From Benefits Street to Benefit to Society

Paige Hudson,
Resident and film maker

Catherine Little,
Assistant Director of Strategy & Governance
Is there a problem?
So what?

The biggest barrier to Social Housing...

...Benefit cheats!

Katie Hopkins says

...Mail Scroungers

...are the lies & hate...

Poverty Porn...

Social Housing

Scouting British

Benefits Britain!
The plan so far...

• Sponsors
The plan so far...

- Working with the media
The plan so far...

• Image bank
The plan so far...

- Image bank
The plan so far...

• Research
The plan so far...

• Social media
Fair Press for Tenants

Voices Heard:

What Would You Like to See Reported?

Positive stories about good communities coming together to make things better for their area.

“The value and importance of social housing, and the dire consequences of the lack of adequate social housing.”

“Stories about people taking part in resident involvement schemes, meetings, scrutiny panels, about housing refurbishment and improvements showing how landlords invest in social housing and involve their residents in these schemes.”

“How local residents take pride and look after their local estates, homes and communities with support from their landlords.”

“Reports of garden competitions, fundraising events, lovely gardens, good neighbour recognition, award winners.”

“Not just the headline news, not sensational but the important parts of the news people on benefits, jobs.”
What you can do...

• Sign up to help!
  benefittosociety.co.uk
  facebook.com/benefittosociety

• Become a sponsor – 2 or 3 slots left

• Challenge negative portrayals
• https://www.youtube.com/watch?v=5sMlVckda9o&list=PL1L3sdB1iqmtalNW04xhyBqD1bBhOyBhQ&index=9
Get in touch!

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