Fund: Call for Evidence.

From a Wellbeing Economy perspective, the housing crisis and the climate crisis are not separate challenges competing for attention. A housing system designed around wellbeing would seek not only to provide everyone with a good home, but to do so in a way that restores the environment, strengthens communities and supports future generations.
But these policies will only be implemented if the power to shape policy is given to those who need a better housing system.

The final principle therefore considers how participation and democratic power influence the future of Scotland's housing system.

From a Wellbeing Economy perspective, the housing crisis and the climate crisis are not separate challenges competing for attention. A housing system designed around wellbeing would seek not only to provide everyone with a good home, but to do so in a way that restores the environment, strengthens communities and supports future generations.



2.5 Participation and power

Lasting housing reform requires not only different policies but a more democratic distribution of power over housing.

In our lived experience workshops, participants in both private and social rented homes described feeling powerless, unheard and unable to get their housing needs met. They felt that at the end of the day it is the council officers, landlords and the governments who make the decisions according to their own priorities, which they experienced as not aligned with the issues of the people they are providing homes for. For a Wellbeing Economy participants envisioned much more direct influence of tenants over decisions affecting their homes, for example through cooperatives or tenant boards.

Insights from lived experience panels

A Wellbeing Economy recognises that people should have meaningful influence over the economic decisions that shape their lives. Participation is about more than consultation, it is about ensuring that power is shared fairly and that the voices of those most affected by decisions are heard and acted upon.

The housing crisis is a consequence of who holds power within the housing system. For decades, decisions about our homes have increasingly reflected the interests of

those who own housing and land as financial assets, rather than those who depend upon housing as somewhere to live.

This imbalance of power helps explain why policies that would improve affordability, security and fairness have often struggled to gain traction. Those who benefit financially from rising house prices, rents and land values frequently have greater influence over political and economic decision-making than those experiencing housing insecurity or homelessness.

Housing also has characteristics that make democratic participation especially important. Unlike many other goods and services, housing is essential to everyday life and cannot simply be substituted or avoided when prices rise or quality declines.[33] Homes are different from most other goods because:

- Everyone needs somewhere to live. Housing is not an optional purchase. People cannot simply decide not to consume housing because it has become unaffordable. Where we live also shapes access to employment, education, healthcare, family and community life, meaning that location is often just as important as the physical home itself.
- Land is fundamentally limited. Although additional homes can be built, land itself is finite and every location is unique. This means access to desirable places cannot simply be expanded through market competition in the same way as many other goods.
- Housing is expensive, long-lasting and slow to change. New homes take years to plan and build, while existing neighbourhoods evolve gradually. Decisions made today therefore shape communities for decades, making it particularly important that those decisions reflect long-term public interest rather than short-term financial returns.

Due to these characteristics, the people who own and provide homes have a lot of power over those that are seeking homes. If left unchecked, they can use this power to extract wealth, for example by charging high rents, or force people to live in poor accommodation. Without appropriate democratic institutions and regulation, this imbalance allows wealth and power to become increasingly concentrated among those who control access to housing.



[33] Josh Ryan-Collins, Toby Lloyd and Laurie Macfarlane (2017) Rethinking the Economics of Land and Housing. London: Zed Books.

Our engagement with people who have lived experience of the housing crisis illustrates the human consequences of these power imbalances. Participants consistently described feeling that they had little control over where they could live, limited influence over the conditions of their housing and few opportunities to shape the decisions that affected them. Feelings of insecurity, frustration and being unheard were recurring themes, echoing findings from wider research.[34] [35]

These experiences are not isolated. They reflect broader patterns in the way housing decisions are made across the economy.

This power imbalance affects every level of our housing system. Decisions taken by the Bank of England on interest rates and financial regulations passed by the UK government have profound impacts on mortgage affordability, house prices and investment incentives. Yet these decisions are often far removed from the everyday experiences of households seeking secure housing.

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Similarly, planning decisions shape the homes and communities that are built across Scotland. While planning systems are intended to balance development with community interests, years of underinvestment in local planning authorities have reduced their capacity to engage meaningfully with communities. This has often strengthened the influence of well-resourced developers while weakening the voices of local residents and communities.[36]

Power imbalances are also evident within the private rented sector. Although Scotland has introduced important reforms to strengthen tenants' rights, many tenants continue to have limited influence over rents, tenancy conditions, home improvements and the long-term security of their homes. This can make it difficult for people to establish a genuine sense of home and belonging, particularly where landlords' financial interests conflict with tenants' wellbeing.[37]

[34] Includem, 2025. Housing, Young People and Families' Experiences. Available at: Housing: Young People and Families Experiences by includem2000 - Issuu

[35] McKee, K., Simcock, T., Harris, J., 2022. The challenges of living in Scotland's private rented sector. UK Centre for Collaborative Housing Evidence.

[36] Planning Democracy 2025. Our Manifesto: Autumn 2025.

[37] McKee, K., Simcock, T., Harris, J., 2022. The challenges of living in Scotland's private rented sector. UK Centre for Collaborative Housing Evidence.

The social rented sector demonstrates that different approaches are possible. Since 2001, Scottish social landlords have had legal duties to inform, consult and involve tenants in decisions affecting their homes.[38] This has supported important progress in tenant participation and accountability. However, experiences remain inconsistent, and many tenants continue to report feeling excluded from meaningful decision-making.[39] Strengthening participation therefore remains an ongoing challenge rather than a completed reform.

From a Wellbeing Economy perspective, improving participation is not simply about introducing more opportunities for consultation. It requires redistributing power throughout the housing system. This means strengthening tenants' rights, supporting community-led housing, investing in democratic planning processes and ensuring that economic decisions affecting housing are guided by the interests of people and communities rather than primarily by financial returns.

There are already examples of more democratic approaches to housing across Scotland. Community-led housing organisations, housing cooperatives and community land ownership initiatives demonstrate that involving people directly in decisions about housing can create stronger communities, improve accountability and deliver homes that better meet local needs. While these models remain relatively small in scale, they illustrate how power can be shared differently within the housing system.

Ultimately, the housing crisis is not only about the distribution of homes, it is also about the distribution of power. A housing system designed around wellbeing would ensure that those who rely on homes as places to live have a far greater voice in shaping the policies, institutions and economic rules that govern them. Without addressing these underlying power imbalances, lasting reform is unlikely to be achieved.



[38] Includem, 2025. Housing, Young People and Families' Experiences. Available at: Housing: Young People and Families Experiences by includem2000 - Issuu

[39] McKee, K., Simcock, T., Harris, J., 2022. The challenges of living in Scotland's private rented sector. UK Centre for Collaborative Housing Evidence.

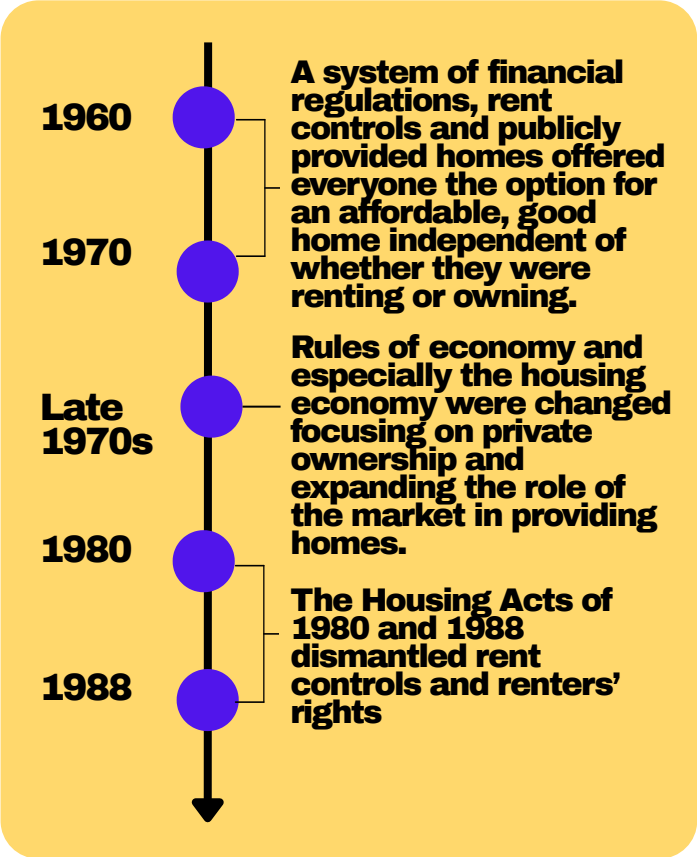
3. How did we get here?

Economic rules and policy decisions on homes used to be more closely aligned with the purpose of a Wellbeing Economy than they are now.

In the 1960s and 1970s, a system of financial regulations, rent controls and publicly provided homes offered everyone the option for an affordable, good home independent of whether they were renting or owning. Homes were places to live, not financial assets[40] and average housing costs accounted for less than 10% of average incomes across private rented, social rented and owned properties.[41]

But from the late 1970s the rules of our economy and especially the housing economy were changed, focusing on private ownership and expanding the role of the market in providing homes. Public, not-for-profit, provision became secondary. Council houses were sold off through the Right to Buy and not replaced as the government stepped back from building new homes, leaving the field to private developers. The Housing Acts of 1980 and 1988 dismantled rent controls and renters' rights. At the same time the relaxation of mortgage rules and tax incentives encouraged households, and later buy-to-let landlords, to take on ever bigger mortgages, inflating house prices well beyond rises in earnings.[42]

This does not mean that governments started spending less on housing. UK government spending on housing is higher now than it was in the 1970s when adjusted for inflation.[43] But instead of spending money to build and rent out affordable homes themselves, governments started paying benefits to individuals to support them with housing costs.



[40] Ryan Collins, et al. 2017. Rethinking the Economics of Land and Housing. Zed Books:London

[41] Cribb, J., Wernham, T. and Xu, X., 2023. Housing costs and income inequality in the UK, IFS Deaton Review of Inequalities

[42] Monbiot, G., Grey, R., Kenny, T., Macfarlane, L., Powell-Smith, A., Shrubsole, G., Stratford. B., 2019. Land for the many: Changing the way our fundamental asset is used, owned and governed. The Labour Party

[43] Horn, S. and Stratford, B. 2025. Taking Stock: a foundation for Future Housing Strategy. Homes that Don't Cost the Earth.

In the mid 1970s about 85% of government housing subsidies (in England) went to the supply side, i.e. the provision of more social homes. But this dropped to 12% in 2021/22, with most of the subsidies now going to the 'demand-side', through housing benefits and mortgage interest rate relief.[44]

The new rules expanded home ownership and created financial returns. But, at the same time, they also led to a dramatic deterioration in housing affordability. House prices and rents have risen much faster than earnings. On average social renters now spend a quarter of their earnings on housing costs, and private renters around a third.[45] While higher house prices enabled some households to accumulate significant housing wealth, they moved home ownership further out of reach for many others.

Renting a home used to be seen by many people as a perfectly acceptable option for creating a long-term, stable home. But increases in private rents and reductions in tenant security made this less and less possible and increased the desire of people to own their own home, while at the same time making it more expensive. The number of people who stated that they would prefer to live in their own home in 10 years time, rather than rent, increased from 62% in 1975 to 84% in 1991.[46]

How did these changes in economic rules lead to an explosion in house prices?

The most common story refers to a lack of housing supply in relation to housing need. Scotland does face a shortage of homes in specific areas. On a national level it is difficult to tell whether we have a small surplus or a small shortage, as it depends on how concealed households are counted.[47] But even where there is a shortage of homes, this has not been the only driver of high house prices, and it might not even be the most important one.



[44] Stephens et al. 2024. 2024 UK housing review. Chartered Institute for Housing and University of Glasgow.

[45] Stratford and Beswick, 2026. Taking back control of rents. The impact of rent regulation on affordability, public spending and landlord profits. UCL Institute for Innovation and Public Purpose, Policy Report Series (Policy Report 2026/03)

[46] Monbiot, G., Grey, R., Kenny, T., Macfarlane, L., Powell-Smith, A., Shrubsole, G., Stratford. B., 2019. Land for the many: Changing the way our fundamental asset is used, owned and governed. The Labour Party

[47] Author's own calculations based on number vacant and second dwellings reported in Scottish Government data on housing stock and research conducted by the Diffley Partnership on existing housing need in Scotland.

The distinction between housing need and demand is crucial. People need homes because they need somewhere to live. But housing demand is made up not only of demographic factors, but also of how much money house buyers can bring to the table. Much of the growth in house prices has resulted from changes in the financial system that have increased the amount of money flowing into housing.

Since the 1980s, mortgage deregulation, buy-to-let investment, historically low interest rates and speculative demand have all increased the money available for buying homes.[48] This demand has grown much faster than housing supply and need, leading to inflated house prices. Such raising prices then created a vicious cycle of even more money flowing into the housing market and even higher prices.[49]



While building more homes remains important, affordability depends not only on supply but also on how housing is financed, who owns it and whether homes are treated primarily as places to live or as investment assets.

As a result, the most common solutions proposed to solve the housing crisis are unlikely to work, at least not without additional measures. The main solution usually proposed for increasing housing affordability is to scale up house building across all tenures.[50] However, research suggests that increasing housing supply alone is unlikely to solve the crisis, as even large scale house building on will only lead to small reductions in house prices[51] or rents.[52] It is also difficult to see how a development model reliant on private developers would deliver the volumes of house building, especially of affordable homes, because private developers build houses according to profits, not social need.[53]

While building more homes remains important, affordability depends not only on supply but also on how housing is financed, who owns it and whether homes are treated primarily as places to live or as investment assets.

A housing system designed around wellbeing therefore requires a broader mix of policies that reduce speculative demand, expand not-for-profit housing and ensure that the benefits of housing are shared more fairly across society.

[48] Ryan Collins, et al. 2017. Rethinking the Economics of Land and Housing. Zed Books:London

[49] Ryan-Collins, Josh, 2024. The demand for housing as investment: Drivers, outcomes and policy interventions to enhance housing affordability in the UK. Institute for Innovation and Public Purpose

[50] For example see: Prosper, 2025. Housing supply for a growing economy.

[51] Ian Mulheirn, 2019. Tackling the UK housing crisis: is supply the answer? UK Collaborative Centre for Housing Evidence.

[52] Horn, S. and Stratford, B. 2025. Taking Stock: a foundation for Future Housing Strategy. Homes that Don't Cost the Earth.

[53] Kiberd, E. and O'Connor, A., 2024. The foundations of the housing crisis: How our extractive land and development models work against public good. New Economics Foundation.

Recent years have seen some progress in reversing the damaging rules governing our homes. In Scotland, the Right To Buy policy has been phased out. Supported by the Scottish Government's Affordable Housing Supply Program, councils and social housing providers in Scotland have returned to building new homes.[54] As a result, the proportion of total homes provided by social housing providers and councils has stabilised and is no longer falling.[55] The Housing (Scotland) Act 2025 has strengthened tenant's rights and introduced a framework for the creation of local rent controls.[56]

At the UK level, changes to the rules around mortgage interest rate relief for landlords have levelled the playing field between buy-to-let landlords and first-time buyers.[57]

While many of these measures are steps in the right direction, they barely manage to slow the housing crisis, let alone reverse the damage done over the past 50 years. If we want to truly tackle the housing crisis, we will need much more ambitious policy solutions.



[54] Serin, B., Ken Gibb, K., Kintree, K. 2018. Social Housing in Scotland. UK Collaborative Centre for Housing Evidence

[55] Scottish Government, 2026. Housing statistics: Stocks by tenure

[56] Scottish Parliament, 2025. Housing (Scotland) Bill.

[57] Elliot, J., and Baxter, D., 2025. Rebalancing the housing market through tax reform. Joseph Rowntree Foundation.

4. Moving forward

In this paper we have argued that Scotland's housing crisis cannot be understood through housing policy alone. Applying the five principles of a Wellbeing Economy demonstrates that today's housing system reflects wider economic choices about purpose, dignity, fairness, nature and participation.

Taken together, these principles reveal that the housing crisis is not simply the result of insufficient housebuilding or isolated policy failures. It is the outcome of an economic system that increasingly treats housing as a financial asset rather than the foundation of a good life. Understanding this changes how we think about solutions. It suggests that lasting improvements to housing require not only better housing policy, but wider changes to the economic institutions, incentives and rules that shape how homes are financed, owned, built and governed. These will require cooperation between the UK and Scottish governments and policy changes in both devolved and reserved areas. Based on this analysis , we recommend the following key policy changes as important first steps of redesigning our economy to solve the housing crisis.

Most of the proposed policies represent tried and tested options, which have been used in the UK in the past or which have been successfully implemented in other countries. It is political will that is lacking, not the policy tools available to governments.



Strengthen democratic decision making in all decisions related to our homes

To ensure that the way we build, own and govern our homes is aligned with the wellbeing of people and planet, especially of those people who are most in need of affordable, secure and warm homes, we need to build stronger democratic practices into each level of decision making that affects our homes.

This includes the expansion of housing cooperatives and tenant participation across the rented sector, building on the successful examples of housing cooperatives and community housing that already exist in Scotland[58] and existing initiatives to increase tenant control in the social housing sector.[59]

It will also require investment and reform of the planning system to allow for stronger local control of where and how new homes are built.

[58] Co-operatives UK. Shared Space: How Scottish housing co-ops build communities

[59] Building on the legal requirements in the Housing (Scotland) Act 2001), the Scottish Social Housing Charter and the Tenant Information Service, as well as local examples of best practice.

The manifesto published by Planning Democracy includes several examples of how this can be achieved.[60]

Given the importance of house prices, and the potential tensions around their impact on different groups of people, we need a society-wide conversation to find acceptable solutions on how to manage house prices.

Such a conversation would need to determine an acceptable trajectory for house prices going forward that can balance affordability and financial security and discuss how it can be achieved fairly. For example, these questions could be put to a citizen's assembly at the Scottish and UK level.

2 Prioritise and increase the provision of sustainable, not-for-profit rental housing

Our analysis highlights that the private sector, which is motivated by financial returns, has comprehensively failed to provide the affordable, secure and sustainable homes we all need.

Going forward, it should be a priority for both the UK and Scottish governments to increase the provision of council housing, social housing, community-owned housing and housing cooperatives.



Such an expansion should be considered as an important investment in essential national infrastructure and financed through government borrowing which will partially pay for itself through rents and savings in other government expenditures.[61] Bringing the definitions of UK national debt in line with those used by other OECD countries to recognise the returns generated by publicly owned homes would be an important first step to facilitate such an investment.[62]

To limit environmental impacts, the expansion should make good use of existing buildings, such as empty and underused homes, in order to minimise the need for new construction.[63]

[60] Planning Democracy, 2025. Our Manifesto: Autumn 2025

[61] Ryan Collins, et al. 2017. Rethinking the Economics of Land and Housing. Zed Books:London

[62] Stratford and Beswick, 2026. Taking back control of rents. The impact of rent regulation on affordability, public spending and landlord profits. UCL Institute for Innovation and Public Purpose, Policy Report Series (Policy Report 2026/03)

[63] Horn, S. and Stratford, B. 2025. Taking Stock: a foundation for Future Housing Strategy. Homes that Don't Cost the Earth.

In addition, governments should take the opportunity to acquire homes from the private rented sector when landlords decide to sell. This would not only allow for a much faster expansion than the construction of new homes, but also offer the opportunity to retrofit existing homes and avoid costs of displacement of sitting tenants, such as the provision of temporary housing in case they are made homeless.[64]

Any new-build housing should be built to the highest environmental standards, providing an opportunity to support innovative local materials, techniques and construction jobs.

Public investment into not-for-profit homes should be accompanied with a large-scale public retrofitting program to upgrade existing homes across tenures in line with net zero requirements.

3 Regulate private sector renting

Low regulation in the private rented sector allows excessive rents and poor-quality housing to persist, while research shows that the profits of private landlords are higher than in many other sectors of the economy.

Rent controls have been successfully applied in other countries.[65][66] And recent research investigating private rents in England finds that well-designed rent controls could save households on average 1000s of pounds per year in rents and the government billions of pounds in housing benefits.

If rents had been frozen in May 2024 they would have been 20% lower in May 2026, saving the government £2 billion a year in housing benefits and the average renter £2,400.[67]

The Joseph Rowntree Foundation estimates that rent controls that limit rent increases within tenancies to the level of inflation and allow for a slightly bigger increase between tenancies would save renters on average £1,200 a year by 2030/31.[68]

[64] Stratford and Beswick, 2026. Taking back control of rents. The impact of rent regulation on affordability, public spending and landlord profits. UCL Institute for Innovation and Public Purpose, Policy Report Series (Policy Report 2026/03)

[65] Davies, et al. 2017. Lessons from Germany: Tenant power in the rental market. IPPR

[66] Morin et al. 2025. PARIS2019: The impact of rent control on the Parisian rental market. Journal of Housing Economics, Volume 70

[67] Stratford and Beswick, 2026. Taking back control of rents. The impact of rent regulation on affordability, public spending and landlord profits. UCL Institute for Innovation and Public Purpose, Policy Report Series (Policy Report 2026/03)

[68] Worsdale et al., 2026. How tax reform would make rent controls feasible to deliver. Joseph Rowntree Foundation.

Importantly, this research also challenges the common assumption that stronger tenant protections and rent regulation would necessarily make renting financially unviable for landlords and create unmanageable exit of landlords from the market.

Instead, it suggests that carefully designed rent controls, combined with reforms to landlord taxation, could maintain reasonable returns for landlords and would only make a small proportion of private landlords unprofitable.[69]

Such rent controls should be combined with stronger protections for tenants, which will improve their agency over their homes and also mitigate any impacts from private landlords selling their properties. Such measures include longer notice periods, compensation for no-fault evictions, a first right of refusal to buy for sitting tenants and not-for-profit housing providers, as well as changes to capital gains tax on rented properties.[70]

As Stratford and Beswick point out: "No other available policy instrument can deliver affordability improvements of this scale, at this speed, for the households most at risk in the unfolding cost of living crisis – all while saving the government money."[71]

There is no similar research available for Scotland, but the picture is likely to be similar.

Ultimately, the private rented sector illustrates how housing can become disconnected from its social purpose. Rather than primarily providing affordable homes, it increasingly functions as a source of financial returns.

Rebalancing the system requires not only better regulation of private renting, but expanding genuinely affordable alternatives such as council housing, housing associations, cooperatives and other not-for-profit housing providers.



[69] Ibid.

[70] Stratford and Beswick, 2026. Taking back control of rents. The impact of rent regulation on affordability, public spending and landlord profits. UCL Institute for Innovation and Public Purpose, Policy Report Series (Policy Report 2026/03)

[71] Ibid., p. 7

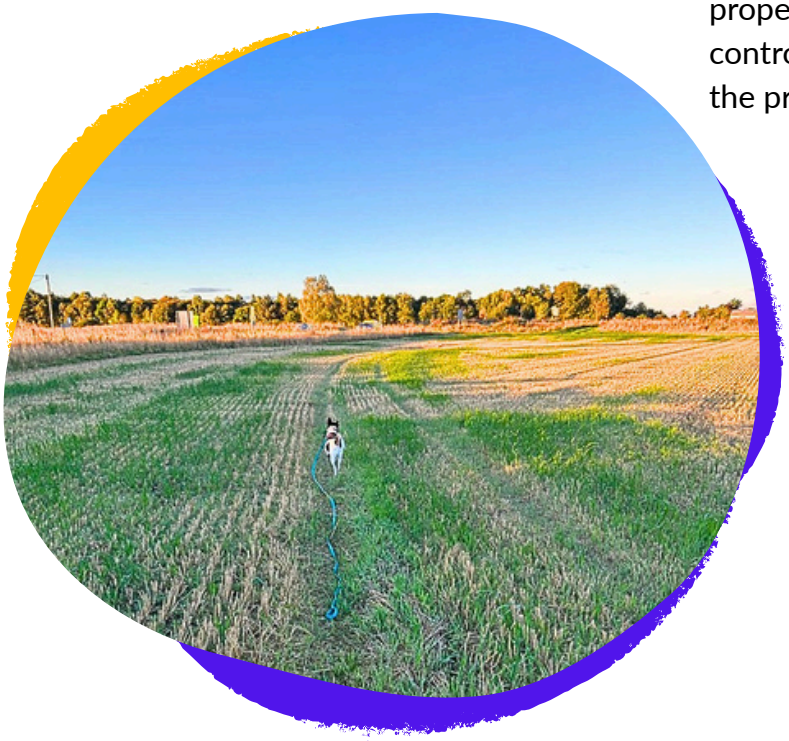
4 Capture land rents for the common good

Overinflated land values captured by private land owners present one of the key obstacles to expanding the provision of affordable, not-for-profit homes.

Increasing land values driven by societal development should be captured for the common good to prevent land owners from extracting unearned income from the development process, reduce costs for not-for-profit housing and raise revenues to support a fairer housing system.

There exist a range of detailed policy proposals on how this can be achieved, including the establishment of a national land bank or agency,[72] or community land trusts.[73] Replacing outdated council tax with a proportional property tax would increase the fairness of property taxation while also raising important revenues needed for financing a just transition.[74]

Increasing capital gains tax on investment properties can help to capture speculative gains and reduce competition with first-time-buyers, and can also be used to incentivise landlords to hold on to properties during the introduction of rent controls, if rates are set high initially with the promise of future reductions.[75]



[72] Gibb et al. 2024. Sustainable Housing Policy in Scotland: Re-Booting the Affordable Housing Supply Programme. UK Collaborative Centre for Housing Evidence

[73] Ryan Collins, et al. 2017. Rethinking the Economics of Land and Housing. Zed Books:Londoneport 2026/03)

[74] Macfarlane et al. 2026. Funding Scotland's Future: Tax Reform for a Just Transition. Future Economy Scotland

[75] Stratford and Beswick, 2026. Taking back control of rents. The impact of rent regulation on affordability, public spending and landlord profits. UCL Institute for Innovation and Public Purpose, Policy Report Series (Policy Report 2026/03)

5. Methodology

This guide is the result of a collaborative process led by WEAll Scotland through the Our Homes, Our Economy project.

From the outset, the project was designed to bring together organisations, practitioners and people with lived experience to explore a shared question: how can we tell a more compelling story about homes through the lens of a Wellbeing Economy?

This report presents an analysis of how the economy is related to our homes, how economic drivers shape the housing crisis and explores potential solutions. It accompanies a separate narrative guide setting out narratives and framings that organisations can adapt and use for their own work.

This report has been shaped through:

- **Research and evidence** review exploring the relationship between housing and the wider economy.
- **Two collaborative workshops** bringing together organisations from across housing, poverty, health, community development and economic justice, to challenge assumptions, identify common ground and co-develop a shared narrative and evidence.
- **Two lived experience workshops** ensuring the guide reflects the realities of people navigating Scotland's housing system.
- **Ongoing feedback and collaboration** with project partners and expert reviewers throughout the development process, helping refine the evidence presented in this report.

This guide is not intended to represent the views or policy positions of any one organisation. Instead, it reflects a shared effort to develop a stronger narrative that organisations can adapt and use in ways that complement their own expertise, priorities and campaigning.

We hope it provides a common foundation for communicating about homes in ways that strengthen understanding, build connections across different issues and support a wider movement for a Wellbeing Economy.

6. Acknowledgements

Ten organisations working in the housing sector and supporting those experiencing housing crisis participated in movement partner workshops that helped shape this guide. We are grateful for their contribution and we hope they find the guide useful in their work.

We are particularly grateful to the participants of the lived experience workshops carried out in partnership with Tea in the Pot and Impact Arts, and to those organisations for their valuable feedback throughout the project.

All of their collective insights and experiences helped shape this guide and strengthen our shared story about homes."

About WEAll Scotland

WEAll Scotland works to build an economy that delivers good lives for all within planetary boundaries.

We bring together organisations and individuals to challenge economic thinking, share practical solutions and build support for an economy designed around people and planet.

Find out more at weallscotland.org.