

## **Workbook**

**Framing homelessness | digital programme.**

### **1 Foundation | Our shared understanding**

**Think about a tricky conversation on homelessness. What happened?**

**How did it make you feel?**

**What do you wish more people understood about homelessness?**

**Notes**

## 1.1 Introduction | Introduction to framing - and why we frame.

What did you just see?

What patterns have you identified? What might they mean for your communications?

First news story:

### Removal of homeless camps trebles as charities warn of 'out of control' crisis

The number of homeless camps forcibly removed by councils across the UK has more than trebled in five years, figures show, prompting campaigners to warn that the rough sleeping crisis is out of control and has become an entrenched part of life in the country.

The number of people living in makeshift camps in the UK is not recorded as a standalone statistic. The official rough sleeping figures, which the [UK statistics regulator has warned should not be trusted](#), aim to include people bedding down in tents and shelters, and the new figures obtained through freedom of information requests suggest it is a growing problem.

Second news story:

### The Salvation Army: Wrexham's homelessness 'one-stop shop'

Helen, 38, said she started taking drugs when she was 11 and it progressed when she discovered amphetamines at the age of 15.

She met her boyfriend and gave birth to "a beautiful baby boy", who is about to turn 20. When her relationship with her son's father ended she turned to drugs and "shamefully" gave her son up to her sister, a decision she will "always regret".

Dr Sankey has been a GP for 24 years, but she feels modern general practice is "not fit for purpose", particularly for vulnerable groups, who tend to "just fall through the cracks".

"It's a very punitive system, they get punished a lot for not following rules."

**Third news story:**

## **Three million homes needed to end homelessness**

**A** year ago, the government [hailed the Homelessness Reduction Act](#) as “the most ambitious legal reform in decades” — as it rolled out new duties on councils to prevent and relieve homelessness.

While the government’s last rough-sleeping count for England did reveal a 2 per cent drop at the end of 2018, the overall number of people forced to sleep on the streets is still 165 per cent higher than in 2010. Hardly a cause for celebration then, and certainly not what the government was hoping for.

Despite various government departments working to deliver Sajid Javid’s bold promise of reducing homelessness, the irony is that government welfare reforms are actually [driving homelessness](#) — as drastic cuts to housing benefit mean people cannot afford the basic cost of private renting.

**Review of an existing piece of communications / Notes**

## 1.2 Introduction | Framing with values.

Write down a campaign or an issue being framed with a strong guiding values frame.

How would you change this BBC headline to incorporate the moral human rights values frame?



**Reducing street homelessness a 'matter of urgency'**

**Identify the words and phrases that activate the values frames moral human rights or interdependence.**

In response to the numbers of people dying while homeless in England and Wales in 2018, Crisis said:

“It is heart-breaking that hundreds of people were forced to spend the last days of their lives without the dignity of a secure home.

“This is now the second year running where we have known the true scale of the human cost of homelessness, yet still the lessons from these tragic deaths go unlearnt.

“Behind these statistics are human beings, who like all of us had talents and ambitions. They shouldn't be dying unnoticed and unaccounted for.

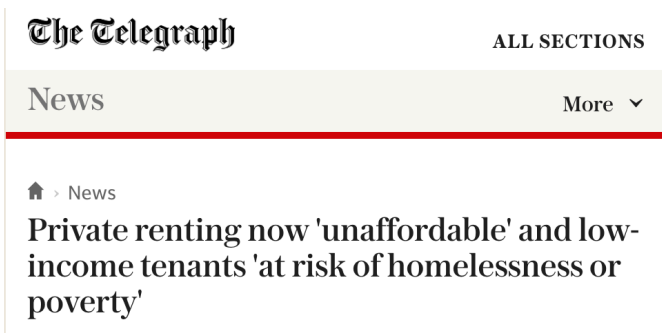
“It's crucial that Governments urgently expand the safeguarding system used to investigate the deaths of vulnerable adults to include everyone who has died while street homeless, so we can help prevent more people from dying needlessly.

“Because in this day and age there is no excuse for anyone dying without a safe place to call home.”

**Notes**

### 1.3 Introduction | Framing with metaphor.

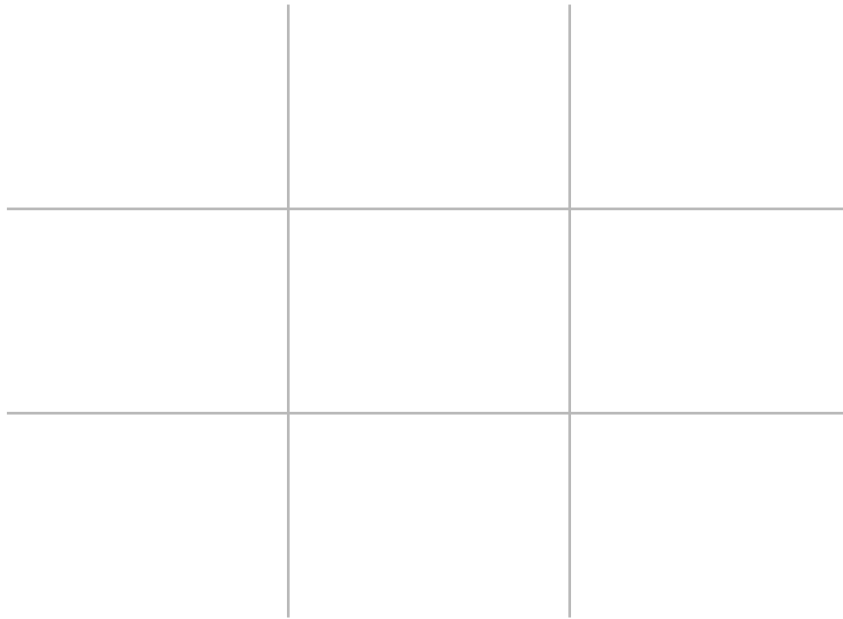
How would you change this Telegraph headline to incorporate the constant pressure metaphor?



How would you change this South Wales Argus headline to incorporate the constant pressure metaphor?



Fill the grid overleaf with different representations of constant pressure.



**Notes**

## 1.4 Introduction | Framing with context.

### What is Shaun's story activating?

**"I'm a plasterer by trade. Never been to jail, but four years ago I went to rehab for heroin addiction.** I got through it but afterwards I relapsed and ended up just hurting everybody. That's when I ended up on the streets.

**About eight months ago, I was begging, and the police kept coming over to me and asking me to move.** They didn't tell me anywhere to go and get help. They just moved you. I got moved a couple of times and then they issued me a letter with a court date. I missed the first date because I was still on the streets and not thinking straight. Then I was asleep in a doorway and they came and arrested me at two o'clock in the morning. I was in court the next day.

**The court fined me £150. The term they used in court was, 'Gathering money for alms.'** Afterwards I was just sent on my merry way. The courts didn't tell me anywhere to go to try and get support. Nothing like that.

**The fine comes out of my benefits.** That just makes it even harder. I had about £90 to last me a month. It's not right. It didn't deter me from begging. I was straight back out again. The same place. I was just trying to survive without being a criminal. It's either that (begging) or go out and rob because you're desperate.

### What is Pudsey's story activating?

**"I grew up in Scotland, but I was in and out of children's homes since I was ten.** When I left care at fifteen I didn't have anywhere to go, and that's when I first ended up on the streets. I travelled about a bit, and then I started to get involved in drugs. It blocked it all out, but it also makes you stop caring about anything, even yourself. I ended up in jail a few times.

**The BID team [Business Improvement District]1 and the police were on me straight away when I got here.** It was them who first served me the Vagrancy Act papers. Sometimes they give you a bit of advice about where to go, like soup kitchens and things, but otherwise nothing else.

**Since coming to Blackpool I've now had thirteen charges under the Vagrancy Act,** and I've also been taken to court twice for it. Getting the papers just made me angry. They just come up and tell you to move, but I don't know where they expect you to go? Five of those warnings I was even asleep when they gave them to me, so how could that have been for begging? I just woke up to find it on my sleeping bag. 'Sitting in a public place gathering money for alms,' they called it.

**Half the homeless in town have been given Vagrancy Act papers now,** and most of them have been fined about £100 and then given a banning order from the town centre. If they get caught coming back, they get done again and could go to jail, but that means all those people can't get into town to use the few local services there are for rough sleepers.

## Notes



## **1.5 Introduction | Putting it into action.**

**What has surprised you?**

**What feels challenging?**

**What feels doable?**

**Write a message from a communications campaign that has stuck with you - and with other people.**

**What's the main thing(s) you learnt from this training series?**

**What's something you plan to do differently day-to-day?**

**Who is someone you'll talk to about framing homelessness?**

**Notes**

**Framing: a few quick wins.**

<b>Instead of</b>	<b>Try</b>
The homeless	People facing or experiencing homelessness
Troubled or vulnerable people	People exposed to or living with
People at risk of homelessness	People at or on the brink of homelessness
People losing their homes	People pushed into homelessness
Choices	Options

**Framing thesaurus.**