Campaign Introduction and Activation Kit

Housing Advice During Covid 19
Aims of the campaign

As a result of the coronavirus pandemic more people are finding themselves in a position where they need help with housing issues. Many of those struggling won’t have needed help before. The aim of the campaign is to inform and reassure people about the help and support available.

In response to feedback from housing organisations about the issues causing the greatest volume of queries from members of the public, the campaign is focused on people with the following concerns:

- Struggling to pay their rent or mortgage
- Worried about eviction
- Concerned about getting repairs done in their rented home
- Don’t have a safe or suitable place to stay because of homelessness or issues such as domestic abuse
- Worried about self-isolating in shared accommodation

The digital campaign will direct people to guidance which has been brought together under the campaign landing page [gov.wales/coronavirushousingadvice](http://gov.wales/coronavirushousingadvice). The guidance includes details of the support available and suggestions on what people can do to stop issues from escalating.

This campaign runs in parallel with Welsh Government and Shelter’s Hidden Homelessness campaign ([sheltercymru.org.uk/hiddenhomelessness](http://sheltercymru.org.uk/hiddenhomelessness)) which aims to provide advice and support to young people who are at risk of or are currently experiencing hidden homelessness. You can find resources to download on Hidden Homelessness here: [https://gov.wales/hidden-homelessness-campaign-material](https://gov.wales/hidden-homelessness-campaign-material)
# Campaign resources

This pack includes campaign digital resources which are available to download and are formatted appropriately to print at your leisure.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td><strong>Covid 19 – Support for Tenants Living in Wales leaflet</strong></td>
<td>This short leaflet presents the various support/benefits available to tenants in table format. This leaflet is suitable to be printed and shared with those who have no digital access, as phone numbers are provided for further information, in addition to web links.</td>
</tr>
<tr>
<td><strong>Covid 19 – Financial Support for Individuals leaflet</strong></td>
<td>This leaflet is slightly longer – with more detail on financial support available to individuals in Wales. This leaflet is also suitable to be printed and shared with those who have no digital access, as phone numbers are provided for further information, in addition to web links.</td>
</tr>
<tr>
<td><strong>Social media posts</strong></td>
<td>We have provided 5 x social media posts (post copy and an image for each post) for you to share on your organisation or institution’s social pages. Remember to use the campaign hashtag: #CoronavirusHousingAdvice.</td>
</tr>
</tbody>
</table>
Covid 19 – Support for Tenants Living in Wales leaflet

Covid 19 – Financial Support for Individuals leaflet
Social media posts

1: Struggling to pay your rent or mortgage?
Copy:
Has your income been affected by COVID-19?
Find out what you can do if you’re struggling to pay your rent or mortgage
Visit the #CoronavirusHousingAdvice pages for more information.
gov.wales/coronavirushousingadvice

Image:

2: Worried about eviction?
Copy:
Are you worried about eviction? Know your rights as a tenant - there’s help and advice to support you.
Visit the #CoronavirusHousingAdvice pages for more information.
gov.wales/coronavirushousingadvice

Image:
3: Have a safe or suitable place to stay?

Copy:

Do you have a safe and secure place to stay? Even if you have a roof over your head, that doesn’t necessarily mean it’s safe for you to live there. Don’t wait because of Coronavirus. Visit the #CoronavirusHousingAdvice pages for more information.

gov.wales/coronavirushousingadvice

Image:

4: Anxious about repairs in your rented home?

Copy:

Anxious about repairs in your rented property? Urgent repairs to your home can still be carried out, but you, your landlord or their contractor should follow guidance on social distancing.

Visit the #CoronavirusHousingAdvice pages for more information.

gov.wales/coronavirushousingadvice

Image:
5: Concerned about self-isolating in shared accommodation?

Copy:

Are you concerned about self-isolating in shared accommodation?

All residents should minimise the time they spend in shared spaces, and should aim to keep two metres away from others they live with.

Visit the #CoronavirusHousingAdvice pages for more information.

gov.wales/coronavirushousingadvice

Image:
Thank you for your support in reassuring people who are struggling with housing issues, and ensuring those that need help get it.

Please feel free to share this toolkit with relevant stakeholders.

#CoronavirusHousingAdvice

gov.wales/coronavirushousingadvice