



Ending homelessness is already a political commitment; The aim of the MakeRoom Campaign is to make sure it becomes a reality.

Ending homelessness is already a Government commitment.

- Government set a target of ending rough sleeping by 2004. While this has yet to be met, the work in the last few years between voluntary organisations, local authorities and the HSE has resulted in a substantial decrease in rough sleeping in many areas.
- In 'Towards 2016' (the new Social Partnership agreement) Government committed that by 2010 nobody will be living in emergency accommodation for longer than is an emergency.
- Just before the General Election 2002 the Government launched a preventative strategy aimed at ensuring that nobody leaving hospital, care or prison would become homeless.



- Focus Ireland the Simon Communities of Ireland, the Society of St. Vincent De Paul and Threshold are four national voluntary organisations working in the area of homelessness and housing.
- We provide a wide variety of services and projects working with single people, families and young people throughout Ireland.
- We have been working together very closely on policy and lobbying issues since 2001. This relationship was formalised as an alliance in 2006.



The MakeRoom campaign is for everybody who wants to see an end to homelessness in Ireland.

Our hope is that it will provide an opportunity for politicians, voluntary organisations, families, individuals and communities to be part of the debate and part of the solution.

- 1. Developed Formal Agreement Between Four Organisations**
- 2. Agreed Policy Positions**
- 3. Agreed Communications Plan**
- 4. Each organisation committed to funding campaign**
- 5. Agreed Campaign Plan and Work plan 2006/07**

POLICY

What does 'ending homelessness' mean?

By an end to homelessness we mean nobody sleeping rough, nobody living in emergency accommodation for longer than is an emergency and nobody becoming homeless because of a lack of appropriate services.

- **Our six specific policy areas are:**
- Responding to what people need
- More and better housing
- Support to leave homelessness
- Renting on a low income
- Proper standards in renting
- Tackling poverty and preventing homelessness

1. Responding to what people need

Commitment sought: People at risk of or experiencing homelessness will have their housing and support needs assessed and met.

2. More and Better Housing

Commitment sought: 10,000 social housing units a year will be provided

3. Support to leave homelessness

Commitment sought: People moving out of homelessness will be given greater support



4. Renting on a low income

Commitment sought: People on low incomes will be given more help with their housing costs

5. Proper standards for renters

Commitment sought: Introduction of new standards regulations for accommodation in the private rented sector

6. Tackling poverty and preventing homelessness

Commitment sought: People do not become or remain homeless through inadequate provision of social services

GET POLITICAL SUPPORT

All parties pledge to end homelessness by 2010

In December 2006 at the first public event of the MakeRoom campaign each of the national parliamentary parties committed themselves publicly to ending homelessness by 2010.

Public debate where each of the parties had six minutes to present their position.

USE OF MEDIA

- PUBLIC NATIONAL LAUNCH
- REGIONAL LAUNCH
- SUPPORT FROM WELL KNOWN PERSONALITIES

USE OF OTHER TOOLS

- DEVELOPED WEBSITE
- PRESS RELEASES
- DEVELOPED & DISTRIBUTED CAMPAGAIN POSTERS

January 15, 2007

Don't be Daft - MakeRoom today!



Join the hundreds of people who have already signed up to MakeRoom. Click on 'Sign Up Now' above.

Broadcaster and journalist, **Vincent Browne**; RTE fashion presenter, **Caroline Morahan**; You're a Star presenter,

Brian Ormond and the founders of the property web-site **Daft.ie**, Eamonn and Brian Fallon signed up to **MakeRoom** today.

Sign Up

Sign Up to MakeRoom

- **I accept**, without any prejudice, that all members of our society have a right to a decent place to live
- **I respect** the diversity of my country and welcome this uniqueness into my own community
- **I will actively lobby** my local councillors and TDs to deliver high quality social housing in my community
- **I will stand up** for those people who are subject to the injustice of homelessness in my community
- **I will treat** any tenant of mine with dignity and respect

Sign Up

Please complete all fields.

Name:

E-mail:

Home Address:

Area / Town:

City / County:

Country:

- Yes, I would like to receive periodic updates from MakeRoom**
[privacy statement](#)

Add Your Name

Sign Up

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ONGOING WORK

- Lobby Parties in run up to Election 2007
- Comment on Programme for Government
- Secure seat on National Homeless Consultative Committee – Homeless Strategy Submissions / Data Collection
- Meet with Ministers
- Pre Budget Submission
- Analysis and Comment on New Homeless Strategy
- Shadow report on UN Covenant on Economic, Social and Cultural Rights
- Seeking meeting with newly appointed Taoiseach
- Review of MakeRoom

Challenges

- Transforming political sign up to action
- Gathering public support
- Changing economic environment
- Maintaining momentum due to internal resources and capacity
- Creating expectations