



Supporters' Pack 2020

# Scottish Housing Day 16 September 2020: Supporters Activity 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.

We want every one of you to get involved as best and raise awareness of the great work taking place in the housing sector, and to better inform the public about the different housing options that are available.

## **2. How you can get involved**

The day will be driven by social media, 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 on the day
- 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 detailed some ideas below but there really is no limit as to what you can do to support and celebrate the day



Source: Twitter

## 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

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.

If you are a tenant. What is it that makes social housing so important to you. Why did you choose social housing and what keeps you with your landlord

And even if you don’t work for a landlord or are not a tenant 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 16<sup>th</sup>**, we want the entire sector to take to Twitter and LinkedIn 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 stories
- The difference housing makes in your local community

## I'm supporting Scottish Housing Day because ...



But you don't need to wait until Scottish Housing Day on September 16<sup>th</sup> 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 16<sup>th</sup>.

### 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 or coffee mornings, on or around September 16<sup>th</sup>. You are already doing much of this so why not use the opportunity to celebrate Scottish Housing Day as well?

Of course social distancing guidance means much of this activity may have to be organised in different way but you can use video conferencing platforms where face to face engagement isn't possible through Teams, Zoom or other platforms to meet with your members/tenants and support Scottish Housing Day.

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

### 2.4 Write a blog

We want to hear your housing story and your views of social 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 is social housing important?
- How are you enhancing the rights of your tenants or customers?

Send your blogs to [Tom.Gorham@gov.scot](mailto:Tom.Gorham@gov.scot)

### **2.6 Attend an event**

We will be holding an online event on Scottish Housing Day to celebrate the day and we want you to take part and discuss the big issues facing our sector

Places for these will become available in the summer and if you would like to attend or would like further information please contact [Tom.Gorham@gov.scot](mailto:Tom.Gorham@gov.scot) or [callum.chomczuk@cih.org](mailto:callum.chomczuk@cih.org)

### **3. Key contacts**

Callum Chomczuk  
National Director, CIH Scotland  
[Callum.Chomczuk@cih.org](mailto:Callum.Chomczuk@cih.org)  
07791594568

Tom Gorham  
Scottish Government  
[Tom.Gorham@gov.scot](mailto: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 07791594568 and ask for the national director, Callum Chomczuk.]

Ends