

Home!

2021 Senedd Election

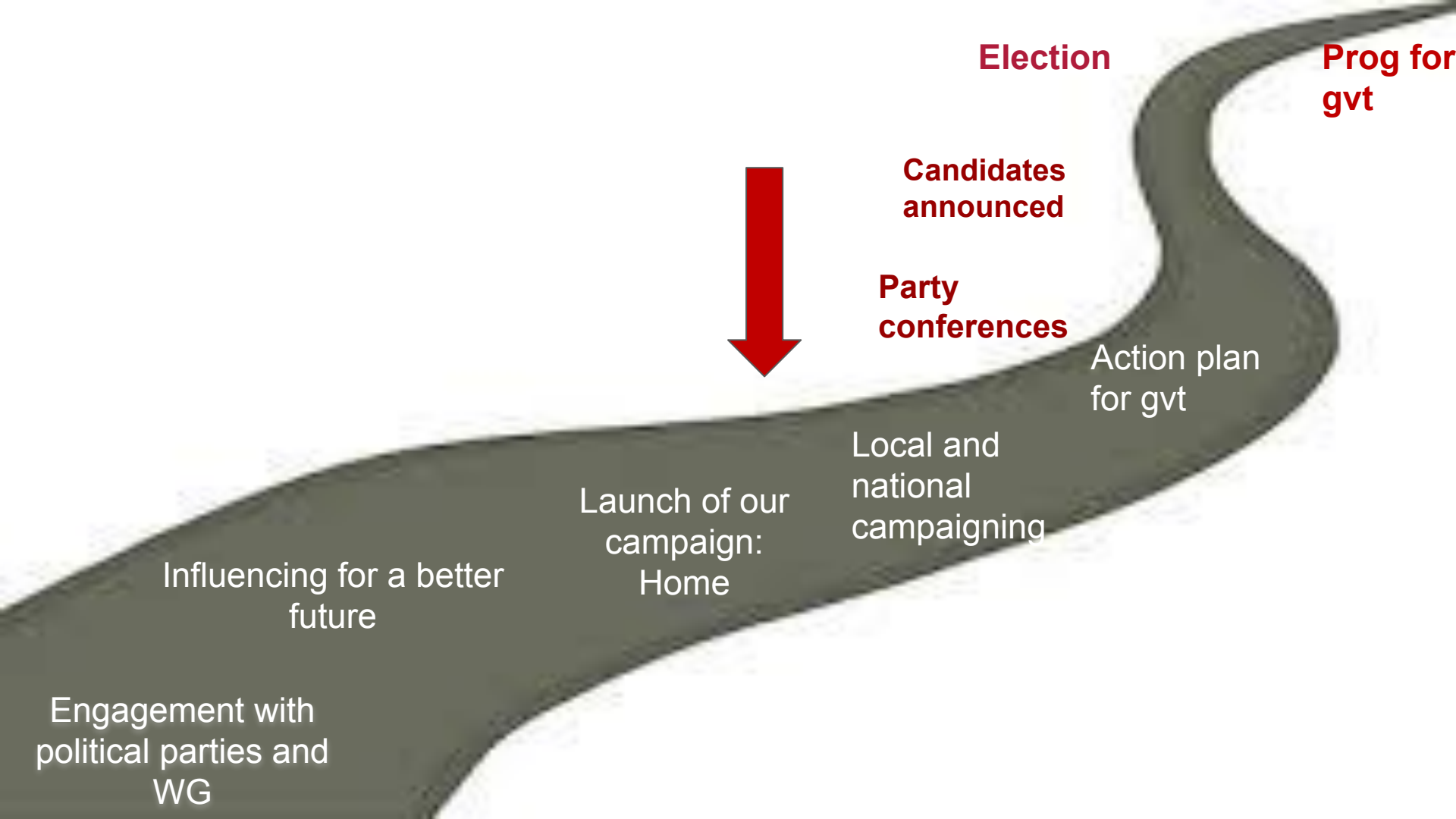
#HereForHomes

The positive impact that social housing and housing related support can make to successful lives and places is recognised in supportive policy change *across* the next programme for government



Our tactics

- We don't own the solutions on our own (we are part of a bigger picture)
- We partner flexibly and in a targeted way
- **We will support our members to raise their profile with prospective Members of the Senedd locally.**
- **We will support our members to understand regional relationships and opportunities**
- Online and virtual delivery - we will engage decision makers from across Wales via virtual platforms.



Home: creating a Better Wales for All

- Three themes: Prosperity, health, connection
- Three headlines:
 - Invest for future generations
 - Shared action for shared challenges
 - Places that people want to live
- On each issue, we set out:
 - the case for change
 - asks of the next Welsh Government
 - our own commitments

Local campaigning: what does great look like?

- Housing Associations play a central role by **owning and generating support** for local campaign messages
- Housing Associations' **local partners champion** the contribution of HA to addressing shared challenges
- Housing Associations **raise their profiles locally** and build relationships with their prospective and confirmed Members of the Senedd
- Housing Associations raise their **collective profiles regionally** and build relationships with prospective and confirmed Members of the Senedd

Local campaigning: a timeline

Four phases:

- Manifesto launch: Nov - Jan
- **Influencing candidates: Feb - March**
- **Election period: April - May**
- Post-election period: May - July

Manifesto launch: Nov - Jan

Housing Associations:

- Sharing campaign messages and bringing vision to using local examples of the vision in practice and through a range of voices, including local partners
- Themed weeks on key issues and the role of housing associations in solving them using case studies

CHC support:

- Social media and press collateral that can be adapted
- CHC influencing training offer launched

Influencing candidates: Feb - March

Housing Associations:

- Contact local and regional prospective candidates to share campaign messages, local / regional data on the scale of challenges and examples of local contribution to shared challenges.
- Virtual visits held between members and prospective candidates to showcase HA work and build relationships

CHC support:

- Package to include: details of candidates; visits template; local and regional data; CHC training offer

Election period: April - May (election 6th May)

Housing Associations:

- 5 regional hustings with HA and local partners

CHC support:

- Logistical and administrative support to organise hustings

For discussion

Please share your reflections on the outline plan for influencing. Issues we are particularly interested in exploring include:

- The balance of individual and collaborative activity
- Impact
- Deliverability

Thank you.

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