

Campaign Against Empty Homes Day of Action Saturday 9th October 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/new-campaign-against-empty-homes-sets-date-for-day-of-action-sat-9th-october/>

or here

<https://www.actiononemptyhomes.org/News/day-of-action-october-9th>

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 9th October 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](#). 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?

You might be working with your council or opposition councillors to identify homes that the council has tried to purchase and turn into council homes, or would like to purchase in the future. In this case you should find out about any negotiations or offers your council has made to the building developer or owner. With the agreement of your council, this is definitely worth publicising!

2. 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!

If you are working with your council, ask them to produce their own publicity material for the day of action, or publicise the event using our materials.

3. Produce a Facebook 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.

Look at our last Empty Homes Day of Action in April 2021 for good examples of empty homes protest FB events and leaflets:

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

Have a look at the leaflet for the Islington Empty Homes protest in July

<http://www.axethehousingact.org.uk/news/action-july-3rd-2021/>

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.

4. 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 4th October, for an update.

5. 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. You could also make a banner or placards which refer to specific property you are targeting.

6. 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.

7. 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 and send their photo to Will.

8. 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.

Our experience has been that sometimes there are connection issues with some networks and places.

If possible, go down to the site beforehand and test out the networks. Set up a zoom meeting and go down to the site with phones on two different networks. If one network works better than another - use that one! If there's connection problems at a particular location, try another place. Sometimes just crossing the road or going round the corner can help.

9. Write a press release

A template press release will be available on our websites.

On 9th October Day of Action

10. 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.

Rally format and your role

The rally will be on the Streamyard platform. We will intersperse studio guests and live protests. You will be asked to join the meeting a few minutes before you go live. To join the meeting, just click on the link. It is as easy as when you join a zoom meeting. When you click on the link you will go into a "waiting room" where you will be able to hear the rally going on live, and so you will be able to know when your turn to speak is coming up.

How you should film your protest – A suggested format, but it's up to you!

Stand in front of your protest and hold your phone with camera pointing at your face and have the protest in the background at the same time. Use headphones with an inbuilt mic. Explain what the protest is about and why you are targeting this developer. You can have more than one person doing a piece to camera if you like. Whilst you are speaking into the mic you should ask the protesters to be quiet – this is so that your voice can be heard. Cut away to the protest showing their placards and banners and the building you are standing outside, the showroom etc. At this point the group can make some noise, chant some slogans. Noise comes across really well and shows the vibrancy of the protest.

Share the live streamed rally on social media.

After 9th October Day of Action

11. You might want to do another press release!

12. 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. Send a photo as well.

Finally...You had a great event! Share! Share! Share!

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