

SCOTTISH HOUSING DAY



2019 SUPPORTERS' PACK

1. Overview

It's back! Scottish Housing Day is about celebrating the impact that housing makes to the lives of people and communities across the country, as well as communicating to people about their housing options.

This year we are recognising and celebrating the role of **housing as a human right**.

To help us, we want every one of you to get involved to inform the public about the different housing options that are available and raise awareness of what you and your organisation are doing to support the human rights of tenants and owners and make sure that everyone has access to a safe, secure and affordable home.

2. How you can get involved

The day will be driven by social media, national political engagement and local activity.

If you are involved in any activity, event, visit or issue relating to housing then let us know on Twitter by using the hashtag #scottishhousingday.

Last year housing organisations across the country took part in the day by:

- Holding their AGM
- Having a coffee morning with tenants
- Organising debates and discussions
- Asking questions as part of Twitter debates
- Writing blogs
- Opening new housing developments
- Meeting local officials



There really is no limit as to how you can get involved. We have outlined some ideas below as to what you can do to support and celebrate the day.

2.1 Sign up

The first and most important thing you can do is sign up as a supporter. And once you have done this, you can download the following Scottish Housing Day branding on the [resources page of the Scottish Housing Day website](#):

- Email signature
- Save the Date poster
- Twibbon
- “Thethingis” supporters card

You can also sign up to show your support on the [‘Show your support’](#) page.

2.2 Social Media

We want to hear the story of what you and your organisation are doing day in day out to help your tenants and customers. Alongside this campaign pack, you will find branded A4 cards on the Scottish Housing day website to print off and write on. We want everyone to tell their organisation’s story and share these via social media.

And even if you don’t work for a landlord or developer, we still want you to get involved and share your views about the role that housing plays in your community or what your role is day to day.

On September 18th, we want the entire sector to take to Twitter and post their stories about the impact that their organisation is making locally.

This could focus on:

- How many homes your organisation has built
- How much money your organisation has saved tenants
- How many of your customers have a new home this year
- Tenant satisfaction rates
- The difference housing makes in your local community



But you don't need to wait until Scottish Housing Day on September 18th to get involved - we want you to start Tweeting, posting and sharing your support for Scottish Housing Day today and we want everyone to be talking about housing day come September 18th.

2.3 Holding an event

We want housing associations, tenants' groups, local authorities, letting agents, developers and anyone with an interest in housing to time your team meetings, AGMs, hustings or coffee mornings, on or around September 18th. You are already doing much of this so why not use the opportunity to celebrate Scottish Housing Day as well?

If you would like to invite a local politician to come along and take part in the day with you, a draft invitation is included in the Appendix below.

Once you have arranged your event, please let us know by emailing Callum Chomczuk, national director at CIH Scotland at callum.chomczuk@cih.org and we will help to promote your activity.

2.4 Media

An event can work well without publicity and in some instances, this may be preferable. However, local media attention may give you greater exposure and an opportunity to follow up with decision makers.

You can use the news release template below to invite local journalists to your event.

Before sending the invite, you may want to contact the media outlet to make sure you know who to address it to, and how they like to receive it. Contact details for local media should be readily available in online and print publications.

If a photographer attends your event, find out in advance which participants will be happy to have their picture taken. If a photographer doesn't attend, you might want to arrange for someone in the group to be your 'official' photographer and you can then send photographs on afterwards.

2.5 Write a blog

We want to hear your housing story and your views of housing. What are we getting right and what are we getting wrong?

Why not write a short 300-500 word blog on housing, and we'll post this on the Scottish Housing Day website and share with our followers? Some ideas include:

- What does your home mean to you?
- Why are housing rights important?
- How are you enhancing the rights of your tenants or customers?

Send your completed blogs to Tom.Gorham@gov.scot

2.6 Attend an event

We will be holding a number of events on Scottish Housing Day, including a debate in the Scottish Parliament with key MSPs, and a night-time reception in the Scottish Parliament to celebrate the day.

Places for these events are limited and will be allocated on a first come, first served basis, so please book your place as soon as possible to avoid disappointment.

If you would like to attend or would like further information about any of these events, please contact Tom.Gorham@gov.scot or callum.chomczuk@cih.org

3. Key contacts

Callum Chomczuk
National Director, CIH Scotland
Callum.Chomczuk@cih.org
0131 221 7759

Tom Gorham
Scottish Government
Tom.Gorham@gov.scot

APPENDIX

1. DRAFT MEDIA RELEASE

{TITLE OF RELEASE}

Media contact: [YOUR GROUP WILL NEED A DESIGNATED CONTACT]

Telephone: [LAND-LINE NUMBER AND/OR MOBILE NUMBER – make sure your contact is available on one or both numbers between 8am and 8pm for at least a couple of days after you send the release]

For Immediate Release: [DATE]

XXXX hold event to celebrate Scottish Housing Day in [NAME OF AREA]

On [ENTER DATE] [NAME OF GROUP] will hold an event in [NAME OF AREA] to celebrate Scottish Housing Day. The group has [DETAIL OF WHAT THE EVENT INVOLVES AND ITS PURPOSE]

Scottish Housing Day is about celebrating the impact that housing makes to the lives of people and communities across the country as well as communicating to people what their housing options are.

Meeting at [TIME AND VENUE], they will [SHORT DESCRIPTION THE EVENT].

[QUOTE 1: A GROUP MEMBER – Saying why they got involved and what why housing matters]

[QUOTE 2: CIH Scotland– Get in touch with us and we'll be happy to give you a quote. Call 0131 225 4544 and ask for the national director, Callum Chomczuk.]

Ends

2. TEMPLATE INVITATION LETTER/EMAIL

Dear [NAME OF INVITEE],

I am writing on behalf of [GROUP(S) NAME] to invite you to take part in our event [EVENT NAME] to celebrate Scottish Housing Day in [NAME OF AREA] at [TIME] on [DATE] in [PLACE].

Scottish Housing Day is about celebrating the impact that housing makes to the lives of people and communities across the country as well as communicating to people about their housing options.

We would like you to join our [EVENT NAME] to discuss how, together, we can support human rights in housing. Should you agree to attend, we will be in touch with the local media to invite them, making this an ideal opportunity for you to tell the wider community what you will do to improve housing options and to make sure that everyone has access to a safe, secure and affordable home." in [NAME OF AREA].

Housing is a human right, but not everyone has access to a good home in Scotland. We believe you can help us make the human right to housing a reality for everyone. We look forward to. We look forward to discussing this with you.

Kind Regards [YOUR NAME]

Contact Tel. [ENTER]

Contact Email. [ENTER]