



HOMES FOR CATHY EASTERN REGION WORKSHOP

18 October 2019



Welcome



Agenda

11.15am Michael Newey, Welcome

11.30am Workshop on Statements #2, #6 and #8

12.15pm Lets swap – a chance to comment on a statement you haven't worked on

12.40pm Lets swap again

1.00pm Lunch



Welcome



Agenda

- 1.45pm Welcome Back
- 1.50pm Feedback from morning workshop
- 2.20pm Tony Stacey – CEO, South Yorkshire Housing Association
How has South Yorkshire Housing responded to homelessness
- 2.50pm Tea/coffee break
- 3.15pm Martin Hilditch – Editor, Inside Housing
How do we change the narrative in local media
- 3.34pm Lesley Burdett, Hub Manager, Shelter
Shelters view on how housing associations should be delivering Statement 4
- 4.15pm Chair's closing remarks



Aiming to prevent homelessness





Workshop



Workshop questions

- What is happening in your area?
- What has been working well in your organisation? Can you share what has been really working?
- What do we need to do collectively to work in partnership to be able to deliver?
- What are the barriers to meeting this statement?



Time to swap



Moving to the table on your right

- What for you is missing?
- Do you have good example to add?



Lunch



Workshop Feedback





Welcome Tony Stacey

CEO, South Yorkshire Housing Association

How has South Yorkshire Housing Association responded to homelessness?

Tony Stacey – Chief Executive

18.10.19

South
Yorkshire
Housing
Association

COME
HOME

syha.co.uk

What is the scale of 'core' homelessness today?

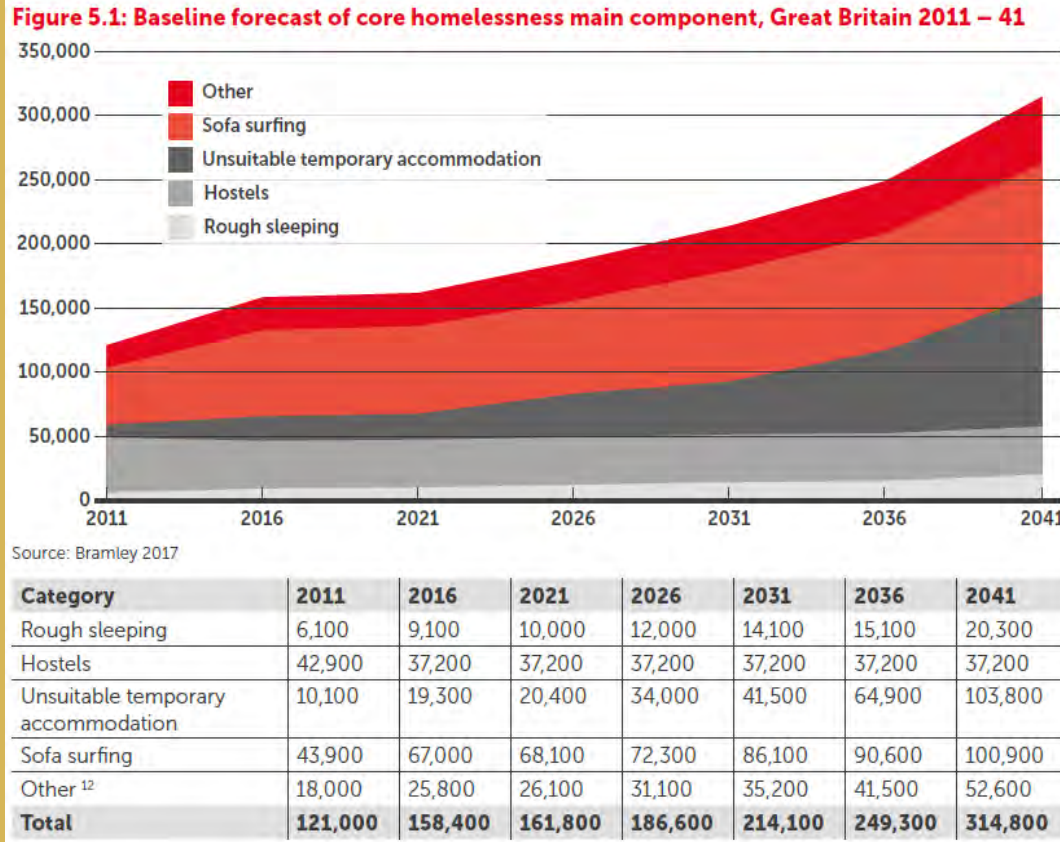
Crisis figures

2016 figures for GB

Rough sleeping	9,100
Hostels	37,200
Unsuitable temp accommodation	19,300
Sofa surfing	43,900
Other*	18,000
TOTAL	158,400

- Living in cars, tents, public transport, squats, night shelters, refuge
- Source: Crisis (2018) *Everybody In*

GB Homelessness Projections



- Overall GB levels are predicted to rise
- Slight levelling off in the short term due to housing market corrections (i.e. house prices and rents stabilising) and stable labour market
- Rise driven by TA levels

The Impact on Children: *Bleak Houses* report

120,00 children in temporary accommodation (40% for at least six months)

90,000 children 'sofa surfing'

375,000 children at financial risk of becoming homeless

Ref: *Bleak Houses: Tackling The Crisis of Family Homelessness in England*
The Children's Commissioner 2019

Children's Voices

"We have to eat on the floor as there's not enough space." (Daisy, aged 9)

"The journey to school takes too long and I'm tired." (Ruby, aged 6)

"I don't like it here" (Susie, aged 3)

"If people who are homeless go to school they'd be bullied for what they are." (Priya, aged 14)

*"It's hard for my brother to run around."
(Max, aged 8, whose brother has special educational needs)*

"There is no space to play." (Jade, aged 4)

"When we sleep water drips on us, which we don't like" (Daisy, aged 11)

We are members of



**Homes
for Cathy**

Homes for Cathy is a national alliance of housing associations, local authorities and charities working together to end homelessness.

www.homesforcathy.org.uk

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Yorkshire
Housing
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EVERYBODY IN

How to end homelessness in Great Britain



#EndHomelessness



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“Riverside signed up to the Homes for Cathy Commitments because it is the right thing to do and because Riverside is committed to increasing our impact on preventing and tackling homelessness. The nine commitments provide a clear focus on how we can deliver on our aspiration to be part of the solution in ending homelessness together.

At Riverside we have set up a project group and developed an action plan. We are already beginning to make an impact.”

John Glenton

South
Yorkshire
Housing
Association

COME
HOME

syha.co.uk

9 Commitments

- 1. Contribute to local authority strategies – development and execution**
- 2. Operate flexible allocations and eligibility policies which allow individual applicants' unique circumstances and history to be considered**
- 3. Offer constructive solutions to applicants who are not deemed eligible for a house/home**
- 4. To not make any tenant seeking to prevent homelessness, homeless**
- 5. To commit to meeting the needs of vulnerable tenant groups**
- 6. To work in partnership to provide a range of affordable housing options which meet the needs of all homeless people in their communities**
- 7. Properties offered to homeless people should be ready to move into**
- 8. To contribute to ending migrant homelessness in the areas housing associations operate**
- 9. To lobby, challenge and inspire others to support ending homelessness**

9 Commitments

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9. **To lobby, challenge and inspire others to support ending homelessness**

SYHA's process

- Self assessment by Managers 04.07.18
- Special Board meeting to review assessment 12.09.18
- Review of progress by Board Working Party 21.08.19





South
Yorkshire
Housing
Association



syha.co.uk

Rotherham
Housing First

MAYORAL HOMELESSNESS SUMMIT

My Approach

Ian Jarvis MP MBE

Mayor

Sheffield City Region









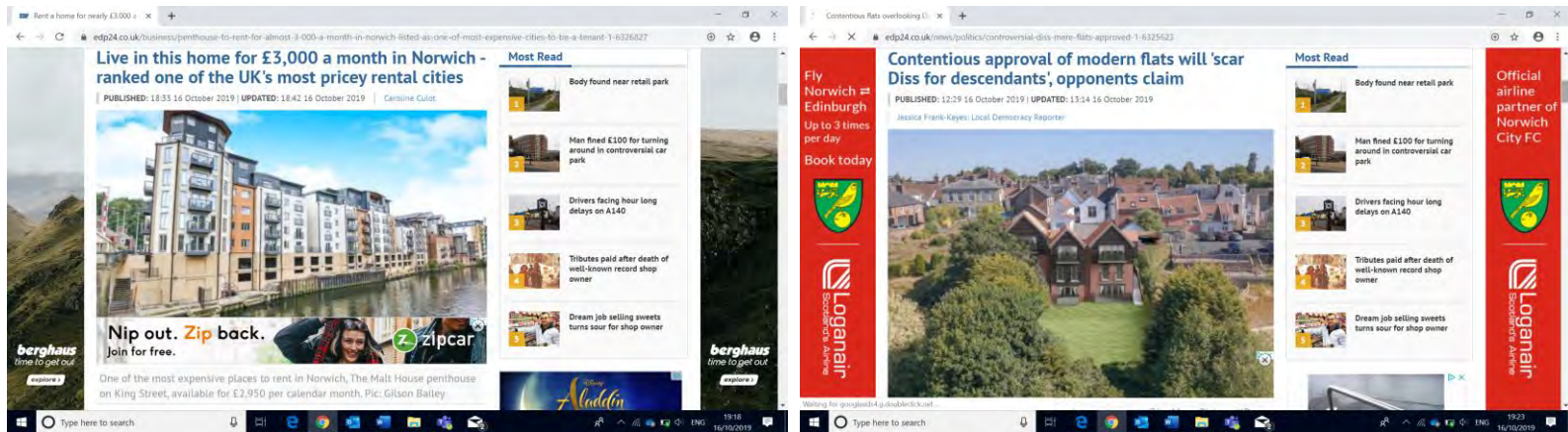
Welcome Martin Hilditch Editor, Inside Housing



How do we change the
narrative in local and
national media?

Martin Hilditch, editor, Inside Housing

The existing narrative



The existing narrative

The image displays two side-by-side screenshots of news articles from the website edp24.co.uk. Both screenshots show a browser window with the URL edp24.co.uk/news/health/stock-addiction-stones-ap-norwich-base-opens/1-6236555. The left screenshot shows an article titled "Addicts tell horror stories as base for addicts opens" published on 17:48 16 October 2019. The article features a photo of Cameron Taylor, a man in a light-colored shirt, sitting on a staircase. Below the photo is a promotional banner for Loganair's "Welcome Package" for £1500. The right screenshot shows an article titled "It could encourage him to stay in the area" - councillor warns against helping homeless man" published on 18:01 16 October 2019. The article features a photo of North Norfolk district councillor Lisa Grice, a woman with dark curly hair, smiling. Both articles include a "Most Read" sidebar with several news items and a Loganair advertisement on the right side of the page. The browser's taskbar at the bottom shows the date as 16/10/2019 and the time as 19:21.

Thank heavens for the Stirling Prize

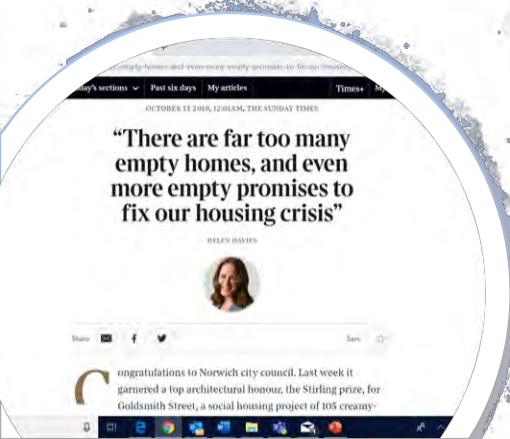
The image displays two side-by-side screenshots of a news website, likely the Norwich Evening News. The left screenshot shows an article titled "From scandal-hit site to the UK's best new building - Norwich council homes win Stirling Prize" by Dan Grimmer. The article features a large photograph of a modern, multi-story brick building. The right screenshot shows a related article titled "What is it like to live in the Norwich homes named the UK's best building?" featuring a photograph of a woman holding a baby and a young child standing on a sidewalk in front of a similar brick building. Both pages include a "Most Read" sidebar with several news items, a "Loganair" advertisement, and a Windows taskbar at the bottom.

Left Screenshot:

- URL: [edp24.co.uk/news/politics/norwich-council-homes-scoop-2019-stirling-prize-1-6311476](https://www.edp24.co.uk/news/politics/norwich-council-homes-scoop-2019-stirling-prize-1-6311476)
- Article Title: **From scandal-hit site to the UK's best new building - Norwich council homes win Stirling Prize**
- Author: Dan Grimmer
- Published: 06:53 09 October 2019 | Updated: 10:40 09 October 2019
- Image: A large photograph of a modern, multi-story brick building with a gabled roof and large windows.
- Loganair Advertisement: "Fly Norwich = Edinburgh Up to 3 times per day Book today"
- Most Read Section:
 - Body found near retail park
 - Man fined £100 for turning around in controversial car park
 - Drivers facing hour long delays on A140
 - Tributes paid after death of well-known record shop owner
 - Dream job selling sweets turns sour for shop owner

Right Screenshot:

- URL: [edp24.co.uk/news/politics/living-in-the-norwich-homes-which-won-the-stirling-prize-1-6312511](https://www.edp24.co.uk/news/politics/living-in-the-norwich-homes-which-won-the-stirling-prize-1-6312511)
- Article Title: **What is it like to live in the Norwich homes named the UK's best building?**
- Published: 06:52 09 October 2019 | Updated: 08:23 09 October 2019 | Contributor: Gulet
- Image: A photograph of a woman holding a baby and a young child standing on a sidewalk in front of a brick building.
- Loganair Advertisement: "Fly Norwich = Edinburgh Up to 3 times per day Book today"
- Most Read Section:
 - Body found near retail park
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And, finally... the nationals' story

Changing the narrative: part 1

END
OUR
CLADDING
SCANDAL



theguardian.com/uk-news/2019/apr/26/mental-health-toll-on-people-in-flats-with-grenfell-style-cladding-revealed

Mental health toll on people in flats with Grenfell-style cladding revealed

Survey finds people in blocks built with now-banned panels are 'hugely affected' by issue

Advertisement

£150 OFF PER ROOM

2019 16/10/2019

The screenshot shows a web browser window displaying a news article. The article title is "Mental health toll on people in flats with Grenfell-style cladding revealed". Below the title is a sub-headline: "Survey finds people in blocks built with now-banned panels are 'hugely affected' by issue". There is a photograph of four people standing in front of a modern apartment building. To the right of the article is a large blue advertisement with a red circular badge that says "£150 OFF PER ROOM". The browser's address bar shows the URL: "theguardian.com/uk-news/2019/apr/26/mental-health-toll-on-people-in-flats-with-grenfell-style-cladding-revealed". The Windows taskbar is visible at the bottom of the browser window.

Changing the narrative 2

100

Years of Council Housing



ENTER OUR FILM COMPETITION



REEL HOMES

HOW TO ENTER

The Reel Homes film competition is looking for new, up-and-coming film-makers to produce a short film about homelessness or the housing crisis.

For more information on how to enter, visit www.insidehousing.co.uk/reelhomes

News analysis

Inside Housing revealed the winner of its Reel Homes film competition designed to engage up-and-coming film-makers with homelessness and the housing crisis - at a special screening event last week. *Martin Hilditch introduces the winner*

THE REEL DEAL



Left: one of the competition judges, Michael Chandler of Cardboard Citizens, introduces the films

Back in November, Inside Housing launched a competition with the bold aim of helping to produce a Carly Cross Home for the 21st century. Designed to tie in with the 50th anniversary of Ken Loach's seminal film about homelessness - as part of Inside Housing's wider Carly at 50 campaign - the competition's central goal was to reach outside the sector and engage up-and-coming film-makers with homelessness and the housing crisis. It also aimed to challenge stereotypes about homeless people and affordable housing, and bring fresh perspectives to existing debates.

The winner will gain access to funding provided by the competition's backers (see list, right) to help produce a final short film based on their idea. Entrants were asked to submit ten footage for a film and a synopsis outlining their plans. Last week, after our panel of judges had poured over the 33 entries, the footage from the 10 shortlisted entries was screened at a special event, sponsored by United Living, in central London. And at the end of the evening, the

films "and a really tough call on deciding the winner". "I was so impressed that I thought they all deserved another screening to a wider audience." Ian Burnett, chief executive of United Living, said: "When it comes to raising awareness and leveraging action around pertinent issues such as homelessness and the housing crisis, the medium of film is one of the most powerful influencers we have." Now, with the winner announced, the hard work of making the final film begins. See right for Megan K Fox's inspiration for the film and her initial thoughts about how she plans to develop it further. ■

Words from the winner

After the screening, Inside Housing sounded out winner Megan K Fox about her inspiration for the film, and what she is planning to do next. The 25-year-old film-maker, originally from Dublin, is based in south London and works at membership organisation Women in Film & TV UK. She holds an MA in film directing from the Med Film School, based at Baling Studios. She was on set for film, Girl with actress Natalia Kostyeva, director of photography Ben Caloway and make-up artist Hannah Moulden. Here are her initial thoughts.

What inspired the idea for your film?

As a teenager I spent two summers volunteering in my local soup kitchen in Ireland, and since then I've always held the issue of homelessness and rough sleeping close to my heart. It's such an important issue and when I started making films I realised that I couldn't find many (possibly any!) positive or particularly compassionate portrayals of

homeless characters on screen. I found out about a vertical video challenge and started thinking about that visual format, how claustrophobic and limiting it is, and I thought: "If it is, it would be a perfect format in which to tell the story of a homeless woman."



as it provides a visual metaphor for her feelings of isolation and insignificance. The lack of options or opportunities to escape from her situation. I thought about a feeling that I take for granted every day, as many of us do: the feeling of putting on clean, fresh clothes and what that does to our sense of self worth. Then I imagined how it would feel to be denied that, and to own more than any other drug or alcohol but so many people assume rough sleepers are dependent on. I wanted to portray a homeless character with the dignity and pride that we all deserve to feel.

What did you make of the evening and the other entries?

It was incredibly moving to screen my film alongside some really affecting documentaries and test footage videos about homelessness around the housing crisis. To be in a room full of people who really care, some of whom have been homeless themselves, and are actively working to solve this issue was an honour. I think all of the film-makers left with an



Above: a still from the winning film, Girl

"I wanted to portray a character with dignity and pride."

Reel Homes' backers

- Accent
- Alkyork
- Arches
- Arson
- Bournemouth Churches Housing Association
- Blackburn Housing Trust
- Blackburn Community Housing Association
- Brookfield
- Brookfield
- Community Gateway
- Corvet
- Croydon Churches Housing Association
- Coron Tall
- EMH Homes
- Family Music
- Habitat Housing
- Habitat
- Heragon
- Highdown Housing
- Irwell Valley
- Leeds and Yorkshire Housing Association
- Liverpool Housing Trust
- Network
- NorthStar
- Northampton Community Housing Association
- Orbit
- Redemptors
- Richmond Housing
- Rotary Hip
- Riverside
- Shepleys Hall
- South Housing
- South Liverpool Homes
- South Yorkshire Housing
- St Mungo's
- Trafford Housing Trust
- Type 2
- Wandle

increased sense of how important it is to keep telling these stories and representing the under-represented on screen. It was fantastic and really impactful event.

What are your initial thoughts about how you would like to develop the film after winning the competition?

I'd love to tell the story of how the young Polish woman became homeless, following the first days of her rough sleeping. A fictional narrative that will shed some light on just how scary it is for any of us to fall into this situation, and also highlight some of the struggles that women in particular have to face on the streets. One of the most hurtful remarks I often hear people say when they see homeless foreigners is "Why don't you just go back to your own country?" I'm hoping to make a short film that will make people think twice about that kind of remark, and start a narrative that explores how immigrants in the UK can fall through the cracks and be left without options when it comes to housing and security.

And if print doesn't work, try film



Top tips

- 1) Be clear about the story you want to tell
- 2) Understand how your story fits with wider narratives
- 3) Don't be an island – identify partners to work with and role of each in telling story
- 4) Who are the key journalists on your patch? What are their drivers?
- 5) Be creative. Stand out from the crowd
- 6) Have a plan. What is the story you are going to tell over long-term?
- 7) Be constructive when you think journalists have got the story wrong – it's an opportunity to build contacts and understanding



Welcome
Lesley Burdett, Hub Manager,
Shelter

hello

Shelter

#4 To not make any tenant seeking to prevent their homelessness, homeless

No one ever sets out to make themselves homeless!

An assortment of difficulties in people's lives makes keeping their home more of a challenge

Changes to income

Loss of job

Relationship breakdown

Mental ill health

Vulnerability to exploitation



Successful Tenancies start at sign up

People need to know their social landlord is not a bad guy

- **The basics**

- Setting the tone at the start
- New tenant introductory courses?
- How to pay the rent – and what to do when you can't
- What to do when there is a problem of any kind
- Practices that support those most at risk – care leavers, people released from prison/hospital etc.



Proactive Housing Management

Engagement with tenants

- Digitalisation where appropriate but face to face still works best for the most vulnerable
- Keep it simple
- Together with Tenants – opportunity to engage at all levels



When things start to go wrong

Early & sympathetic response

- Eviction is a failure
- Mandatory grounds as the last resort
- Responsive & personal case management approach – it's never too early to start a multi agency approach
- Partnerships and referral
 - Welfare and debt advice
 - Mediation services
 - Drug and alcohol services
 - Schools



When another solution is needed

Plan B

- Sign up to the Commitment to Refer- not at warrant!
- Consider solutions within your own stock
- Get involved with local homelessness organisations & strategies
- Partnership, Partnership, Partnership!



Thank you for listening

lesleyb@shelter.org.uk

Shelter



Chair's closing remarks