A home for everyone

Our Strategy 2015-18
“We believe that everyone in Scotland has the right to a safe, secure and affordable home. This strategy sets out how we will work passionately, campaign boldly and remain focused on delivering high quality, personalised support to all those that need it in Scotland. We will work together with our supporters, volunteers, service users and donors to make our vision of a home for everyone a reality”.

Graeme Brown
Director, Shelter Scotland
It’s 50 years since Des Wilson wrote his ‘Report on Homelessness in Britain and the need for “Shelter”. It makes shocking reading. He found, for example, that one-third of the people of Glasgow lived in conditions of gross overcrowding, a quarter were sharing their w.c. with another household, and over 100,000 dwellings had no hot water tap. In 1966, Shelter was founded by people who were angry to learn of the conditions their fellow citizens were living in, and compassionate enough to be determined to do something about it. Two years later, Shelter Scotland started its own lobbying and campaigning work, and its direct support for people in housing need.

A lot has changed for the better since 1966, and I’m proud that Shelter has played a big part in those improvements. But having a decent home is still out of the grasp of thousands of people across Scotland, and we are still driven by anger, compassion, and determination to make a difference to this injustice. We see every day the consequences of current social and economic policies, such as increasing levels of poverty and inequality, reduced spending on public services and inadequate investment in the housing stock – and we’re certain our work is as important as it’s ever been.

This strategy sets out how Shelter in Scotland intends to channel our anger and compassion into practical campaigning and service delivery. We’ll campaign to change the systems and policies that create bad housing and homelessness, and where problems do arise, we shall provide services that seek to prevent them from escalating into crises. Our services will be personalised, which involves thinking about care and support services in a different way. It means starting with the person as an individual with strengths, preferences and aspirations. It means putting them at the centre of the process of identifying their needs and making choices about how and when they are supported.

We’ve drawn up the Scotland Strategy alongside the three year strategy for Shelter as a whole. We share the same aims and values, and have translated these aims into a Scotland-specific approach to our work, taking account of the many differences that already exist in our operating environment and the increasing divergence we expect to see following the Smith Commission recommendations.

We’re grateful for the work of our many supporters and partners across Scotland and I hope that this strategy will inspire continuing commitment to take action together for change.

Ros Micklem, Chair of Scotland Committee
CHILDREN’S BEDROOM, DECAYING HOUSE, 1969

STUCK RENTING A RUN-DOWN HOUSE, 2014

NO SPACE TO PLAY & THE B&B’S TAKING ITS TOLL, 2013

CHILDREN LEARNING HOW TO SURVIVE IN APPALLING CONDITIONS, 1969
FIRST DAY AT THE HOSTEL, 2015

LIFE FOR HAYLEY & HER SON IN THEIR DAMP-RIDDEN FLAT, 2015

ALONE, 1968

DESPAIR AS BILLS & DEBTS MOUNT, 2014
In our 50th year we want to focus on our core belief, that everyone should have a safe, secure and affordable home.

Those words aren’t just concepts or descriptions.
Finally Home, 2014
NEGEEN’S DAUGHTER GETS READY FOR HER FIRST DAY AT NURSERY, 2014
Safe is about being in a supportive community, being free from harassment from landlords, and living somewhere your children aren’t at threat of electrocution because of the bad wiring or at risk of poor health from the damp. It’s also about knowing that if something happens which means you might lose your home, there is a safety net there to catch you.
Secure is about having a long-term tenancy so you can plan your life and your finances for more than a few months, it is about being able to raise issues without the threat of eviction. And it’s about knowing there is appropriate, reliable and empathetic support there for you and your family if you lose your home.
BRENDA & HER GRANDSON, JACK,
IN THE GARDEN, 2014
NO LONGER HAVING TO CHOOSE BETWEEN HEATING & EATING, 2013
Affordable is about making sure there are enough homes built, so that everyone in our society can buy or rent a home that doesn’t mean they have nothing left to live on and that the prices of homes to buy, and private and social homes to rent, are in touch with what people earn and leave no one behind. It’s also about knowing that there is help available for the times when you might struggle to pay your rent or mortgage, to help you through the difficult times we all face.
We will strive every day to give people the help they need and relentlessly tell our vision of a home for everyone.
We will strive every day to give people the help they need and campaign relentlessly to achieve our vision of a home for everyone.
To reach our goal, we will

- speak out with and on behalf of homeless and badly housed people across Scotland by campaigning for housing justice.

- deliver a range of services which are based on the principles of Prevention, Personalisation and Partnership.

- involve and engage our service users in our campaigns and in shaping our services and focus our services development and capacity through our four city hubs.
- improve our digital presence by making it easier for people to access us online, by providing engaging and personalised content. We shall continue to improve our telephone helpline responsiveness.

- foster passion, imagination and strong performance among all staff to improve the lives of people who are badly housed or homeless.
We are not afraid to set the agenda or challenge the status quo. We want to make an impact and we will make sure our voice, and the voice of those we help, is heard.
EDINBURGH CAMPAIGN DAY FOR 'MAKE RENTING RIGHT', 2015
Campaigners about to hit the streets of Glasgow, 2014

Side by side with Police Scotland & Crimestoppers to stop illegal evictions, 2014

Signatures of support for the ‘Make Renting Right’ campaign, 2014
Our Aim

To speak out with and on behalf of homeless and badly housed people across Scotland by campaigning for housing justice.

Making It Happen

- We will campaign to persuade the Scottish Government to deliver a step change in the supply of affordable homes in Scotland, with a target of at least 10,000 homes for social rent to be built every year.

- We shall drive forward the key and agreed recommendations of the Shelter Scotland sponsored Housing and Wellbeing Commission over the three years 2015-18.

- We shall work to ensure that the Housing Safety Net meets the needs of people who need it particularly the most vulnerable across Scotland.

- We shall ensure that our service users and supporters have opportunities to shape, engage and be involved in our campaigns.

- We will continue to build our public reputation for fresh thinking and innovation using our direct experience, research and policy analysis.

- We will speak out with, and on behalf of, people experiencing housing problems whether they be a social sector or private tenant or an owner occupier.
Passionate

We have a fundamental belief in social justice, fairness and a place to call home. That drives us to find solutions and means we won’t give up until we achieve our vision.
STRA Mash For Shelter Scotland - A Play to Celebrate 45 Years of Anger & Compassion, 2013

Raising Funds at the UK's Tallest Tower Running Challenge: Vertical Rush, 2014

Staff & Volunteers Collect New Stock for One of Our Furniture Stores, 2014
Our Aim

To build strong engaged and active relationships with our service users, supporters and partners.

Making It Happen

- We’ll work together to reach out to more people, engaging with them on and offline to spread awareness of the support we offer, to come together to campaign for social change and raise money to support people who need our help.

- We will seek partnership opportunities to further our strategy and be recognised as a partner of choice.

- We will work better together to increase our profile in local communities, mobilising local support around our hubs in Glasgow, Edinburgh, Dundee and Aberdeen in particular, to strengthen our voice and to help more people.

- We will provide more volunteering opportunities and the tools for supporters to become Shelter Scotland Champions.
Focused

We focus on how to make a difference and achieve sustainable change for individuals, families and the wider society. We choose our battles and we fight them in public and behind the scenes.
ALEX GIVING CRUCIAL ADVICE TO A CALLER, 2014
A NEW FAMILY SEeks MUCH-NEEDED ADVICE & SUPPORT, 2015

JOHN, A SERVICE USER, SHARES HIS VIEWS, 2014

ABIGAIL AT THE STEPS OF COURT, 2015
Our Aim

To pioneer services that prevent homelessness and ensure people can keep, access and improve a home.

Making It Happen

- We will deliver a range of advice and support services underpinned by the core principles of: Prevention, Personalisation and Partnership.

- We shall continue to deliver a national housing advice service – online, on the phone and in the community.

- We will focus the development of our services through our four city hubs ensuring that they offer a range of integrated services to deliver personalised advice and support.

- We will pioneer new services which reach the most vulnerable and work with them to end their homelessness for good, for example by piloting work on individual housing journeys, the choices we make and options we have for our housing throughout our lives.

- We shall ensure that people who come to us for help will play a central role in shaping what we do.

- We shall seek to expand our work on Empty Homes.
Together

We bring expert knowledge, experience and talent together to help us achieve our goal.
EDWARD MID DISCUSSION AT A SERVICE USER MEETING, 2014
STAFF KICKING OFF OUR CHRISTMAS CAMPAIGN OUTSIDE SCOTTISH PARLIAMENT, 2014

JORDANA TESTS HER SKILLS AT A SERVICE USER INVOLVEMENT SESSION, 2014

SALLY INDUCTS A NEW VOLUNTEER AT ONE OF OUR SHOPS, 2013
Our Aim

To achieve the aims set out in this strategy we will ensure that our staff and our volunteers have the tools they need to deliver the advice, support and campaigns that transform the lives of the people we are here to help.

Making It Happen

- We will embed an organisational culture where our staff and volunteers can engage with our aims and live our values to deliver our strategy and be accountable for their role in doing so.

- We will do this by providing the structures, systems and technology that enable us to work seamlessly together to achieve our vision, ensuring everyone is supported to develop the skills and capabilities needed to do so.

- We will ensure that our infrastructure, our geography and the way we work focuses the organisation on the achievement of our aims.

- We will take an approach to pay and reward which is fair and reasonable and ensures we can recruit and retain the people we need.
Generations of people in this country have been failed. They and their children have grown up and lived in homes that were just not good enough. For almost 50 years we have been trying to change this, to put a home for everyone at the centre of political and public debate. And we have had successes. But not enough. That is why as we approach our 50th year we are determined to finally make it happen. But we know we can’t do this alone. We need your help to make this happen, to help us meet our vision of a home for everyone. Whatever you do, wherever you are you can join us in this mission. As a donor, as a funder, as a campaigner, as a volunteer, no matter what you have to offer, it will make a difference to our fight. It will help us to help thousands believe there is someone on their side. Someone who believes in them, believes they should have a home they can be proud of.

Join us. Make our vision a reality.
Shelter Scotland helps over half a million people every year struggling with bad housing or homelessness through our advice, support and legal services. And we campaign to make sure that, one day, no one will have to turn to us for help. We’re here so no one has to fight bad housing or homelessness on their own.

To support our work or to get advice visit shelterscotland.org or call our free helpline on 0808 800 4444

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