



**ARCH Annual Tenants' and Residents'
Conference 2011**

19th May, Milton Keynes



Workshop:

Changing the image of council housing



ABOUT US

Nicola Carroll

- **Former journalist, now freelance writer and researcher**
- **Press and research for ARCH**
- **Author of *Home Truths: Tenants' Tales of Council Housing***

John Ranshaw

- **Member of the ARCH Tenants' Group - Lincoln City Council tenant**
- **Stamp End Tenants' and Residents' Association**
- **Contributor to *Home Truths***

ARCH activities

- Lobbying on HRA, house-building and tenants' standards
- Representation with key bodies
- Briefings
- Events for members
- Newsletter and information
- Performance Improvement
- Research
- Tenant involvement
- Publications

Update on ARCH

- Set up 2006 to provide collective voice for stock retainers
- Lobbying, networking, events, best practice, tenant involvement
- Now 56 members from councils across England of all political hues
- Campaigns for a level playing field for councils and their tenants
- Fed into HRA review and welcomes self-financing
- Tenants' Group set up in 2008

ARCH Tenants' Group

- A network of tenant representatives from ARCH authorities
- Includes leaseholders and tenants but called 'Tenants' Group'
- Ensures tenants' views are reflected
- Chair of the Group represents tenants on the Executive
- Quarterly meetings have been well attended
- Eighteen tenant representatives from ARCH member councils
- Minutes shared between the Group and Executive via website
- Website has a tenants' area and a members' area
- Group has led the Tenants' and Residents' Conference 2011
- Group was instrumental in *Home Truths* publication

What ARCH wants

- **Tenants at the heart of council housing**
- A better deal for residents in stock retained councils
- A transparent, fair and sustainable finance system
- Local control of assets
- Ability for long-term business planning
- Opportunities to build new homes
- **Recognition of importance of council housing to communities**
- Recognition of importance of council housing to local economies
- A level playing field for stock retainers with other models

Why *Home Truths*?

- The ARCH Tenants' Group and Executive wanted to put tenants firmly at the heart of council housing
- To challenge unhelpful myths associated with council housing
- A booklet showing the more positive side of life in council homes
- To be used for press, publicity, lobbying purposes
- A starting point for building a better image of council housing

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The Association of Retained Council Housing

The face of council housing?



A negative media stereotype

Meet the families where no one's worked for THREE generations - and they don't care

By SADIE NICHOLAS and DIANA APPLEYARD
Last updated at 23:09 21 March 2008

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Known as the "Shameless" family among horrified neighbours, the McFaddens "boast" three generations of adults who are not working.

All ten members of the clan share a council house and live off benefits amounting to around £32,000 a year. And very happy they are, too.

Matriarch is grandmother Sue McFadden, 54. "Our neighbours are so snobby - they call us the "Shameless" family and say that we ought to go out to work. But how can we work when we have all these children to look after?"

Scroll down for more...



Millwall footballer guilty of murder after shooting man dead on 'lawless' council estate

By DAILY MAIL REPORTER

Last updated at 4:24 PM on 24th July 2010

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A former Millwall striker is facing life behind bars after gunning down a man on a 'lawless' council estate.

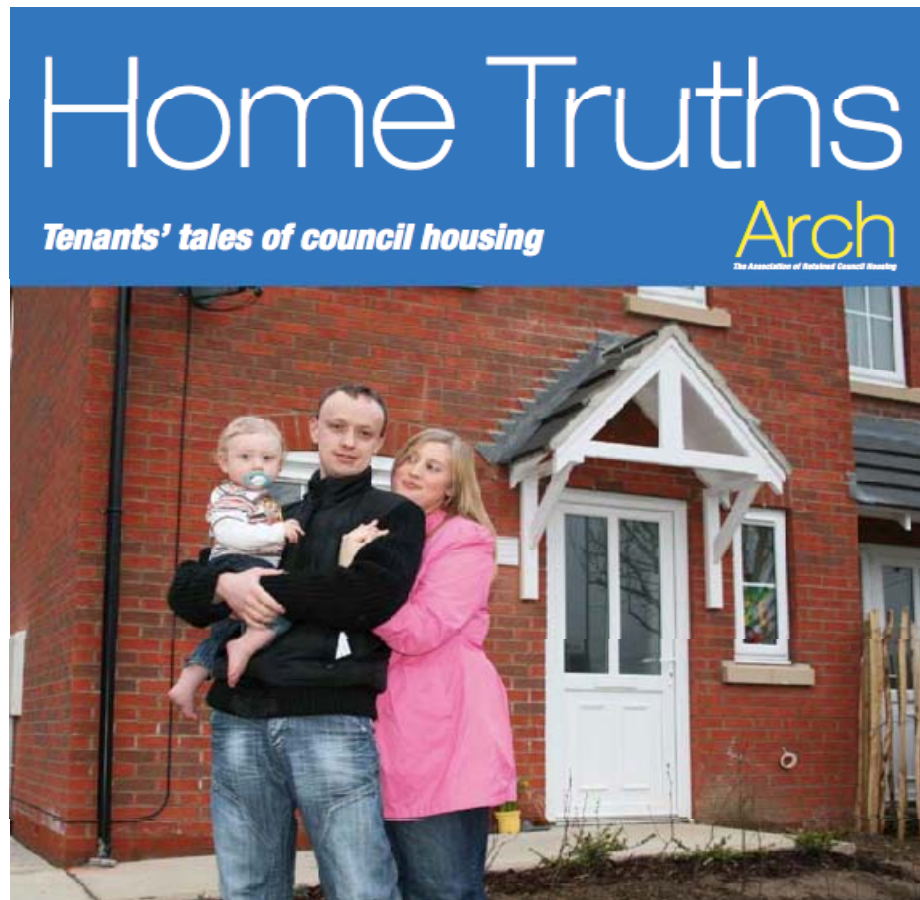
Gavin Grant was involved in a series of 'tit-for-tat' shootings which resulted in the death of Leon Labastide, 21, in 2004 the Old Bailey was told.



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The Association of Retained Council Housing

The reality of council housing



www.arch-housing.org.uk

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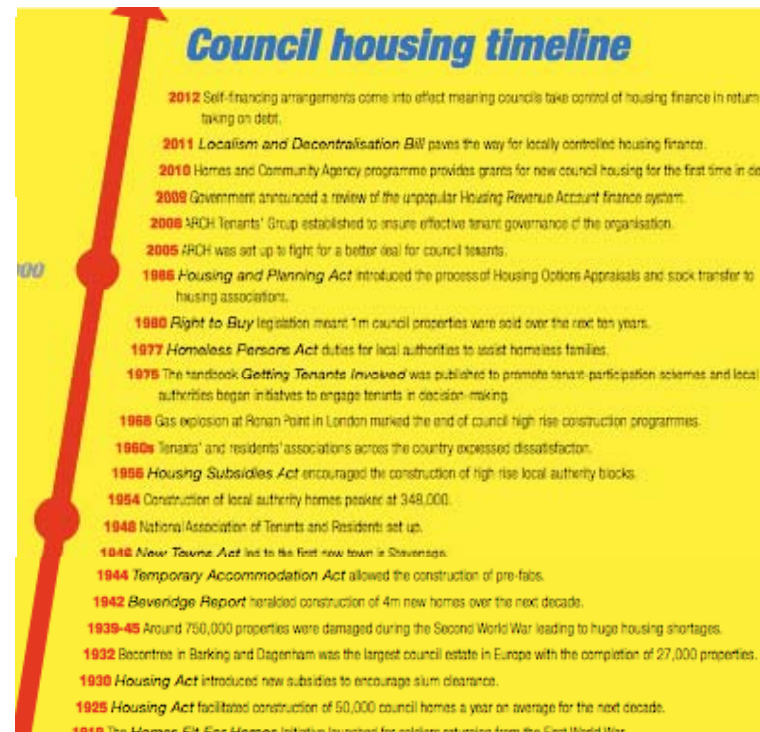
The Association of Retained Council Housing

The real face of council housing



www.arch-housing.org.uk

Looking back to an era of municipal pride?



A vision for the future?

- A long term, holistic approach to funding
 - Local freedom and control
 - Councils able to maintain existing homes
 - Councils able to build new homes
 - Councils able to link housing with wider priorities
 - Council housing contributing to the economy
 - Council housing at forefront of green technologies
 - A better image for council housing
-
- Beyond Decent homes
 - Towards: local environment, community safety, green space, energy efficiency, tackling fuel poverty, climate change, lighting, alternative power, jobs and training....

Questions for group discussion

- What is the current image of council housing?
- What has influenced this image?
- What is the reality?
- What messages do we want to get across?
- How can we challenge the untrue image?

Taking things forward

- Report back from group discussion
- Ideas for improving the image of council housing
- What is a realistic goal?
- What can ARCH do?
- Round up

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Thank you

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For further information on ARCH visit:

www.arch-housing.org.uk

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