

**Celebrate South West...**  
**SUPPORTED HOUSING MONTH**  
**14 May - 12 June 2009**

**NATIONAL  
HOUSING  
FEDERATION**  
south west



**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 West Supported Housing Forum, to plan and deliver a month of activity to promote the Supported Housing sector throughout the South West region.

The first 'South West Supported Housing Month' will be launched at this year's 'Keeping it real!' South West Supported Housing Conference in Exeter on 14 May. In the weeks leading up to the event, we are urging providers and practitioners to organise a range of activities 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 conference. 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 and an activity planner, both of which need to be completed and sent back to our Communications Officer, Peter Jones (see guidance notes in sections 4 and 7), who will be putting together a series of press releases and features, and posting a regional activity calendar on the National Housing Federation's website.

Our main objective is to shout out about the difference we are making for some of the region's most vulnerable tenants, but we need you on board as early as possible to make this initiative a success. Please make good use of the templates and activity planners within this pack to get the ball rolling.

Best Wishes

A handwritten signature in black ink, appearing to read 'M Kniveton', written over a horizontal line.

Myriam Kniveton  
Chair of the South West Supported Housing Forum

## › 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 West. 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 such a 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 West 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 west 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 West Supported Housing Month will run from 14 May until 12 June 2009. It will be launched during the National Housing Federation / SITRA South West Supported Housing Conference: 'Keeping it real!' on Thursday 14 May at Sandy Park Conference Centre in Exeter.

### > 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 West 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 West. 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 West are joining forces with the National Housing Federation's South Regional Office to organise South West Supported Housing Month. A working group has been 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 West Supported Housing Month is both owned by, and is for, the sector as a whole. All South West 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 9704644 or email [peterj@housing.org.uk](mailto:peterj@housing.org.uk).



We want to know your thoughts and plans for events and activities to mark South West 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 14 May and 12 June that can tie in with South West 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 West 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 West 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](mailto: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!

A handwritten signature in black ink that reads "Peter Jones".

Peter Jones  
Communications Officer, National Housing Federation (South)

# Celebrate South West Supported Housing Month 14 May - 12 June 2009

NATIONAL  
HOUSING  
FEDERATION  
south west

## ›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.



Around **650** organisations provide housing support services in the south west...

These include housing associations, charitable and not-for-profit organisations, local authorities, private companies and private individuals.

In the South West alone,  
Supported Housing provides more  
than **2,800** 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

Nearly **103,000** 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

Every pound spent on Supporting People  
saves **£1.79** on other public services.

SOURCE: Capgemini UK plc: "Research into the financial benefits of the Supporting People Programme" (CLG 2008).

## > 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 13 APRIL:**

We are one of 650 South West organisations providing vital personalised support services to 103,000 people. Our work tackles social exclusion and promotes sustainable communities. We are proud to empower people to achieve their potential.

Join us in celebrating South West Supported Housing Month from 14 May until 12 June. Further details coming soon.

**... once you've got the go ahead – get your colleagues to too**

### > Step 2

**Talk to your web team/ editor about adding details on your website, to go 'live' ON FRIDAY 1 MAY.**

**We will provide a link to the NHF web page by THURSDAY 30 APRIL. We hope to provide a designed 'badge/ logo' as well. But details can be as simple as:**



[Click here for details](#)

**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 the impact)
- Photos of scheme & 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?

Send it to [peterj@housing.org.uk](mailto:peterj@housing.org.uk) as soon as possible.

### > 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 is notified as the press release is issued.

**[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 the 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 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 are busy 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 the constituency on Fridays, at 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.

**[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 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.

Please complete it as follows:

- Click on the date slot closest to the date of your planned activity.
- Go to 'Table' from the top menu, and select 'Insert row' above/ below to add in a line for the date of your activity
- Add the date of the activity (if runs over several dates put end date in brackets) to the 'Month/Date column'
- Add event title in 'Activity' column
- Add details (preferably bullet points) in details column – what, where, who, when, why etc!
- Add contact details for person dealing with/ best contact for follow up calls. If press item need press officer name too
- Add 'yes' or 'no' to press column if you are planning to do your own press activity

Activities that should be included in the planner include:

- Any events you are running (if provisional please make that clear)
- Any press releases you are issuing
- Visits you are organising
- Any other activities of interest/ relevance

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

Each week, please complete your copy and return it by email to [peterj@housing.org.uk](mailto:peterj@housing.org.uk) by the deadline listed below. We will then combine all of the information received and send one updated version out to the whole group – as close to the deadline listed to the right as possible.

### **Send to Peter Jones by:**

12 noon Thursday 9 April  
12 noon Friday 17 April  
12 noon Friday 24 April  
12 noon Friday 1 May  
12 noon Friday 8 May  
12 noon Friday 15 May  
12 noon Friday 22 May  
12 noon Friday 29 May  
12 noon Friday 5 June

### **Peter Jones to email combined versions by:**

12 noon Tuesday 14 April (if possible given Easter)  
12 noon Tuesday 21 April  
12 noon Tuesday 28 April  
12 noon Tuesday 5 May  
12 noon Tuesday 12 May  
12 noon Tuesday 19 May  
12 noon Tuesday 26 May (if possible given b/hol)  
12 noon Tuesday 2 June  
12 noon Tuesday 9 June

**[SEE ACTIVITY PLANNER - APPENDIX D]**

## > Key contacts

Thank you to the members of the 'Supported Housing Month' Steering Group:

Myriam Kniveton (Home Group)  
Chair of South West Supported Housing Forum  
01823 424378 / 07921 485668  
[myriam.kniveton@homegroup.org.uk](mailto:myriam.kniveton@homegroup.org.uk)

Peter Jones (National Housing Federation)  
Communications Officer, South Region  
0117 9704644 / 07771 552090  
[peterj@housing.org.uk](mailto:peterj@housing.org.uk)

Jerry Lyons (Stonham)  
Public Relations Officer  
0208 5822287 / 07595 651332  
[jerry.lyons@homegroup.org.uk](mailto:jerry.lyons@homegroup.org.uk)

Shannon Lovegrove (Shape Housing Association)  
Supported Housing Manager  
01225 366000 / 07929 726781  
[Shannon.lovegrove@shapehousing.co.uk](mailto:Shannon.lovegrove@shapehousing.co.uk)

Mark Bannan (Westcountry Housing Association)  
Supported Housing Area Manager West  
01752 389910 / 07525 909754  
[mark.bannan@westcountryha.org.uk](mailto:mark.bannan@westcountryha.org.uk)

Gary Hortop (Guinness Care and Support Ltd)  
Director of New Business  
01392 686434 / 07969 470742  
[gary.hortop@guinness.org.uk](mailto:gary.hortop@guinness.org.uk)

Jon McLeavy (Devon and Cornwall Housing Association)  
Supported Housing Policy, Research and Strategy Manager  
07968 854625  
[jon.mcleavy@dcha.co.uk](mailto:jon.mcleavy@dcha.co.uk)

Liz Bezzant (Mendip Housing)  
Supported Housing Manager  
01749 334455  
[lbezzant@mendiphousing.co.uk](mailto:lbezzant@mendiphousing.co.uk)

Brian Swann (Bournemouth Churches Housing Association)  
Director of Support  
01202 410533 / 07202 410533  
[brianswann@bcha.org.uk](mailto:brianswann@bcha.org.uk)

Catherine Kevis (G3)  
Chief Executive  
01452 428925 / 07900 621221  
[catherine.kevis@gyha.org.uk](mailto:catherine.kevis@gyha.org.uk)

Jane Edmonds (Knightstone Housing Association)  
Assistant Director, Futures at Knightstone  
01934 524411  
[jane.edmonds@knightstone.co.uk](mailto:jane.edmonds@knightstone.co.uk)

Valerie Page (Signpost Care Partnerships)  
Divisional Director  
01258 484750 / 07977 014328  
[valerie.page@signpost-care.co.uk](mailto:valerie.page@signpost-care.co.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](mailto: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 12 June, save a copy of the completed form on your PC so you don't have to fill in the basics each time.

<b>ORGANISATION AND CONTACT DETAILS</b>	
<b>Your name</b>	
<b>Your organisation</b>	
<b>Your telephone</b>	
<b>Your email</b>	
<b>Best contact for press enquiries</b>	
<b>Best contact for further information enquiries</b>	
<b>CASE STUDY DETAILS 1</b>	
Does this case study relate to an individual, named client? <b>[IF NO, MOVE TO 2]</b>	(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)
<b>CASE STUDY DETAILS 2</b>	
<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"> <li>• When it happened/ is happening?</li> <li>• Where it happened/ is happening? (include district &amp; county please)</li> <li>• Who does it involve?</li> <li>• Why was it organised/ launched/ set up?</li> <li>• When was it launched/ organised/ set up?</li> <li>• Who is it for?</li> <li>• What difference is it making/ going to make?</li> <li>• How much money does it cost?</li> <li>• How much money does it save?!</li> <li>• How many people have been helped/ will be helped?</li> <li>• Any statistics that help demonstrate its success/ impact</li> <li>• Who can press or public go to for more information?</li> <li>• What are future plans for the scheme/ initiative (i.e. is it being rolled out elsewhere, continued or extended etc)</li> <li>• Is there a call to action?</li> </ul>	

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](mailto: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.

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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 West Supported Housing Month, a whole series of events and activity taking place between 14 May and 12 June. Organised by service providers throughout the south west, 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 nearly 103,000 people in the south west live more independent and fulfilled lifestyles. Throughout the region, the sector provides more than 2,800 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 West Supported Housing Month: 14 May to 12 June

In order to highlight the thousands of services provided to vulnerable people in the South West, service providers in the region are teaming up with the National Housing Federation to launch our first 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 West alone there are more than 2,800 services 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 9704646 or at [simonn@housing.org.uk](mailto:simonn@housing.org.uk).

I look forward to hearing from you.

Yours sincerely

[\[Name\]](#)  
Chief Executive  
[\[Housing Association\]](#)

## > APPENDIX D - Activity planner

(NB: This is an example only – up to date versions emailed separately each week.  
C: [peterj@housing.org.uk](mailto:peterj@housing.org.uk) for your copy)

MONTH/ DATE	ACTIVITY	DETAILS	CONTACT	PRESS?
<b>March 2009</b>				
Thurs 26 March	First steering group meeting	<ul style="list-style-type: none"> <li>• At Stonham's West region officers in Taunton 10am – 2pm</li> <li>• - Welcome and introductions</li> <li>- Agree key messages</li> <li>- Agree themes, timings &amp; sign off process for press releases</li> <li>- HAs outline events/ activities already running &amp; possible ideas... agree time frame for organising</li> <li>- Exchange contact details and agree approach for contacting wider forum members and providers not part of the forum</li> <li>- Identify stakeholders to invite</li> <li>- Identify case studies for press work</li> </ul>	<a href="mailto:Myriam.Kniveton@homegroup.org.uk">Myriam.Kniveton@homegroup.org.uk</a> & group (email and phone contacts to be collected)	NO
<b>April 2009</b>				
Friday 3 April	Allocate day to work on letter templates and complete pack – send to group for sign off.	<ul style="list-style-type: none"> <li>• Laura Bruni, PJ – working group to sign off</li> </ul>	<a href="mailto:Laura.bruni@housing.org.uk">Laura.bruni@housing.org.uk</a> <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a> NB: Peter J to send to: <a href="mailto:Myriam.Kniveton@homegroup.org.uk">Myriam.Kniveton@homegroup.org.uk</a> & group (email and phone contacts to be collected)	NO
Monday 6 April	Send updated planning grids to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	ALL HAs to update grid with any events already happening/ planned. Include launches of any initiatives or info about any other activities that show off the sector	ALL send to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	NO
Weds 8 April	Letter templates and pack finished by Laura and PJ and sent to HAs	<ul style="list-style-type: none"> <li>• Pack will consist of:               <ul style="list-style-type: none"> <li>- Letter template for inviting councillors</li> <li>- Letter template for inviting MPs</li> <li>- Introduction to Supported Housing Month – what is it, what's it for, who's it for etc?</li> <li>- Introductory text: Myriam &amp; Simon Nunn</li> <li>- Contact details for those involved</li> </ul> </li> </ul>	Send to: <a href="mailto:Myriam.Kniveton@homegroup.org.uk">Myriam.Kniveton@homegroup.org.uk</a> & group (email and phone contacts to be collected)	NO

Thurs 9 April	EMAIL updated Planning Grids to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	<ul style="list-style-type: none"> <li>ALL participating HAs should email their updated planning grids, adding in any events and activities (even if only provisional in which case please mark with 'prov') and send back by noon today.</li> </ul>	ALL send to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	NO
Tues 14 April	PJ to send out single updated planning grid to all	<ul style="list-style-type: none"> <li>All updates received on Thurs 9<sup>th</sup> to be incorporated into 1 doc and sent back</li> </ul>	PJ to send to group	NO
Weds 15 April	Supported Housing Steering Group meeting 10.30 – 2pm @ Stonham	<ul style="list-style-type: none"> <li>Final approval on pack contents</li> <li>Sign off on designed 'graphics pack' if completed</li> <li>Final discussion &amp; agreement on Press release themes</li> </ul>	All of steering group members	
	HAs add Email signature text to email signatures.. see 'Step 1' in section 3 of pack	<ul style="list-style-type: none"> <li>ALL participating HAs asked to do this to show their support – Please seek agreement from CX / other colleagues within your organisation first.</li> </ul>	Please confirm with <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a> when you have done this.	NO
	Send case studies to PJ by Friday 17 April – using proforma in pack	<ul style="list-style-type: none"> <li>Need these for press releases and for features... planning to pitch feature idea to Western Daily Press, Echo &amp; Western Morning News</li> </ul>	ALL send to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	NOT YET!
<b>FROM</b> Thurs 16 April	HAs with events organised to send letters out to Councillors and MPs, with designed 'What is Supported Housing Month' and 'Key Facts' docs	<ul style="list-style-type: none"> <li>PJ will aim to have the 2 key documents designed up, approved and sent out to the group as PDFs by then</li> <li>NB: will need to have events organised by then to invite them to!</li> </ul>	<p>PJ to send designed pages to group</p> <p>HAs to send letters to Cllrs and MPs etc</p>	NO
Fri 17 April	EMAIL updated Planning Grids to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	<ul style="list-style-type: none"> <li>ALL participating HAs should email their updated planning grids, adding in any events and activities (even if only provisional in which case please mark with 'prov') and send back by noon today.</li> </ul>	ALL send to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	NO
Mon 20 April	PJ to organise NHF webpage	<ul style="list-style-type: none"> <li>NHF web page to go live on 1 May.</li> <li>PJ needs to send link details, confirmed text and badge to HAs before 1 May</li> </ul>	<a href="mailto:Peterj@housing.org.uk">Peterj@housing.org.uk</a>	NO
Tues 21 April	PJ to send out single updated planning grid to all	<ul style="list-style-type: none"> <li>All updates received on Fri 17<sup>th</sup> to be incorporated into 1 doc and sent back</li> </ul>	PJ to send to group	NO
	Pitch double-page spread feature idea to Western Daily Press etc	Peter J to have discussion with WDP contact (Barry Leighton for suggestions on who best at WDP) - Offer to WDP first... then also to WMN etc but WDP may want as exclusive?		NOT YET
Thurs 23 April	Initial press release drafted and sent for sign off	<ul style="list-style-type: none"> <li>Peter J to draft first press release and send to group for sign-off</li> </ul>		NOT until issued
Fri 24 April	Send updated planning grids to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	<ul style="list-style-type: none"> <li>ALL HAs to update grid with any events already happening/ planned. Include launches of any initiatives or info about any other activities that show off the sector</li> </ul>	ALL send to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	NO

Tues 28 April	PJ to send out single updated planning grid to all	<ul style="list-style-type: none"> <li>All updates received on Fri 24<sup>th</sup> to be incorporated into 1 doc and sent back</li> </ul>	PJ to send to group	NO
Weds 29 April	PJ to email NHF web link, badge etc to HAs	<ul style="list-style-type: none"> <li>Send to all if haven't already so they can set up in time for 1 May</li> </ul>	PJ to send to group	
<b>May 2009</b>				
Fri 1 May	Add approved text (and badge if available, with link to NHF web page) to HA websites	<ul style="list-style-type: none"> <li>ALL participating HAs and organisations incl. Nat Fed to have sought permission (if necessary) to do this.. and have the badge 'go live' today</li> </ul>		NO
	Nat Fed web page goes live today!	<ul style="list-style-type: none"> <li>Peter J to ensure Nat Fed page set up and live, ready to go – with calendar of events included on page.</li> </ul>		NO
	Send updated planning grids to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	<ul style="list-style-type: none"> <li>ALL HAs to update grid with any events already happening/ planned. Include launches of any initiatives or info about any other activities that show off the sector</li> </ul>	ALL send to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	NO
Tues 5 May	PJ to send out single updated planning grid to all	<ul style="list-style-type: none"> <li>All updates received on Fri 24<sup>th</sup> to be incorporated into 1 doc and sent back</li> </ul>	PJ to send to group	NO
Weds 6 May	If WDP are receptive to feature idea begin drafting based on case studies received	<ul style="list-style-type: none"> <li>Peter J to draft from agreed messages, case studies received and latest activities grid.</li> </ul>		YES
Thurs 7 May	Press release 1 of 5 issued	<ul style="list-style-type: none"> <li>Gives overview of forthcoming conference as well as Supported Housing Month</li> </ul>	<a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	YES
Fri 8 May	Send updated planning grids to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	<ul style="list-style-type: none"> <li>ALL HAs to update grid with any events already happening/ planned. Include launches of any initiatives or info about any other activities that show off the sector</li> </ul>	ALL send to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	NO
Tues 12 May	PJ to send out single updated planning grid to all	<ul style="list-style-type: none"> <li>All updates received on Fri 24<sup>th</sup> to be incorporated into 1 doc and sent back</li> </ul>	PJ to send to group	NO
Thurs 14 May	Supported Housing Conference & Launch of Supported Housing Month	<ul style="list-style-type: none"> <li>Chair of conference promotes Supported Housing Month in opening and closing address</li> <li>Individual HAs network with key stakeholders attending to get extra attendance for events</li> </ul>		NO
Fri 15 May	Send updated planning grids to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	<ul style="list-style-type: none"> <li>ALL HAs to update grid with any events already happening/ planned. Include launches of any initiatives or info about any other activities that show off the sector</li> </ul>	ALL send to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	NO
Tues 19 May	PJ to send out single updated planning grid to all	<ul style="list-style-type: none"> <li>All updates received on Fri 24<sup>th</sup> to be incorporated into 1 doc and sent back</li> </ul>	PJ to send to group	NO

Thurs 21 May	Press release 2 of 5 issued	<ul style="list-style-type: none"> <li>• Theme tbc</li> </ul>	<a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	YES
Fri 22 May	Send updated planning grids to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	<ul style="list-style-type: none"> <li>• ALL HAs to update grid with any events already happening/ planned. Include launches of any initiatives or info about any other activities that show off the sector</li> </ul>	ALL send to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	NO
Tues 26 May	PJ to send out single updated planning grid to all	<ul style="list-style-type: none"> <li>• All updates received on Fri 24<sup>th</sup> to be incorporated into 1 doc and sent back</li> </ul>	PJ to send to group	NO
Thurs 28 May	Press release 3 of 5 issued	<ul style="list-style-type: none"> <li>• Theme tbc</li> </ul>	<a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	YES
Fri 29 May	Send updated planning grids to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	<ul style="list-style-type: none"> <li>• ALL HAs to update grid with any events already happening/ planned. Include launches of any initiatives or info about any other activities that show off the sector</li> </ul>	ALL send to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	NO
<b>June 2009</b>				
Tues 2 June	PJ to send out single updated planning grid to all	<ul style="list-style-type: none"> <li>• All updates received on Fri 24<sup>th</sup> to be incorporated into 1 doc and sent back</li> </ul>	PJ to send to group	NO
Thurs 4 June	Press release 4 of 5 issued	<ul style="list-style-type: none"> <li>• Theme tbc</li> </ul>	<a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	YES
Fri 5 June	Send updated planning grids to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	<ul style="list-style-type: none"> <li>• ALL HAs to update grid with any events already happening/ planned. Include launches of any initiatives or info about any other activities that show off the sector</li> </ul>	ALL send to <a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	NO
Tues 9 June	PJ to send out single updated planning grid to all	<ul style="list-style-type: none"> <li>• All updates received on Fri 24<sup>th</sup> to be incorporated into 1 doc and sent back</li> </ul>	PJ to send to group	NO
Thurs 11 June	Press release 3 of 5 issued	<ul style="list-style-type: none"> <li>• Theme tbc... plus end of month of activity</li> </ul>	<a href="mailto:peterj@housing.org.uk">peterj@housing.org.uk</a>	YES
Fri 12 June	Supported Housing Month ends – organise evaluation meeting			

**Colour Key to actions:**

for PJ/ NHF	for HAs	for ALL	Organised event/ visit
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