

Chartered
Institute of
Housing
Futures

Social Housing Workshop

Aim

This is an hour long workshop designed to stimulate discussion and thinking around social housing. The workshop comprises 3 simple sessions:

1. Quick-fire warm up: (5 mins)

Get your audience thinking and ready to enter into some discussion with a quick warm up:

Use 3 words to describe what 'home' means to you.

Note these down on a flip chart to create a visual 'word shower' – Please photograph this and email to futures@cih.org entitled Home word shower.

2. Question time: (20 mins)

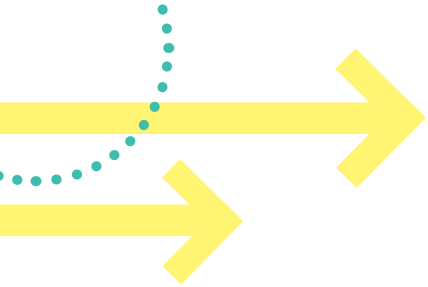
This session is to hone in on what social housing is. Get your group(s) to complete the **Question Time Handout** answering the following questions.



- What is social housing?
- What does social housing do?
- Who is social housing for?

If your groups are struggling to answer the questions, here's a short video from Shelter on 'why social housing is important' which may stimulate dialogue,
<https://www.youtube.com/watch?v=AVnXoKzYtYU>

Completed handouts should be returned to futures@cih.org and the feedback gathered in the session will be shared with the Chartered Institute of Housing (CIH) as part of their 'Rethinking Social Housing' project aimed at understanding the public perception of social housing.



3. Competition time (35 mins)

We are running a competition in partnership with **National Careers Week** to design a poster campaign to promote the availability of work and careers in the social housing sector. The winner of the competition will have their design published by CIH and the poster will be shared with the CIH regional boards for use in activity with schools and colleges to promote careers in housing to young people.

Social housing is a richly rewarding sector to work in where no day is the same and you can make impactful difference to people's lives. Most social landlords are charitable organisations or local authorities and not only offer great work environments, but also a great place to grow and develop. As employers who care, they want to see you reach your potential.

There are a huge range of careers and skillsets in the social housing sector, including:

Frontline - dealing with management of social homes and their tenants from letting homes to managing legal work and antisocial behaviour complaints;

Asset Managers - helping landlords to maintain their homes to high standards and quality;

Human Resources - supporting the running of landlords businesses, helping the staff to be the best they can be at their job;

Finance - supporting the financial management of landlords and attracting funds to develop new homes;

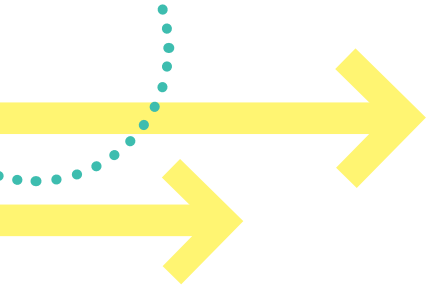
Development & Construction - developing new homes for rent and sale

Digital - supporting the delivery of new and innovative digital services to improve and modernise tenants' experiences of the landlord as service providers;

Creatives - Working in communications and design to help deliver our messages and engage with our tenants and customers;

Trades - Electricians / Plumbers / Plasterers / Builders working within and for social landlords.

We want to communicate the varied and richly rewarding array of careers to a new audience of young people who may not have heard of or experienced social housing before.



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The Brief:

Design an eye-catching poster to make careers in social housing visible to young people.

The poster can be hand drawn or produced digitally but must be able to be converted to a PDF.

Think about:

- Key messages
- The sell – what is great about this sector?
- What are the roles available?
 - How can you communicate this clearly?

Judging Criteria:

- Creative design
- Originality
- Impact

What must be included:

Each design must include the following information or it will not be considered in the competition.

- The wording “For more information on careers in social housing visit www.cih.org”
- The CIH logo (below) this can be hand-drawn:



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Submissions to be emailed to futures@cih.org

Deadline: Friday 9 March