



## ***RESPONDING TO THE CREDIT CRUNCH***

### ***Member, Media and Lobbying Activities***

### ***12<sup>th</sup> September – 27<sup>th</sup> November 2008***

The following outlines activity undertaken up to December 2008.

---

#### ***COUNCIL ROADSHOWS:***

Homes for Scotland requested meetings with Senior Council representatives to deliver a presentation on the difficulties facing developers in relation to the current economic climate, and to discuss ways forward. These have been well received. In addition to those previously held with Scottish Borders (4<sup>th</sup> July), East Lothian (14<sup>th</sup> August) and Fife (5<sup>th</sup> September); Jonathan Fair, Allan Lundmark and Blair Melville have also attended summit meetings with the following local authorities:

**East Renfrewshire** - 10<sup>th</sup> September  
**Highland/Inverness** – 16<sup>th</sup> September  
**City of Edinburgh** – 17<sup>th</sup> September  
**Renfrewshire** – 22<sup>nd</sup> September  
**Perth & Kinross** – 1<sup>st</sup> October  
**Dumfries & Galloway** – 2<sup>nd</sup> October  
**West Lothian** – 2<sup>nd</sup> October  
**Aberdeen** – 7<sup>th</sup> October  
**Aberdeenshire** – 7<sup>th</sup> October  
**Midlothian** – 10<sup>th</sup> October  
**North Ayrshire** – 20<sup>th</sup> October  
**South Ayrshire** – 6<sup>th</sup> November  
**East Dunbartonshire** – 7<sup>th</sup> November  
**Falkirk** – 12<sup>th</sup> November  
**Glasgow & Clyde Valley Structure Plan team** – 1<sup>st</sup> December

#### ***MEDIA ACTIVITY:***

***The following press releases were issued:***

***Home building industry welcomes further housing investment (27<sup>th</sup> November)***

***Pre Budget Report yet another missed opportunity says home building industry (24<sup>th</sup> November)***

***Industry applauds Glasgow initiatives to stimulate development (18<sup>th</sup> November)***

***Home building industry sets out reflationary measures required in pre budget report (17<sup>th</sup> November)***

***Interest cut welcomed, but continued action required (6<sup>th</sup> November)***

***Success of planning reforms dependent on resourcing and culture change (28<sup>th</sup> October)***

***Response to Open Market Shared Equity announcement (20<sup>th</sup> October)***

***Government measures welcomed (8<sup>th</sup> October)***

***First step in accelerated funding package (7<sup>th</sup> October)***

***Timescales to Achieve Housing Targets Shattered (30<sup>th</sup> October)***

***Home Building Given Clean Bill of Health (25<sup>th</sup> September)***

### ***Editors' Letters***

***Letter from HfS Chair – sent to Professional Property Developer (13<sup>th</sup> October)***

### ***Interviews/Enquiries***

#### ***Press:***

***The Herald – job losses (27<sup>th</sup> November)***

***Edinburgh Evening News - incentives (19<sup>th</sup> November)***

***The Herald – kick-starting the market (12 November)***

***HfS Chairman and Chief Executive met Scotsman Property Editor Kirsty McLuckie to discuss ways of re-energizing the market (11 November)***

***Aberdeen Evening Express – need for homes in North East (29 October)***

***Aberdeen Evening Express – loss of skills and impact on home building (28 October)***

***The Scotsman – cancellation rates (27 October)***

***Edinburgh Evening News – borrowing costs (27 October)***

***Press and Journal – NHBC stats (27 October)***

***Business 7 – job losses (14 October)***

***Edinburgh Evening News – affordable housing policy (6 October)***

***Edinburgh Evening News – impact of credit crunch on development (3 October)***

***Scotsman – HBOS takeover (3 October)***

***Edinburgh Evening News – council sale of land (2 October)***

***HfS Chief Executive Jonathan Fair interviewed by Property Week on Scottish Government policy(30 September)***

**TV/Radio:**

**HfS Chief Executive Jonathan Fair interviewed by the BBC on kick-starting the market (13<sup>th</sup> November)**

**HfS Chief Executive Jonathan Fair interviewed by BBC Radio Scotland on the market (broadcast on Good Morning Scotland on 13<sup>th</sup> November)**

**BBC Politics show – quote from Director of Planning Allan Lundmark on housing trends (supplied for broadcast Sunday 28<sup>th</sup> September)**

**MEDIA COVERAGE GENERATED (OVER AND ABOVE TV/RADIO BROADCASTS):**

**“What’s afoot on the property ladder?”**

*The Scotsman – 18<sup>th</sup> September*

**“Builders See Red over Lack of Greenbelt Development”**

*Evening News – 23<sup>rd</sup> September*

**“Market Through Floor as City Houses Take 100 Days to Sell?”**

*Evening News – 25<sup>th</sup> September 2008*

**“Barratt Lays of Top Apprentice”**

*Evening News – 26<sup>th</sup> September 2008*

**“Lack of Interim Report Fuels Miller Concerns”**

*The Scotsman - 30<sup>th</sup> September 2008*

**“Home Body Concern Over Housing Target Timeline”**

*Scottish Construction News – 30<sup>th</sup> September 2008*

**“Measures Step in Right Direction But Still More To Do”**

*Construction News – 4<sup>th</sup> October 2008*

**“Call for City to Relax Rules on Building ‘Affordable’ Homes”**

*Evening News – 7<sup>th</sup> October 2008*

**“9 million Boost for Affordable Housing”**

*Press & Journal – 8<sup>th</sup> October 2008*

**“New World Order..”**

*Scotsman – 9<sup>th</sup> October 2008*

**“Scottish Homebuilders Welcome Interest Rate Cut”**

*Scottish Construction News – 9<sup>th</sup> October 2008*

**“Housebuilders May Need Aid to Avert Crisis”**

*The Courier – 10<sup>th</sup> October 2008*

**“Industry Recognises First Step in Accelerated Funding “**

*Scottish Construction News – 10<sup>th</sup> October 2008*

**“Playing the Market”**

*New Home Locations Magazine – Autumn 2008*

**“House Building Industry Slump”**

*Courier – 18<sup>th</sup> October 2008*

**“Housebuilders Fear Meltdown”**

*Sunday Herald – 19<sup>th</sup> October 2008*

**“Urgent Action Needed to Save Homes Vision”**

*Sunday Herald – 19<sup>th</sup> October 2008*

**“Laying New Foundations”**

*Sunday Herald – 19<sup>th</sup> October 2008*

**“SNP: New System Will Aid Growth”**

*Sunday Herald 26<sup>th</sup> October 2008*

**“Builders in Mortgage Stake Plan to Restart the Market”**

*The Herald – 27<sup>th</sup> October 2008 (front page)*

**“Up to 40% of house sales fall through as buyers walk away”**

*Scotsman – 28<sup>th</sup> October 2008*

**“Warning Downturn is Strangling Private Investment in Housing”**

*Press & Journal – 28<sup>th</sup> October 2008*

**“Builders Hail Planning Blitz”**

*Evening News – 30<sup>th</sup> October 2008*

**“Building Confidence”**

*Edinburgh Evening News – 3<sup>rd</sup> November 2008*

**“Homes for Scotland Warning Over Interest Cut”**

*Construction News – 7<sup>th</sup> November 2008*

**“Lenders Urged to Quickly Pass on Rate Cut”**

*Business 7 – 7<sup>th</sup> November 2008 (front page)*

**“Estate Agency Offers Discounts To Those Looking To Get on Property Ladder”**

*The Herald – 8<sup>th</sup> November 2008*

**“Good Move for House Market”**

*Herald – Scotland’s Homes – 12<sup>th</sup> November 2008*

***“Downturn Forces Major Rethink”***

*The Herald – 13<sup>th</sup> November 2008*

***“A Silver Lining at a Cloudy Time”***

*The Scotsman – November 2008*

***“Industry Sets Out Reflationary Measures Required”***

*Scottish Construction News – 18<sup>th</sup> November 2008*

***“Pre-Budget Report: House Builders’ Dismay at ‘Missed Opportunity’”***

*Scottish Construction News – 25<sup>th</sup> November 2008*

***“CBI Welcomes Foreign Tax Benefits as Industry Talks of ‘A Missed Opportunity’”***

*Herald – 25<sup>th</sup> November 2008*

***“Housing Market Needs a Boost”***

*Scotland’s Homes: Herald – 26<sup>th</sup> November 2008*

***LOBBYING:***

**16<sup>th</sup> September:** Meeting with Alistair Dodds, Chief Executive of Highland Council

**17<sup>th</sup> September:** Meeting with Tom Aitchison, Chief Executive of City of Edinburgh Council

**19<sup>th</sup> September:** Jonathan Fair gave presentation to Cairn Housing Association’s AGM on working with private development industry on affordable housing scheme

**22<sup>nd</sup> September:** Meeting with David Martin, Chief Executive of Renfrewshire Council.

**22<sup>nd</sup> September:** CML Initiative forum with RICS

**25<sup>th</sup> September:** Allan Lundmark met Cathy Craigie MSP, Convener of the Cross-Party Group in the Scottish Parliament on Housing

**1<sup>st</sup> October:** Meeting with Brian MacDonald, Assistant Chief Executive North Ayrshire Council

**2<sup>nd</sup> October:** Meeting with Jim Dickson, Director of Development and Environmental Services, West Lothian Council

**2<sup>nd</sup> October:** Meeting with Chief Executive of Dumfries & Galloway Council

**7<sup>th</sup> October:** Meeting with Douglas Patterson, Chief Executive Aberdeen City Council

**7<sup>th</sup> October:** Meeting with Alan Campbell, Chief Executive Aberdeenshire Council

**9<sup>th</sup> October:** Construction Skills Network Meeting in Glasgow

**10<sup>th</sup> October:** Meeting arranged with Ian Young, Chief Executive of Midlothian Council

**23 October:** Presentation to COSLA'S Executive Group

**25<sup>th</sup> October:** Planning Summit – Scottish Government involving HfS, COSLA, SPF

**29<sup>th</sup> October:** Housing Supply Task Force Meeting

**30<sup>th</sup> October:** Jonathan Fair presentation to Housing and Regeneration Conference in Glasgow

**6<sup>th</sup> November:** Meeting with David Anderson, Chief Executive of South Ayrshire Council

**13<sup>th</sup> November:** Housing market Briefing with Tavish Scott MSP, Leader of Liberal Democrats in Scotland together with Ross Finnie MSP

**19<sup>th</sup> November:** Jonathan Fair presented to CIH Surviving the Credit Crunch Seminar in Edinburgh.

**25<sup>th</sup> November:** Jonathan Fair, Iain Innes & John Houston met with Tony Strachan, Bank of England representative in Scotland

## ***WHAT'S NEXT?: Important future developments***

### **December:**

2008 Activity Report

Subscription renewal for members

Housing Supply Task Force Meetings

Ongoing Code of Conduct review

### **February/March:**

Regional Member Forum Meetings

**Updated 27th November 2008**