



## Empty Homes Day of Action, Saturday 17 April

Dear Friend

**Action on Empty Homes and Homes for All are writing to ask you and your organisation to support our first “Empty Homes Day of Action” that will take place on Saturday 17 April 2021.**

The Day of Action aims to raise public awareness of the rising number of long-term empty homes and homes without a permanent resident in England. Government and market data show there are around:

- 270,000 long-term empty homes
- 250,000 second-homes without no permanent resident
- 120,000 Airbnb type short-lets (London Councils estimate there are 80,000 short-lets in London alone)

We are calling this Day of Action for three reasons:

### **1. The pandemic has highlighted the health impacts of Temporary Accommodation (TA) and overcrowding - it has created a health emergency.**

There are 100,000 families in England living in often sub-standard Temporary Accommodation, and in overcrowded conditions, while around 640,000 houses have no permanent resident. We believe the time is right to ask why so many homes stand empty or under-used when the pandemic is disproportionately killing those on low incomes.

### **2. The wrong kind of housing is being built in metropolitan areas.**

Housing development in central metropolitan areas is driven by frantic wealth investment activity. The new high-rise blocks springing up in London and Manchester and appearing across the country are overwhelmingly private and often contain empty and underutilised flats. Too many are registered as second homes or Airbnb type lets used as income streams for corporate investors and are sucking much-needed housing out of the system. We believe it is time for this investment model to be challenged.

### **3. Building the wrong kind of housing has created a crisis of affordability**

Meanwhile, council homes, which provide decent and affordable housing for those on moderate and low incomes, are slated for demolition or sell-offs across the country, and particularly in London to make space for developments that are building the wrong kind of housing - homes that are unaffordable to working people and their children. Communities are being broken up and essential workers are forced to move. Public awareness is rising on this issue, so we aim for this Day of Action to give focus to the public concern.

#### **What will happen on the Day of Action?**

1. Campaigners will be staging photoshoots using campaign banners and placards outside new developments that do not contain any social housing, decanted council homes, housing association empty homes and older large residential properties that are long term empty.

2. We will be live streaming a rally on multiple platforms including <https://www.facebook.com/emptyhomes/> [YouTube Action on Empty Homes](#)  
[YouTube Homes 4 All UK](#)  
<https://www.facebook.com/Homes4AllUK>

This rally will feature live streams from the local photoshoots as well as local and national speakers in the 'studio'

3. We will gather together all the photoshoots and put them on our national websites and issue both local and national press releases for publicity purposes and demonstrate the breadth of support for the Day of Action. We aim to build a national picture of the problem.

We will be posting resources on our webpages:

<https://www.actiononemptyhomes.org/> and <http://www.axethehousingact.org.uk/>

#### **How can your organisation support the Day of Action on Saturday 17 April?**

If your organisation wants to support this first Day of Action we would ask you to agree to one or all of the following:

- a) The use of your logo on our posters - please see attached. The slogans that we are using on the posters are:

We are in a housing & health emergency!  
Take Action on EmptyHomes  
Why is this home empty?

The posters will carry the following hashtags:

#PrettyVacant  
#EmptyHomes  
#Fill'emup  
#HomesNeedResidents  
#Wronghousing

- b) Allow us to use your organisation's name in a media release list of sponsors
- c) Offer a quote in support of the Day of Action for use in media work
- d) Use your communication channels to advertise the Day of Action
- e) Donate to Action on Empty Homes to help cover the costs of the day and to build a bigger campaign in the year ahead.

If you have any questions about the day or further ideas about how you might support it, we would be pleased to discuss them with you.

Yours

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