

SUPPORTER'S PACK

SCOTTISH
HOUSING DAY
2024



Scottish Housing Day

18 September 2024

Supporter's Pack



1. Overview

The theme for this year's Scottish Housing Day is **Homes for Life** and we are encouraging a nationwide discussion on the role of housing in supporting people to live well in later life.

Our population is ageing faster in Scotland than in the rest of the UK, and as people grow older, their housing needs can change. This might require some simple adaptations to make homes more accessible, or support to move to a more suitable home that's closer to family or local amenities, or easier to manage.

Age Scotland's [National Housing Survey 2023](#) survey found that:

- 37 per cent of respondents didn't think that their home would be suitable in the next ten years.
- 20 per cent said they needed an adaptation to their home and over half of these had waited more than four months.

But we know that many people don't think about their housing needs or plan for the future, and that it may not always be easy to find the right information and advice about housing. It's also unclear whether the right homes are available to meet people's changing needs and aspirations.

This year, we want to encourage people to think about housing for older people as we facilitate a nationwide discussion on housing needs and how we can plan for the future – as individuals, communities, housing organisations and policy makers.

2. What we are doing

To mark this year's Scottish Housing Day, a number of priorities have been set out by the organising group. Alongside our sector communication, some of the activity will include:

- Updating the Scottish Housing Day website to include specific information on housing options and advice for older people
- Carrying out online surveys aimed at the housing sector and members of the public
- Developing a report and recommendations based on feedback from the surveys and wider stakeholders
- Hosting an event with the Housing Minister Paul McLennan MSP

3. How you can get involved

There are a whole range of ways, big and small, that you can get involved in this year's Scottish Housing Day:

3.1 Share good practice

We want to collect case studies and examples of how good housing can support people to live well in later life.

Case studies should **highlight**:

- Examples of **housing developments, technology, adaptations** or other **services** which can support people to live well.
- **Examples/stories** from **people/clients** who have moved into **accessible housing** or **had their homes adapted** to help them to live more independently in their own homes.
- Examples of **partnership working** to provide housing or support services.
- Examples of the **benefits** of providing the right housing/support/adaptations/tech e.g. improved outcomes for individuals, improved health and wellbeing, financial savings etc.

We have created the following **outline** to help you think about what information to consider in your case study:

- **Title and outline of case study** - Please provide the title and a brief outline of the project or scenario that you would like to highlight.
- **Challenges** - Please provide a brief outline of any challenges encountered and how these were overcome.
- **Successes** - Please provide a brief outline of the successes of the project/scenario and any positive outcomes that were achieved.
- **Supporting information** - Please provide any links to further information in relation to your case study, as well as any photos that help to illustrate your project.

*Please aim to keep case studies to around 600 words maximum.

Please send your completed case studies and any accompanying photos to scotland@cih.org

All case studies will be posted on the Scottish Housing Day website and will be shared on social media from the @scothousingday account using the #ScottishHousingDay

3.2 Start a housing conversation

Use our topic guide below to host a discussion in July or August and send us feedback – we'll collate all the responses to help us build up a picture about how well equipped the housing sector is to meet future needs.

Topic guide for housing staff

You could use a team meeting to start a discussion on how the housing sector can support people to live well in later life. The following questions might be useful to get you started but feel free to send us any comments:

- How well do you think current housing stock meets the needs of older people?
- What are the challenges of getting aids and adaptations for people who need them?
- What are the challenges of developing new homes that are accessible?
- What do you think should be done differently?

Topic guide for residents

If you're hosting an event for tenants or residents ahead of Scottish Housing Day why not start a discussion on housing? The following questions might be useful to get you started but feel free to send us any comments:

- Do you think your current home will meet your needs in the future?
- Have you thought whether you might need to make changes to your home or move in the future?
- Would you know where to go to ask for information or advice about housing?
- What do you think should be done differently to make sure people live well in later life?

Send your feedback to scotland@cih.org

3.3 Hold an event or open day

We want housing associations, tenants' groups, local authorities, letting agents, developers and anyone with an interest in housing to hold team meetings, AGMs, coffee mornings, MSPs and councillor visits on or around 18 September. You could also host an open day inviting the community in to see what your homes are like and the kinds of features and services that support accessibility and independent living.

Once you have arranged your event, please let us know by emailing scotland@cih.org and we will include details on the Scottish Housing Day website and help to promote your activity on social media.

3.4 Attend an event

We are organising an event to take place with the Housing Minister on 18 September kindly hosted by the University of Stirling. The details are still being finalised but if you would be interested in attending, please save the date and put your name down by emailing scotland@cih.org and we'll be in touch with details a little closer to the time.

3.5 Logos, branding and social media

Help to spread the word about Scottish Housing Day. You can download Scottish Housing Day branding on the [resources page of the Scottish Housing Day website](#) and sign up to show your support on the '[Show your support](#)'.

Please share your activities and photos on social media using the hashtag #ScottishHousingDay and you can follow up on X @scothousingday

4. Key contacts

For more information about Scottish Housing Day, please contact:

Ashley Campbell
CIH Scotland
ashley.campbell@cih.org

Tom Gorham
Scottish Government
Tom.Gorham@gov.scot

Scottish Housing Day partners

Scottish Housing Day is delivered in partnership with organisations working across housing and the third sector. This year's organising partners are

Age Scotland, the Association of Local Authority Chief Housing Officers (ALACHO), Care and Repair Scotland, the Chartered Institute of Housing (CIH) Scotland, Hanover Housing Association, Homes for Scotland, Housing Options Scotland, Scotland's Housing Network, the Scottish Association of Landlords (SAL), the Scottish Federation of Housing Associations (SFHA), the Scottish Government, TPAS Scotland, Under one Roof, the University of Stirling, West Dunbartonshire Council, and the Wheatley Group.

