HR director name

Employer name

Employer Address Line 1

Employer Address line 2

Dear […],

I heard about the London First Employer Housing Pledges, backed by the [Mayor](http://www.independent.co.uk/news/uk/politics/sadiq-khan-mayor-london-employers-help-workers-employees-soaring-housing-costs-living-costs-a7524551.html), through XX. According to London First, London is only building half of the homes it needs, leading to soaring housing costs. **I am writing to ask if [insert organisation name] would consider signing the** [Employer Housing Pledges](http://www.londonfirst.co.uk/our-focus/londons-housing/employer-housing-pledges/pledge/)? I think this is a great opportunity for us to demonstrate leadership, by recognising the impact of the capital’s housing crisis and to help keep talent in London.

By signing, we would be offering staff support with their housing costs should they need it, and this may also help us recruit future staff from more diverse backgrounds. The average deposit for a flat in London is now £3,000, so an interest free loan like the tenancy deposit scheme could make a huge difference.

Below are some of the employers that have already signed. The pledges can be found [here](http://www.londonfirst.co.uk/our-focus/londons-housing/employer-housing-pledges/pledge/) and coverage of the Mayor’s launch [here](http://www.standard.co.uk/news/mayor/sadiq-khan-employers-should-offer-staff-help-with-housing-costs-a3436916.html). There are resources about how to implement the pledges on [www.londonfirst.co.uk](http://www.londonfirst.co.uk) and we’d be more than happy to answer any questions you might have – please do email [inquiries@londonfirst.co.uk](mailto:inquiries@londonfirst.co.uk).

Best,

XXXXX

