



There are 11.6 million disabled people in Britain, and our society is aging rapidly, yet only 7% of our homes provide even basic accessibility features. We believe a different future. We're **#ForAccessibleHomes**, are you?

#For Accessible Homes

Supporter pack

Habinteg
Accessible homes
Independent lives

  @Habinteg

What is the #ForAccessibleHomes campaign?

The #ForAccessibleHomes campaign aims to show politicians and policymakers the crucial impact of accessible homes by sharing the stories and voices of our tenants, staff and supporters across the country.

We are campaigning for the Government, local councils and property developers to recognise the importance of accessible homes, and to increase the number of Part M (4) Category 2 (inclusive, adaptable) and Category 3 (wheelchair standard) homes that are built.

Following the success of last year's award-winning campaign, #ForAccessibleHomes will be returning with a Day of Action on Friday 8 September 2017.

visit www.habinteg.org.uk/foraccessiblehomes



Why is this important?

- There are 11.9 million disabled people in Britain and our society is ageing rapidly, yet only 7% of our homes provide even basic accessibility features.
- The challenges of an ageing population are likely to seriously increase the population's need for accessible, adaptable homes. The current supply of accessible housing is inadequate, therefore we need a long-term, mainstream housing strategy that responds to people's changing access needs.
- Accessible homes can give disabled people independence, choice and control over their everyday lives. Independence is more than being able to live unaided; it is about being able to enjoy the same activities, responsibilities and communities as everyone else.
- Accessible homes tackle social exclusion by reducing the need for specialised care settings, allowing individuals and families with different care needs to live side by side. This enables disabled and older people to keep up with friends, and participate in their community through work, study and volunteering.

What are we planning?

#ForAccessibleHomes is a multi-channel campaign involving parliamentary activity alongside traditional and social media.

We are organising a Day of Action on Friday 8 September 2017, which will include a number of activities such as:

- Meetings between MPs and Peers and Habinteg representatives
- Visits to Habinteg housing schemes across the country
- A messaging campaign featuring photos, blogs and video clips by tenants, supporters and stakeholders
- Social media activity, on Twitter and Instagram



How can you help?

We know that this issue affects many more people than just Habinteg tenants and we want those voices to be heard. Please reach out to your staff, members and/or network to encourage people to participate in our campaign.

Tweet your support

We will be using the hashtag **#ForAccessibleHomes** to help people find and join the conversation and demonstrate the strength of support for our message. We would be delighted if you would show your support for the campaign using this hashtag. Suggested tweets could include:



How can you help?

⚡ Join our Thunderclap

Thunderclap is a social media 'crowd-speaking' platform that helps important messages be heard by sending out the same message at the same time.

Our #ForAccessibleHomes Thunderclap message is scheduled to go out on the morning of 8 September 2017 and we're looking for as many supporters as possible to sign up before then.



The image shows a screenshot of a Thunderclap message. The main text is white on a blue background, reading: "We're supporting Habinteg with #ForAccessibleHomes because everyone benefits from inclusive homes and communities <http://thndr.me/lgK1au>". Below the text is a white bar containing the Habinteg logo (a red house icon with 'HDI' inside), the name "Habinteg Housing", and two buttons: "FOLLOWING ORGANIZER" and "EMBED </>".

How can you help?

⚡ How to join the #ForAccessibleHomes Thunderclap

1. Visit our Thunderclap page at <https://www.thunderclap.it/projects/60749-foraccessiblehomes>
2. You'll see the tweet or facebook message you're signing up to: "We're supporting Habinteg with #ForAccessibleHomes because everyone benefits from inclusive homes and communities <http://thndr.me/lgK1au>"
3. Choose which social media platform you want to support us on (Twitter, Facebook or Tumblr).
4. Click on 'support us'
5. Enter your social media details when prompted

Your social media account will now share the campaign message alongside other supporters at 9.30am on the campaign day Friday 8 September.

You have the option to share with your followers that you are signed up (please do!) and you can also share widely with your contacts too.

How can you help?

📷 Take part in our photo campaign

We are asking supporters to take a photo of themselves holding a message in support of #ForAccessibleHomes. Supporters are being asked to write #ForAccessibleHomes at the top of their message and add a word or phrase to express their views on accessible homes.

As well as tweeting the photos, you can also send them to comms@habinteg.org.uk and we will use them as part of the campaign.

🎥 Produce a video clip or short blog

Send us a short video clip of your message, or write a 200-400 word blog about why you're #ForAccessibleHomes.



Background and reference information

What is #ForAccessibleHomes about? **Accessible homes enable independent living, saving the Government and individuals' money in the long term.**

We have an ageing population, with complex health, housing and social care needs. Accessible homes can both pre-empt and cater for these needs, reducing the rising pressure on public services.

- **Housing:** Accessible homes save the taxpayer money in the long term by cutting the cost of future adaptations if someone's needs should change.
- **Health:** Accessible homes can reduce the risk of accidents around the home and shorten the length of hospital stays.
- **Social Care:** Accessible homes mean individuals and families are less likely to have to leave their home to move to costly supported housing or care facilities. By allowing people to retain more independence at home for longer, and making care easier to deliver in the home they can make the domiciliary care budget go further too.

Background and reference information (cont.)

Accessible homes accommodate the needs of a wide range of households, such as young professionals, families, older people and individuals with impairments, whether temporary or longer term. Accessible homes are not 'specialist' housing for one group of people, but housing for all.

By planning for new homes to be built to accessible, flexible 'lifetime' standards (now embodied in building regulations part M(4) Category 2) councils can future proof new homes and satisfy demand for a variety of housing need in their area.



Habinteg's new development in Hounslow, Goodrich Court, is a high specification example of mainstream, inclusive housing design



Accessible housing gives disabled people independence, choice and control over their everyday lives.

Background and reference information (cont.)

We know that independence is more than being able to live unaided; it is about being able to enjoy the same everyday activities, responsibilities and communities as everyone else.

- **Everyday activities:** Accessible housing removes the worry and stress of not being able to navigate your own home and enables people to get on with the everyday activities that most of society take for granted, such as cooking dinner for family or friends, leaving the house to do the weekly shop, or putting the children to bed.
- **Responsibility:** Having a job, income and responsibilities is central to many people's understanding of independence. Accessible housing enables disabled people to gain work or continue in employment and reap the benefits that come with it: a sense of purpose, increased self-esteem, ambition and a stake in society.
- **Community:** Accessible homes prevent and tackle social exclusion by removing the need for institutionalised, specialised care settings and enables individuals and families with different care needs to live side by side. This allows disabled and older people to keep up with friends, and participate in their community through work, study and volunteering.

Everyone benefits from inclusive, accessible homes. Households have somewhere to live that meets their needs, whilst health and social care budgets go further.





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