

Subject: Action 26**Purpose:**

‘Public activities to highlight the importance of the lifetime housing journey and encourage housing organisations and individuals to think in these terms.’

Issues that need attention now

- Evaluating the impact of the Scottish Housing Day and planning next steps for activities to raise public awareness of housing options.

Actions:

Although the lead in time was short, we decided to build on the momentum of the UK wide Scottish Housing Day on the 19th September. Partners on the group worked together to deliver the following:

- A Scottish Housing Day on 19th September – social media driven and cross tenure
- A website for Scottish Housing Day with partners signed up, free resources and downloads, case studies and stories
- An independent poll of people’s views and understanding of their housing options (undertaken by Progressive Partnership in conjunction with YouGov Plc.)
- Media coverage (official release with details of poll attached).

Summary

Considering the short lead in time we achieved what could be described as a ‘really good start’. The key measure of success that we have is social media activity and here is a summary:

Website views: Total **4,080 views**. Best daily total 792 views.

Twitter: During September 2016, @scothousingday’s tweets earned **40,900 impressions**. The most popular tweet, announcing the Housing Minister’s message, gained 2,484 impressions and 82 engagements (ie retweeting, replying or following on the back of it).

Partner engagement: a total of **56** housing bodies signed up as partners on the website.

A fantastic range of events and activities were publicised.

Conclusions and recommendations

We are very grateful to all partners and also to Linda Leslie and Tom Gorham in Scottish Government for their assistance and resources with the poll and the website, Orbit communications for their work on the poll and the media and also to Zhan Mackintyre (SHFA), Ashely Campbell and Susanne Webster(CIH) and Adam Lang (Shelter) for providing web content.

We would like to analyse the participation further and then develop content for the website and awareness raising activities at key times in the year, moving towards a much bigger campaign for next year, with cross tenure participation and increased partner engagement.

News Release

#scottishhousingday

19 September 2016

New poll shows big variations in housing preferences and awareness across Scotland.

An opinion poll commissioned to coincide with the first official Scottish Housing Day (today, 19th September 2016) has found the Scottish public knows very little about their housing options beyond the options of buying with a mortgage and private and social renting. The poll also found significant regional variations in the types of housing tenure people are interested in considering as a future home.

The purpose of Scottish Housing Day is to raise public awareness of the latest developments in housing and the options potentially available. The aim is to give the public easier access to the resources they need to make properly informed housing decisions. Housing organisations are hosting various activities to mark Scottish Housing Day and the general public is being encouraged to get involved through interaction with social media and a dedicated website.

For the new opinion poll, a total sample of 1,046 adults were surveyed online between the 7th and 9th September. The survey was undertaken by Progressive Partnership in conjunction with YouGov. The results are weighted to be representative of all Scottish adults (aged 18+).

89% of all respondents said they know “nothing” or “very little” about the Home Owners’ Support Fund. 83% knew “nothing” or “very little” about mid-market rent (sometimes referred to as intermediate rent or sub-market rent). 81% said they know “nothing” or “very little” about the Open Market Shared Equity Scheme, which allows a property to be purchased with shared ownership. Those out of the total sample knowing “nothing” or “very little” were 80% in relation to supported accommodation and 71% for both Help to Buy (i.e. buying new build with shared ownership) and self-build.

The survey results also showed significant regional variations in people’s preferences when it came to housing tenures they might consider as a future home. Overall, buying with a mortgage remains the most often considered option with 41% of all people responding saying they would consider this followed by social renting (20%) and renting from a private landlord (18%). But the proportion of adults considering buying with a mortgage varied

considerably between regions, being as high as 62% in the Lothians and as low as 32% in the Central region.

The Open Market Shared Equity Scheme was notably popular in the West of Scotland, where 12% of respondents said they would consider this as a future housing option. There was notably strong interest in self-build in the Highlands and Islands where 28% of people said they would consider this option. Interest in social renting as a housing option ranged from 10% of those responding from the Highlands and Islands to 30% in the South of Scotland.

29% of respondents in the Lothians were interested in renting from a private landlord compared to just 8% in the Highlands and Islands. At 16%, there was also particularly strong interest in mid-market rent in the Lothians region.

Minister for Local Government and Housing Kevin Stewart said:

“This poll shows that people could be missing out because they don’t know and understand the range of affordable housing options that are open to them.

“Scottish Housing Day is a great opportunity to raise awareness of all the types of housing that are available – whether it’s equity schemes, mid-market rent, or even building your own home – we want to make sure people are making the most of the wide range of ways they can access the housing market.

“We are committed to making sure everyone has access to a warm, good quality home which is why we are investing £3 billion and have set the ambitious target of delivering 50,000 affordable homes, with 35,000 of these being for social rent, over the lifetime of this Parliament. We are also supporting people into home ownership with our £500 million Help to Buy (Scotland) and open market shared equity schemes.”

Commenting on the opinion poll results, CIH Scotland Director Annie Mauger said:

“The results of this new poll confirm that, aside from buying with a mortgage, social renting and renting from a private landlord, the Scottish public generally knows very little about the broader range of housing options potentially available to them when considering where to live. The huge regional variation in housing preferences identified by the poll also reflects the differences in economic and environmental circumstances across Scotland, which we need to take into account when planning housing solutions.”

Concerning Scottish Housing Day, Annie Mauger concluded:

“The low level of knowledge and awareness about different housing options identified by this poll clearly demonstrates the hugely beneficial role an annual Scottish Housing Day can play in stimulating discussion and making information and advice about housing options more widely and easily available. This is the beginning of an ongoing campaign to help

people to be better equipped to choose the right tenure of housing to suit their individual circumstances.”

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