**Empty Homes Day of Action Saturday 17th April 2021**

**Local actions and rally livestreamed at 11am**

**How to organise a local empty homes photoshoot/protest**

All the resources you need will be posted here

<http://www.axethehousingact.org.uk/uncategorized/empty-homes-day-of-action-saturday-april-17th-2021/>

or here

<https://www.actiononemptyhomes.org/day-of-action>

**Action plan for organisers**

We’ve produced this action plan to give you a few pointers on how to organise for the Day of Action, but please do feel free to get in touch if you have something else in mind, as we would like to invite imaginative actions!

**Before 17th April Day of Action**

1. **Choose your empty homes- There’s a lot to choose from in most places.**

To find how many empty homes there are in your council area [click here](https://www.actiononemptyhomes.org/Handlers/Download.ashx?IDMF=2215aedf-0a7b-4b9f-83ba-a079da93941e). This tells you *a lot* about empty homes in your area. E.g. one in 9 homes in Kensington and Chelsea are “out of use”.

You might want to choose a new development that does not contain any or much social housing, decanted council homes, housing association empty homes or an older large residential property that is long term empty. A block with a lot of Airbnb’s is also a possibility. Find out a bit about this property: when was it built, how much does it cost, how long has it been empty?

Smaller long-term empty homes will not make as good a statement. Also, there are a number that are empty for good reasons, for example, the owner is elderly and in a care home, or may have mental health problems and is in care, or the owner may even be in prison. So, take a bit of care choosing your empty home!

1. **Invite supporters to your photoshoot**

Use the letter and posters on the H4A and AEH websites to invite your local politicians, faith groups, housing groups, any local famous people etc.

Are you in touch with a homeless or overcrowded family? They might want to be in the photo or say a few words about how this home could be used!

1. **Produce a Facebook event and tell us about your event**

Your Facebook event should say that you will be having a photoshoot, starting at 10:45am or 11am and there will be a live streamed rally for those who can’t make it. Make sure you link to the rally event page. Say a bit about the property, why you are highlighting it and the local situation in terms of the number of empty homes. Use the hashtags suggested.

**Here are some good examples of empty homes protest FB events in Southwark. Please feel free to copy and paste relevant text.**

[One the Elephant](https://www.facebook.com/events/260951964980288/?acontext=%257B%2522action_history%2522%253A%255b%257B%2522surface%2522%253A%2522page%2522%252C%2522mechanism%2522%253A%2522page_admin_bar%2522%252C%2522extra_data%2522%253A%2522%257B%255C%2522page_id%255C%2522%253A839272879439624%257D%2522%257D%252C%257B%2522surface%2522%253A%2522events_admin_tool%2522%252C%2522mechanism%2522%253A%2522recommended_actions%2522%252C%2522extra_data%2522%253A%2522%255b%255d%2522%257D%255d%252C%2522has_source%2522%253Atrue%257D)  New developments and Airbnb, some on former council estate

[Peckham Place](https://www.facebook.com/events/3120862284692741/) Demolished council block, now new Housing Association development- site empty for 11 years

[Maydew House](https://www.facebook.com/events/684083215704867?acontext=%257B%2522action_history%2522%253A%255b%257B%2522surface%2522%253A%2522page%2522%252C%2522mechanism%2522%253A%2522page_admin_bar%2522%252C%2522extra_data%2522%253A%2522%257B%255C%2522page_id%255C%2522%253A839272879439624%257D%2522%257D%252C%257B%2522surface%2522%253A%2522events_admin_tool%2522%252C%2522mechanism%2522%253A%2522recommended_actions%2522%252C%2522extra_data%2522%253A%2522%255b%255d%2522%257D%255d%252C%2522has_source%2522%253Atrue%257DMaydew)  Decanted council block due to asbestos – 4 years empty

[Aylesbury Estate](https://www.facebook.com/events/204917517536073/?acontext=%257B%2522action_history%2522%253A%255b%257B%2522surface%2522%253A%2522page%2522%252C%2522mechanism%2522%253A%2522page_admin_bar%2522%252C%2522extra_data%2522%253A%2522%257B%255C%2522page_id%255C%2522%253A839272879439624%257D%2522%257D%252C%257B%2522surface%2522%253A%2522events_admin_tool%2522%252C%2522mechanism%2522%253A%2522recommended_actions%2522%252C%2522extra_data%2522%253A%2522%255b%255d%2522%257D%255d%252C%2522has_source%2522%253Atrue%257D) Decanted council blocks in a regeneration scheme – ongoing demolition for 20 years

You can also copy the text on our two websites to explain the wider issue. Don’t forget to share your event on other social media like twitter and Instagram.

***Be socially distanced and Covid safe. You might want to use the following text:***

This is a socially distanced protest. Please abide by these health and safety rules:

o All participants must wear face masks

o Participants must stand 2 metres apart

o Hand sanitiser will be available for those that need to use it

**Please let us know about your event**, even if you are not planning to livestream into the rally, or you are not having a FB event. We can list all the events on our websites which will help you publicise it.

1. **You might need a risk assessment**

This depends on the Covid rules in place at the time. We have examples of risk assessments we can share. Please contact Tanya from H4A, preferably by 10th April, for an update.

1. **Order your posters and maybe make a banner**

Will at AEH will be producing hard copies of the posters you can see on our websites. Order some to be sent to you by contacting Will from AEH. Please get your orders in by 9th April. You could also make a banner or placards which refer to specific property you want to be brought into use.

1. **Write an open letter or petition**

To see an example of an empty homes open letter (Southwark DCH petition and open letter to Southwark Council) [click here](https://www.change.org/Stop_Demolitions_Requisition_Empty_Homes)

1. **Decide who is taking the photos**

The photos are a really important part of this action! Whoever takes the photos should share them straight away so that they go on social media and can be sent to the press.

1. **Take some selfies**

For those who can’t make the rally they can order posters to take a selfie at home or at some nearby empty homes. They should use the hashtags in the posters and if possible, send their photo to Will.

1. **Decide who will be filming your protest**

If you want to be in the livestreamed rally identify who is going to film it. This person should get in touch with Will ASAP as he will share the login details for the rally. They will need enough data on their phone for a 10–15-minute link up to the rally. Ideally, they would introduce the action, saying why they are protesting at this location.

1. **Write a press release**

A template press release will be available on our websites.

**On 17th April Day of Action**

1. **The rally will be starting at 11am**.

Make sure you and your supporters have agreed with Will what time you will be live streaming into the rally.

Bring your pre-ordered posters to the rally. You might want to produce your own banners as well, which refer specifically to the property you are standing outside.

Make some noise!

Share the live streamed rally on social media.

**After 17th April Day of Action**

1. You might want to do another press release!
2. Send Will and Tanya an email

The email should have a couple of lines describing your event and a quote from you and/or anyone else you think appropriate so that we can report on the day on our channels.

**Finally…You had a great event! Share! Share! Share!**

Will McMahon Tanya Murat

Director Homes for All

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