

Communications toolkit: #100YearsOfCouncilHousing campaign



Ministry of Housing,
Communities &
Local Government

Background

- In the aftermath of the First World War, the Government pledged to build homes “fit for heroes”.
- The Housing and Town Planning Act, which received royal assent in July 1919, provided subsidies to support the construction of social homes. This was the first-time social homes had received such backing from central Government, beginning their large-scale construction.
- The Act was introduced by Minister of Health Christopher Addison and so it is known as the ‘Addison Act’.

Your support

- The Ministry of Housing, Communities and Local Government will be celebrating the 100-year anniversary of the Addison Act over the month of July through our social media channels (such as [@mhclg](#)). Our aim is to showcase and celebrate social housing and help tenants to tell their stories.
- We encourage all those with an interest in social housing to join in the celebration over July using the hashtags #100YearsOfCouncilHousing and #AddisonAct.
- If you have social homes that you’d like to shine a national spotlight on, or residents who have a story to tell, we’re keen to hear more. You can get in touch with Harry and Susannah (their details are on page two) as we’ll be interested in promoting it on our channels.
- Your support will help raise the profile of the contribution made by social housing and tenants across the country, and help make a lasting difference to tackling stigma, championing quality housing and ensuring a strong voice for tenants.

Social media campaign

- 1. Join our campaign and together let’s make a big impact as we start a month-long celebration of social housing as we lead up to the 100-year anniversary of the Addison Act on 31 July.**
 - Post tweet/Instagram/LinkedIn/Facebook posts from your personal and corporate channels – spread the word about social housing and why it is important to celebrate it. We suggest your posts cover:
 - This month marking 100 years of the Addison Act, which began social housing as we know it
 - Use the hashtag #100YearsOfCouncilHousing and/or #AddisonAct
- 2. Help us promote the campaign. You could do this through:**
 - Sharing our content on your social media channels
 - Encouraging residents and other partners to share what social housing means to them through whatever format works best for them: it could be tweets, blogs, videos and more
 - Getting in touch with us if you have any social media content that you’d like us to share
- 3. Share with your networks**
 - Let your stakeholders know about the anniversary and how they can join the conversation
 - Let your residents about the celebrations and encourage them to get involved
- 4. Share #100YearsOfCouncilHousing and #AddisonAct tweets / Instas / Facebook posts from others**

Inspiration for how you can join the celebration over July



Suggested personal tweet:

- To me, social housing means... [X] [@tag your housing association / local authority] #100YearsOfCouncilHousing #AddisonAct

Suggested corporate account tweets:

- We're celebrating the 100th anniversary of the Addison Act, which began social housing as we know it. Join the conversation on what social housing means to you with hashtags #100YearsOfCouncilHousing or #AddisonAct [attach a related picture/video of your social housing and/or tenants]
- We're celebrating the #AddisonAct which began #100YearsOfCouncilHousing. Hear from our resident [X] on what this means to [him/her] [Link to video/quote-tweet from resident]

Press activity

- Do let us know if you would like MHCLG to amplify your press activity in support of the celebrations over July. We may be able to provide supportive statements and provide useful advice.
- If you are planning any events of your own to celebrate the Addison Act, please get in touch as we'd like to hear more about your plans and how we might support them.

MHCLG contacts

- For further information please contact Harry Wingfield (harry.wingfield@communities.gov.uk) and Susannah Keogh (susannah.keogh@communities.gov.uk) in the MHCLG press office.