

Celebrate South East...
SUPPORTED HOUSING MONTH
16 November - 11 December 2009

**NATIONAL
HOUSING
FEDERATION**
south east



Providing personalised support services and tackling social exclusion. Enabling people to achieve their potential and enjoy independent and fulfilled lives.



› Foreword

Dear colleague

As you may be aware, the National Housing Federation's South Regional Office is currently working with members of the South East Supported Provider Forum and the South East Supporting People Lead Officers, to plan and deliver a month of activity to promote the Supported Housing sector throughout the south east region.

The first 'South East Supported Housing Month' will be launched on Monday 16 November. In the weeks leading up to the event, we are urging providers, practitioners and local authorities to organise a range of activities and events to celebrate the work that you do, and to invite Councillors, MPs and other key stakeholders to attend.

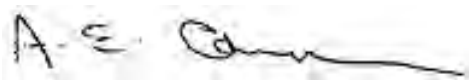
The National Housing Federation's South Regional Office is providing coordination support during this period, and will be issuing a series of regional press releases on a weekly basis with the first to go out just prior to the start of the month of activity. These will paint a broader picture of what is going on across the region but we would suggest that you may wish to issue your own area-specific press releases to media outlets within your own localities.

This resource pack is aimed at helping you make the most of the opportunity to take part in this collaborative initiative. It contains template letters for local politicians which can be used to invite them to attend your events or visit your schemes. There is also a case study template which you can complete and send back to our Communications Officer, Peter Jones (see guidance notes in sections 4 and 7), who will use them to illustrate press releases, features and other materials as appropriate. Please also ensure you email Peter with weekly updates about your events, so that they can be added to the regional activity calendar which will be updated each week and posted on the National Housing Federation's website.

South East Supported Housing Month (running from 16 November to 11 December) is an excellent opportunity for providers and Supporting People Commissioners to join forces in the south east and highlight the contribution supported housing and support services make to the region. It is also a chance to shout out about the money we save other public sector agencies, as evidenced in last year's Capgemini report. With the removal of the ring fence around Supporting People funding it is vitally important that commissioners, MPs, stakeholders and Councillors are fully aware of the difference that our services make in supporting and improving the lives of so many individuals in communities across the south east. Please therefore make good use of the templates and activity planners within this pack to get the ball rolling as soon as possible.



Raife West,
Chair of the South East Supported
Housing Regional Interest Group



Andrea Cannon,
Chair of the South East Supporting
People Lead Officers' Group

› Pack contents

› So what is Supported Housing Month?

This section provides a basic outline of what we're doing and why, as well as who it's for and how to get involved. These are our agreed 'key messages' on what Supported Housing Month is about.

› Key facts

Our 'Key Facts' document gives an overview of the supported housing sector in the South East. It provides some key statistics that will be quoted within our press releases, as well as explaining who our clients are, what kind of services we deliver, and what kind of impact we are having as a sector as a whole. This document will also be provided to the media directly alongside press releases.

› Show your commitment and get on board

With two simple steps you can get on board with the campaign. This section includes proposed text to insert into your email signature, so that every email you and your colleagues send promotes Supported Housing Month. Also it contains advice on posting information on your website and a request to link to the main Supported Housing Month page on the National Housing Federation's website.

› Case study checklist

This checklist takes you through all of the information we need to get the best out of your stories. Whether they are case studies about clients (individual or groups) or are about schemes and initiatives, we're keen to hear what you've been up to and what you have in the pipeline so we can illustrate our press releases and features with some strong examples. A template has also been added (**APPENDIX A**).

› Template letter for Councillors

This template (**APPENDIX B**) is a rough outline letter that you can use as a basis for inviting Councillors to attend your events, schemes and launches, or to take a look at your initiatives in action. Within the template are some key messages about the sector nationally and regionally. Please add further information relating to your locality as appropriate, and also include copies of the 'Key Facts' and 'So what is Supported Housing Month?' documents alongside the letters. These have been issued as separate PDF files.

› Template letter for MPs

In the same way as the template letter for Councillors, this (**APPENDIX C**) is a rough outline letter for you to use as the basis for invitations to your local MPs. Again, we have incorporated some key messages about the sector but would suggest that you may wish to supplement these with more of your own relating to your locality. Please also send out copies of the 'Key Facts' and 'So what is Supported Housing Month?' information sheets at the same time. These have been issued as separate PDF files alongside this pack.

› Who's doing what when? (Activity Planner)

Coordination is the key to success with a campaign like 'Supported Housing Month,' particularly when faced with a fairly short time frame for pulling all of our activity together. This document is a planning tool aimed at facilitating communication flow between everyone involved. Please update it weekly and forward it on the predetermined dates to ensure our information is as up to date as possible. (**APPENDIX D**)

› Key contacts

This is a list of contact details for the steering group members and other colleagues involved in the planning and delivery of 'Supported Housing Month.'

> So what is Supported Housing Month?

South East Supported Housing Month is an awareness-raising campaign aimed at showcasing the work of the sector and promoting the impact services are having throughout the south east region.

Through getting some of our success stories into the media, and shouting out to the region's decision makers and other service providers, we will illustrate the benefits that organisations in the sector are bringing to those that need additional support.



Not only is the sector improving the lives of individuals, but it is also providing much needed support to key public services. As a sector we are making a huge contribution through reducing the pressure on the NHS, Police and other agencies by providing a variety of personalised preventative support services.

> When is it?

South East Supported Housing Month will run for four weeks, starting on Monday 16 November and ending on Friday 11 December 2009.

> What's happening?



The idea is to raise awareness of the value that supported housing adds to our communities and the contribution it makes towards regional priorities on issues like housing, social care, health, crime, teenage pregnancy, homelessness and alcohol and substance misuse. During South East Supported Housing Month we will be taking a number of different approaches to shout out about the difference we're making.

A series of themed press releases, giving a regional perspective on the month's activities, will be issued to the media throughout the South East. A region-wide feature will also be offered to some of the larger regional outlets, and smaller area-based press releases will be sent directly by individual organisations to the more localised outlets.

We are of course very keen to get local politicians and other key stakeholders involved. Individual service providers across the region are organising a variety of events and activities to showcase the good work they are doing, and will invite local Councillors and MPs to attend.

Equally, we would like to see key representatives of other important partner agencies getting involved. We hope colleagues from organisations such as PCTs, Police and a range of other agencies will take the opportunity to find out more about what we do as a sector.



> Who's it for and who is running the show?



A broad mix of supported housing providers in the south east are joining forces with the National Housing Federation's South Regional Office to organise South East Supported Housing Month. A working group will be set up to focus the planning process and help to ensure effective communication and coordination. However, we are taking an inclusive approach. We are very clear that South East Supported Housing Month is both owned by, and is for, the sector as a whole. All South East providers are invited to get involved by letting us know about their planned activities. So whether you are part of the working group, the Supported Housing Forum, or are simply delivering supported housing services in the region, join us in flying the flag for the sector!

> How do we get involved?

First and foremost, let us know you are out there and want to get on board. Contact the National Housing Federation's South Communications Officer Peter Jones on 0117 952 9913 or email peterj@housing.org.uk.



We want to know your thoughts and plans for events and activities to mark South East Supported Housing Month, and will be happy to promote them alongside the wider campaign activities, giving you the best possible plug - for free! If you don't currently have anything going on between 16 November and 11 December that can tie in with South East Supported Housing Month, promotional activities you might want to consider organising could include:

- Events to highlight launches of new services and schemes / initiatives
- Events to highlight day-to-day activities and services that are innovative or add value
- Letters to MPs, Councillors and other key stakeholders including Police, PCTs etc, highlighting local issues and stories, and inviting them to attend events / launches / activities
- Stories placed by individual associations with local media outlets about launches, events, and other news-worthy issues.

> What support do we get?



The National Housing Federation's South Regional Office is supporting the coordination of South East Supported Housing Month. We have prepared this pack to assist you in planning and delivering activities to celebrate your work in the sector. We will also be issuing a series of press releases and features to promote the sector on a regional basis.

The steering group (contact details on page 11), comprising volunteers from the South East Supported Housing Forum membership and the National Housing Federation's South Region Communications Officer, will be available to offer additional advice and guidance.

> How will we know if it's been a success?

The National Housing Federation will use its usual media monitoring service to track media coverage. Individual housing associations are also asked to keep an eye on their local press and, where possible, to send articles to peterj@housing.org.uk. Equally, please keep details of events etc you have organised and, in particular, any engagement with Councillors, MPs and any other key stakeholders. We will hold an evaluation meeting after the month of activity to pull together all of this information to assess the success of the campaign and tease out learning points for next time.



> So... what next?

Now it's over to you! We will stay in touch and offer support as much as possible, but we need you to get those events and activities organised so you can begin sending out your invitation letters. If you can get some key stakeholders interested in what you are doing then media interest should come relatively easily.

Good luck and keep us posted!



Peter Jones
Communications Officer, National Housing Federation (South)

Celebrate South East Supported Housing Month 16 November - 11 December 2009

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south east

›KEY FACTS

'Supported Housing' is the practical help, support and advice given to vulnerable members of the community, through providing personalised support services and extra assistance. The sector tackles social exclusion, promotes sustainable communities, and empowers people to achieve their potential. It enables them to enjoy independent and fulfilled lives and to make a greater contribution to their community.



In the south east alone, Supported Housing provides more than **2,700** services...

Floating support › Foyers for young people › Homeless hostels and other temporary accommodation
Refuges from domestic violence › Sheltered and Extra Care housing › Supported accommodation
Supported lodgings › Young parent accommodation

Over **136,000** people benefit from our services in the region...



Homeless families with support needs › Homeowners needing mortgage support
Offenders or people at risk of offending › Older people with support needs
People at risk of domestic abuse › People with a physical or sensory disability
People with alcohol or drug problems › People with HIV / AIDS › People with learning disabilities
People with mental health problems › Refugees › Rough sleepers
Single homeless people with support needs › Teenage parents › Travellers and Gypsies
Young people at risk or leaving care

More than **£189m** was spent on housing support services in the south east last year...

These important services are delivered by a wide range of organisations, including housing associations, charitable and not-for-profit organisations, local authorities, private companies and private individuals.

Every pound spent on Supporting People saves **£2.12** on other public services.

SOURCE: Capgemini UK plc: "Research into the financial benefits of the Supporting People Programme" (CLG 2009).

> Show your commitment with 2 simple steps

> Step 1

Please seek the necessary permission to have this added to your email signature week commencing MONDAY 19 OCTOBER:

We are one of a range of south east organisations providing more than 2,700 vital personalised support services to over 136,000 people in the region. Our work tackles social exclusion and promotes sustainable communities. We are proud to empower people to achieve their potential.

Join us in celebrating South East Supported Housing Month from 16 November until 11 December.

Once you've got the go ahead – get your colleagues to add it to their email signatures too.

> Step 2

Talk to your web team/ editor about adding key details about the month of activity, and a web link and logo to your website. These should go 'live' by FRIDAY 30 OCTOBER.

We will provide a link to the NHF web page by FRIDAY 23 OCTOBER. We have now produced a designed 'badge/ logo' as follows:



We will also email over this logo for use on your web pages.

Please let us know when you've completed each of these two steps so that we can send you updated versions as needed!

> Case study checklist

> What makes a good case study?

There are lots of options for a good case study. It could be about one (or a group) of your clients who has really benefited from your services. It might be about the services themselves, or where and how they are delivered.

> What do we want to know?

- What makes your services special or different from anyone else's?
- How do your services make a difference to people? – how can you illustrate that?
- How long has the service/ initiative been running for?
- Where does the service run? Please be specific giving district and county

> What's needed if the case study is a client?

- Name (can be genuine or alias), age and area in which they live/ receive your service
- Confirmation on whether they are happy for the case study to be published by the press
- Confirmation on whether they are happy to have their photo published
- Confirmation on whether they are alright with being interviewed by the press
- Confirmation on whether they would accept having their photo taken by a press photographer
- Confirmation on whether they would be prepared to do radio/ television interviews

> What should I include?

- Figures demonstrating impact (i.e. number of people engaged/ benefiting and impact)
- Photos of scheme and clients where possible
- Best contact (name, number and email) for interviews/ enquiries (press or communications officer?)
- Contacts for scheme manager?
- Details of any dates when proposed interviewee is NOT available for interview.

> Where do I sent it?

Sent it to peterj@housing.org.uk

> How will it be used?

- It will be considered for adding into press releases depending on relevance to agreed themes
- It will be considered for inclusion in a regional feature about Supported Housing
- If included in either it will be sent to the press as part of the wider piece

NB: Initial enquiries for releases and features issued by the Federation's South Office will be handled by the South Region Communications Officer. Where housing associations are named within the release, it is possible that the press will approach you directly. We will endeavour to ensure the contributor(s) is notified as the press release is issued.

Generally speaking participating service providers are urged to make their own localised arrangements for publicising their events to the press. The Federation's South Regional Office does not have capacity to do this on your behalf (other than for issuing region-wide press releases about the campaign in general). Regional releases will be sent to you to adapt according to your own needs.

[SEE CASE STUDY TEMPLATE – APPENDIX A]

› Top tips for engaging with politicians

The need to build strong relationships between housing associations and MPs has never been greater. While we know that housing associations are providing high quality homes and excellent neighbourhood services, many MPs are becoming increasingly critical of the sector. This is because of the complaints they receive from constituents and the limited exposure they have to the positive work we do.

At a time of increasing change and uncertainty, these politicians will be responsible for making key decisions that will shape the future of associations. Therefore Supported Housing month is a golden opportunity to give local politicians first-hand insight into the positive impact we are having as a sector.

These are a few simple pointers to bear in mind when approaching MPs and also local Councillors during 'Supported Housing Month'.

› Treat them as an individual

Find out what their political interests are and how you can help them further these.

› Attract attention

Although we are working together as a sector, you are competing with lots of other organisations for attention. As a significant service provider you have a good case to make about why they should be interested in what you have to say.

MPs and Councillors expect to be lobbied and expect to be asked to do something, whether it is making a speech or cutting a ribbon, or simply expressing support for an initiative, e.g. giving a supportive quote to the local press or writing to another agency on behalf of your organisation to express an interest.

› Be authoritative

Be a good source of information and advice – MPs and Councillors are generalists and have a lot of issues to deal with, so they appreciate having someone they can go to and ask questions and get authoritative answers.

› Be specific and responsive

If you want them to do something, be clear about how the MP or Councillor can help. Likewise, if they ask you for help or advice, be prepared to give it.

› Be persistent

MPs and Councillors are busy people and may not be able to accept your invitations due to prior diary commitments. Don't give up! Invite them to something else and try something new. Make it clear you are keen to work with them. Bear in mind MPs are usually only in constituency on Fridays, and weekends and when Parliament is not sitting. The rest of the time they have to be in Westminster.

› Cultivate MPs staff

MPs staff are very influential and if you are on friendly terms they can be very helpful in chasing things up for you. They tend to work in small close-knit teams, and if they think it will be of interest or helpful to an MP to do something that will help they will.

[SEE TEMPLATE LETTERS – APPENDIX B and C]

> Who's doing what when? - activity planner

The 'Activity planner' (attached as **APPENDIX D**) is perhaps the most important tool of all during Supported Housing Month. It is a calendar which will be used to keep everyone involved up to date with what each other is doing and when in the weeks running up to and during Supported Housing Month.

This document will be used to capture all of our activity and at the end of Supported Housing Month it will be a very useful tool for taking stock of what we have achieved. Please refer to it to reduce the risk of clashes (bearing in mind that you may be asking for the same politicians to attend events on the same day). It can also be used to help you spot useful collaboration opportunities, where another organisation in your area may be doing something you can feed into or link up with.

The Federation's South Regional Communications Officer will keep the activity planner up to date, but to do so will rely on information from all of those participating in the month of activities. Information about your events and plans needs to be sent to peterj@housing.org.uk on a weekly basis so it can be fed into the activity planner (and the published online calendar of events) and then sent back to you once everybody's information has been included.

This must be a 'living' document that provides a regional overview of activity. To make this information-sharing exercise manageable we need to exchange this information in an organised and consistent way.

Each week, by the deadline listed below, please forward details of:

- your events
- press releases you are issuing
- visits you are organising
- any other activities of interest/ relevance

ACTIVITY PLANNER / INFORMATION EXCHANGE DEADLINES:

Please send info to Peter Jones by:

12 noon Friday 16 October
12 noon Friday 23 October
12 noon Friday 30 October
12 noon Friday 6 November
12 noon Friday 13 November
12 noon Friday 20 November
12 noon Friday 27 November
12 noon Friday 4 December

Peter Jones to email combined versions by:

12 noon Tuesday 20 October
12 noon Wednesday 28 October
12 noon Tuesday 3 November
12 noon Tuesday 10 November
12 noon Tuesday 17 November
12 noon Tuesday 24 November
12 noon Tuesday 1 December
12 noon Tuesday 8 December

On these dates you may either complete and return the columns in the activity planner itself, or simply email the information directly to peterj@housing.org.uk.

[SEE EXAMPLE OF ACTIVITY PLANNER – APPENDIX D]

> Key contacts

Thank you to members of the South East Supported Housing forum for their input:

Raife West (Havant Housing Association)
Chair of the South East Supported Housing Forum
02392 643743 / 07967 803522
Raife.west@havantha.co.uk

Peter Jones (National Housing Federation, South)
Communications Officer, South Region
0117 9529913 / 07771 552090
peterj@housing.org.uk

› APPENDIX A - Case study template

To submit a case study for Supported Housing Month, please complete the following proforma and email it back to peterj@housing.org.uk

TIP: If your organisation is likely to be sending more than one case study between now and the end of Supported Housing Month on 11 December, save a copy of the completed form on your PC so you don't have to fill in the basics each time.

ORGANISATION AND CONTACT DETAILS		
Your name		
Your organisation		
Your telephone		
Your email		
Best contact for press enquiries		
Best contact for further information enquiries		
CASE STUDY DETAILS 1		
Does this case study relate to an individual, named client?	[IF NO, MOVE TO 2]	(y/n)
If yes have they given their permission?		(y/n)
Are they willing to have their photograph published?		(y/n)
Are they willing to be re-photographed by a press photographer if required?		(y/n)
Are they willing to be interviewed by a journalist?		(y/n)
Are they willing to be interviewed on TV or Radio by a journalist?		(y/n)
CASE STUDY DETAILS 2		
<p>Please provide general background details here. There is no limit but please don't go overboard! Please ensure you include all of the key details, such as:</p> <ul style="list-style-type: none"> • When it happened/ is happening? • Where it happened/ is happening? (include district & county please) • Who does it involve? • Why was it organised/ launched/ set up? • When was it launched/ organised/ set up? • Who is it for? • What difference is it making/ going to make? • How much money does it cost? • How much money does it save?! • How many people have been helped/ will be helped? • Any statistics that help demonstrate its success/ impact • Who can press or public go to for more information? • What are future plans for the scheme/ initiative (i.e. is it being rolled out elsewhere, continued or extended etc) • Is there a call to action? 		

PLEASE DON'T FORGET TO INCLUDE A PHOTO IF YOU HAVE ONE AVAILABLE – EVEN IF IT'S A GENERIC ONE THAT COULD WORK WITH THE STORY

Please email this form back to peterj@housing.org.uk

> APPENDIX B - Template letter (Councillors)

This template is a rough outline letter you can use as a basis for invitations to councillors for attending your events, schemes and launches, or taking a look at your initiatives in action. When sending out letters please include copies of the 'Key Facts' document and the 'So what is supported housing month?' documents. Please also include details of any extra issues that are locally relevant within the letter itself.

Dear Councillor **xxxx**

Invitation to [event/visit] on [date] at [venue]

I would be delighted if you could join me for [details of event]. This celebrates [specific initiative or project] and will, I hope, provide you with a valuable insight into the work we do at [name of organisation] in supporting [details of client group, how many people organisation works with etc]. Please do not hesitate to contact [me/ name and position of staff member] in the meantime to learn more about the work we do.

The [visit/event] will consist of the following programme: [details of programme].

It comes as we at [name of organisation] are taking part in South East Supported Housing Month, a whole series of events and activity taking place between 16 November and 11 December. Organised by service providers throughout the south east, and coordinated by the National Housing Federation, the aim of the month is to raise awareness of the work of the sector.

Supported housing services help over 136,000 people in the south east live more independent and fulfilled lifestyles. Throughout the region, the sector provides more than 2,700 personalised services, tailoring them to meet individual needs.

So please join us in celebrating the practical help, care and support the supported housing sector provides to vulnerable people in our communities.

For more information about the Supported Housing Sector, and about Supported Housing Month itself, please find enclosed our 'Supported Housing Month Key Facts' guide.

Should you like to learn more about our work in advance of your visit, you are very welcome to get in touch with [details of person e.g. Chief Executive or Senior Officer].

Please RSVP to [contact details].

I look forward to meeting you [again (if you have met before)]

Yours sincerely

[Name]
Chief Executive
[Housing Association]

> APPENDIX C - Template letter (MPs)

This template is a rough outline letter you can use as a basis for invitations to MPs for attending your events, schemes and launches, or taking a look at your initiatives in action. When sending out letters please include copies of the 'Key Facts' document and the 'So what is supported housing month?' documents. Please also include details of any extra issues that are locally relevant within the letter itself.

Dear Mr/Mrs/Ms **xxxxx**

Invitation to events celebrating South East Supported Housing Month: 16 November to 11 December

In order to highlight the thousands of services provided to vulnerable people in the south east, service providers in the region are teaming up with the National Housing Federation to launch our first South East Supported Housing Month. The aim of this is to highlight the assistance provided to many local people in need of additional support, and will see a series of events organised and other activities taking place throughout the region. Details of these will be available on our website **[INSERT YOUR Web address where link to NHF page will be posted]**

We at **[name of housing association]** have organised an event within your constituency to mark the occasion, and would like to invite you to attend our **[name of event]** to **[speak/ greet/ photo opportunity with press?/ cut ribbon??]** on **[date and time]** at **[venue]**.

I am confident that attending some or all of these events will give you a valuable insight into the range of services provided by the Supported Housing Sector. In the south east alone there are 2,700 services, ranging from foyers for young people and homeless hostels to women's refuges and residential care homes. Nationally this vital sector is saving mainstream services £1.22 billion by supporting the client groups we work with.

[Details of contact for MPs office to arrange visit/attendance at events and where to get further information].

Should you like to learn more about the work of the organisations concerned in advance of your visit please do not hesitate to get in touch with Simon Nunn, Head of South for the National Housing Federation, on 0117 9529915 or at simonn@housing.org.uk.

I look forward to hearing from you.

Yours sincerely

[Name]
Chief Executive
[Housing Association]

> APPENDIX D - Who's doing what when? Activity Planner – 31 July 09

MONTH/ DATE	ACTIVITY	DETAILS	CONTACT	PRESS?
July 09				
Fri 31 July	PJ attend SE Supported Housing Forum meeting	<ul style="list-style-type: none"> At Affinity Sutton's offices at More London, London Bridge <p>Show presentation on SW Supported Housing Month and determine interest/ appetite for SE equivalent</p> <p>Fix dates for SE event</p>	Raife.west@havantha.co.uk	NO
Aug 09				
10 – 25 August	<p>Work on SE version of pack</p> <p>Get sign off from Raife/ Michelle and send to group.</p> <p>Ask all group members to forward to all of their own networks and contacts throughout SE.</p>	<ul style="list-style-type: none"> Peter J converting SW pack and sending to Raife/ Michelle Lock 	peterj@housing.org.uk NB: Peter J to send to: Raife.west@havantha.co.uk Michelle.lock@affinitysutton.com	NO
Sept 09				
1 Sept – 30 Sept	<p>All HAs and service providers to begin planning their events to run between 16 Nov and 11 December.</p> <p>All HAs and service providers to begin sending out invitation letters to Cllrs, MPs and other stakeholders at earliest opportunity</p>	<p>Invitation letters need to be sent out as early in September as possible as Councillors, MPs and other stakeholders will get booked up quickly.</p>	All HAs and Service providers	when events are organised and are happening HAs should issue their own localised press releases
Oct 09				
Fri 16 October	HAs send Peter Jones information about events planned.	Need brief outline, date, time and venue, and best contact name and number for press. Information about which stakeholders invited/ attending	All send to peterj@housing.org.uk	when events organised HAs should issue their own localised press releases

Mon 19 October	HAs to add mail signature text their email signatures	Text is: We are one of a range of south east organisations providing more than 2,700 vital personalised support services to over 136,000 people in the region. Our work tackles social exclusion and promotes sustainable communities. We are proud to empower people to achieve their potential. Join us in celebrating South East Supported Housing Month from 16 November until 11 December.	Please confirm with peterj@housing.org.uk when you have done this	NO
Tues 20 October	PJ to send out single updated planning grid to all	All updates received on Friday 16 th October to be incorporated into 1 doc and sent back	PJ to send to group	NO
Weds 21 Oct	PJ to set up and publish NHF web page – send link to group with badge	PJ will set up web page on this day and send group web link and badge/ logo. Will request HAs get badge/logo and link added to their websites by Friday 30 October	PJ to send to group	NO
Fri 23 October	HAs send Peter Jones information about events planned.	Need brief outline, date, time and venue, and best contact name and number for press. Information about which stakeholders invited/ attending	All send to peterj@housing.org.uk	when events are organised and are happening HAs should issue their own localised press releases
Weds 28 October	PJ to send out single updated planning grid to all	All updates received on Friday 23 rd October to be incorporated into 1 doc and sent back	PJ to send to group	NO
Fri 30 October	HAs send Peter Jones information about events planned.	Need brief outline, date, time and venue, and best contact name and number for press. Information about which stakeholders invited/ attending	All send to peterj@housing.org.uk	when events are organised and are happening HAs should issue their own localised press releases
Fri 30 October	HAs to get web badge/ logo and link to NHF SESHM web page added to their websites	PJ should have sent web link and badge/ logo to you on Weds 21 st October	Please confirm with peterj@housing.org.uk when you have done this	NO
Nov 09				
Tues 3 November	PJ to send out single updated planning grid to all	All updates received on Friday 30 th October to be incorporated into 1 doc and sent back	PJ to send to group	NO
Fri 6 November	PJ attend SE Supported Housing Forum meeting	Update group on where up to so far Get views from group on where up to Get overview of events going forward & sign off presser	Raife.west@havantha.co.uk	NO

Fri 6 November	HAs send Peter Jones information about events planned.	Need brief outline, date, time and venue, and best contact name and number for press. Information about which stakeholders invited/ attending	All send to peterj@housing.org.uk	when events are organised and are happening HAs should issue their own localised press releases
Mon 10 November	PJ to issue pre launch press release	Will send to all SE Regional Media and Trade Press Should have been approved by group on/ by 6 November		YES
Tues 10 November	PJ to send out single updated planning grid to all	All updates received on Friday 6 th November to be incorporated into 1 doc and sent back	PJ to send to group	NO
Fri 13 November	HAs send Peter Jones information about events planned.	Need brief outline, date, time and venue, and best contact name and number for press. Information about which stakeholders invited/ attending	All send to peterj@housing.org.uk	when events are organised and are happening HAs should issue their own localised press releases
Mon 16 November	SE Supported Housing Month begins	Runs until 11 December	Events start today	YES
Tues 17 November	PJ to send out single updated planning grid to all	All updates received on Friday 13 th November to be incorporated into 1 doc and sent back	PJ to send to group	NO
Fri 20 November	HAs send Peter Jones information about events planned.	Need brief outline, date, time and venue, and best contact name and number for press. Information about which stakeholders invited/ attending	All send to peterj@housing.org.uk	when events are organised and are happening HAs should issue their own localised press releases
Tues 24 November	PJ to send out single updated planning grid to all	All updates received on Friday 20 th November to be incorporated into 1 doc and sent back	PJ to send to group	NO
Fri 27 November	HAs send Peter Jones information about events planned.	Need brief outline, date, time and venue, and best contact name and number for press. Information about which stakeholders invited/ attending	All send to peterj@housing.org.uk	when events are organised and are happening HAs should issue their own localised press releases

Mon 30 November	PJ to issue half-way through press release	Will send to all SE Regional Media and Trade Press Aim for sign off from group on/ by Weds 25 November		YES
Dec 09				
Tues 1 December	PJ to send out single updated planning grid to all	All updates received on Friday 27 th November to be incorporated into 1 doc and sent back	PJ to send to group	NO
Fri 4 December	HAs send Peter Jones information about events planned.	Need brief outline, date, time and venue, and best contact name and number for press. Information about which stakeholders invited/ attending	All send to peterj@housing.org.uk	when events are organised and are happening HAs should issue their own localised press releases
Mon 7 December	PJ to send out press release about SESHM	Will include summary of events that have taken place during month of activity. Will be embargoed for use on 11 December	PJ will seek sign off from key members of the group once drafted.	YES
Tues 8 December	PJ to send out single updated planning grid to all	All updates received on Friday 4 th December to be incorporated into 1 doc and sent back	PJ to send to group	NO
Fri 11 December	SE Supported Housing Month ends		Last events run today	YES

Colour Key to actions:

for PJ/ NHF	for HAs	for ALL	Organised event/ visit
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> APPENDIX E – First regional press release to be issued by National Housing Federation South



**NATIONAL
HOUSING
FEDERATION**
south east

DAY MONTH 2009

PRESS RELEASE: Immediate release

Supported Housing providers in the south east stand up to be counted

Hundreds of organisations throughout the south east work hard every day to help over 136,000 of the most vulnerable members of our communities enjoy independent and fulfilled lives. Between them they provide more than 2,700 services and last year over £189m was spent on housing support services in the region.

Crucial services provided range from foyers for young people, temporary accommodation for families, refuges from domestic violence and sheltered and extra care housing for older or disabled people. With recent changes to the way funding is allocated for these services, it's more important than ever that those that hold the purse strings are aware of the impact they are making. In fact, research from the Department for Communities and Local Government shows that every pound spent on Supporting People saves £2.12 on other public services.

Now a range of agencies throughout the region that provide this crucial support are standing up to be counted, organising a range of events and activities for the first ever South East Supported Housing Month (16 November – 11 December).

Councillors, MPs and other regional decision makers from agencies such as Government Office, the South East England Development Agency, Police and Primary Care Trusts, are being invited to take a first-hand look at these services in action.

Coordinated by the National Housing Federation (South), the campaign comes after an announcement last year, which gives Local Authorities much more freedom to decide how they use 'Supporting People' grants. The removal of the ring-fence is aimed at giving councils the chance to be innovative in how they commission and provide services for vulnerable people.

Raife West, Chair of the National Housing Federation's South East Supported Housing Forum commented: "South East Supported Housing Month (16 November - 11 December) is an excellent opportunity for providers to join forces in the south east and highlight the contribution supported housing and support services make in the region. It will help to demonstrate the money that is being saved to other public services, as outlined in CLG's Capgemini report.

With the removal of the ring fence around Supporting People funding, it is vitally important that commissioners, MPs, stakeholders and Councillors are fully aware of the contribution that the sector is making in supporting and improving the lives of so many individuals in communities throughout the region."

ENDS

- For further information about South East Supported Housing Month please see the 'What Is It?' and 'Key Facts' documents issued alongside this press release.

- To find out about events taking place across the region, please visit [our website \(link to be inserted when confirmed\)](#).
- To arrange interviews please contact:

Peter Jones, National Housing Federation Communications Officer (South)

Tel: 0117 9704644 / 07771 552090

Email: peterj@housing.org.uk

Notes for Editors

1. SOURCE: Capgemini UK plc: 'Research into the financial benefits of the Supporting People Programme' (CLG 2008).
2. South East Supported Housing Month is being organised by a broad mix of supported housing and floating support services providers, with coordination and other assistance from the National Housing Federation's South Regional Office. It is aimed at being a representative and inclusive sector-wide initiative.
3. The South East Supported Housing Forum is one of the National Housing Federation's Regional Interest Groups. It helps promote working partnerships between housing associations, managing agents and Supporting People Administrative Authorities.
4. The National Housing Federation represents 1,200 independent, not-for-profit housing associations in England and is the voice of affordable housing. Together, our members provide over two million affordable homes and community services for around five million people. For further information see www.housing.org.uk
5. iN business for neighbourhoods is a long-term project launched by the National Housing Federation and its members as a major initiative to raise the profile of, and promote, the neighbourhood work of housing associations. For further information see www.iNbiz.org

> APPENDIX F – Suggested press release template for providers without press/ communications support



INSERT HA/ Service logo

DAY MONTH 2009

PRESS RELEASE: Immediate release

[insert provider name] backs National Housing Federation campaign on supported housing

[Insert location] based [Insert provider name] is joining a range of agencies throughout the south east to mark South East Supported Housing Month from 16 November to 11 December. The National Housing Federation campaign is aimed at raising awareness of the 2,700 crucial services running throughout the south east that help over 136,000 of the most vulnerable people enjoy independent and fulfilled lives.

Services provided range from foyers for young people, temporary accommodation for families, refuges from domestic violence and sheltered and extra care housing for older or disabled people. With recent changes to the way funding is allocated for these services, it's more important than ever that those that hold the purse strings are aware of the impact they are making. Last year over £189m was spent on housing support services in the region, and national research from the Department for Communities and Local Government shows that every pound spent on Supporting People saves £2.12 on other public services.

[Insert provider name] provides [insert number of services and/ or types of services] to [insert number of people] in [insert area], and to raise awareness of this important work we have organised our own events to mark South East Supported Housing Month:

[insert details of event/ events, saying what's happening, where it's happening, who's coming and when it's happening]

Councillors, MPs and other regional decision makers from agencies such as Government Office, the South East England Development Agency, Police and Primary Care Trusts, are being invited to similar events throughout the region.

Coordinated by the National Housing Federation (South), the campaign comes after an announcement last year, which gives Local Authorities much more freedom to decide how they use 'Supporting People' grants. The removal of the ring-fence is aimed at giving councils the chance to be innovative in how they commission and provide services for vulnerable people.

Raife West, Chair of the National Housing Federation's South East Supported Housing Forum commented: "South East Supported Housing Month (16 November - 11 December) is an excellent opportunity for providers to join forces in the south east and highlight the contribution supported housing and support services make in the region. It will help to demonstrate the money that is being saved to other public services, as outlined in CLG's Capgemini report.

With the removal of the ring fence around Supporting People funding, it is vitally important that commissioners, MPs, stakeholders and Councillors are fully aware of the contribution that the sector is making in supporting and improving the lives of so many individuals in communities throughout the region."

[INSERT Provider quote if desired]

ENDS

- For further information about South East Supported Housing Month please see the 'What Is It?' and 'Key Facts' documents issued alongside this press release.
- To find out about events taking place across the region, please visit [our website \(link to be inserted when confirmed\)](#).
- To arrange interviews please contact:

[insert contact details for most relevant person who press will be able to contact – and who will be around for a day or so after you have sent out the press release]

Notes for Editors

1. [Add in your organisation's standard mission statement (i.e. what appears at bottom of email signature or on 'about us' section of your website??)]
2. South East Supported Housing Month is being organised by a broad mix of supported housing and floating support services providers, with coordination and other assistance from the National Housing Federation's South Regional Office. It is aimed at being a representative and inclusive sector-wide initiative.
3. The South East Supported Housing Forum is one of the National Housing Federation's Regional Interest Groups. It helps promote working partnerships between housing associations, managing agents and Supporting People Administrative Authorities.
4. The National Housing Federation represents 1,200 independent, not-for-profit housing associations in England and is the voice of affordable housing. Together, our members provide over two million affordable homes and community services for around five million people. For further information see www.housing.org.uk
5. iN business for neighbourhoods is a long-term project launched by the National Housing Federation and its members as a major initiative to raise the profile of, and promote, the neighbourhood work of housing associations. For further information see www.iNbiz.org