

RESPONDING TO THE CREDIT CRUNCH ***Media and Lobbying Activity – Special Update***

As the effects of the credit crunch on our industry become ever more severe, Homes for Scotland has continued to step up its media and lobbying activity. We are taking every opportunity to emphasise that, without Government support, more jobs will be lost, the Scottish economy will suffer, housing targets will be missed and the current housing shortage may escalate into a full-scale economic downturn. Activity undertaken over the past week can be summarised as follows:

AN INTENSE PERIOD OF LOBBYING:

11th June: HfS requested series of constructive talks with key banking institutions active in Scotland.

13th June: Chief Executive Jonathan Fair and Head of Policy Karen Trouten met with Andrew Field, Deputy Chief Executive of SFHA to discuss shared lobbying goals.

17th June: Homes for Scotland hosted a successful evening reception in the Garden Lobby of the Scottish Parliament attended by 60 senior executives from our member companies who were joined by 22 MSPs including: Bill Aitken, Margo MacDonald, Margaret Curran, David McLetchie, Johann Lamont, Rob Gibson, Jim Tolson, Nanette Milne, Jamie McGrigor, Elaine Murray, Stuart McMillan, Sandra White, Cathie Craigie, John Park, Robin Harper, John Swinney, Margaret Mitchell, Rhoda Grant, Rhona Brankin and John Scott. All Homes for Scotland members were provided with briefing material to inform their networking sessions with MSPs.



Jonathan Fair with David McLetchie MSP, Rhoda Brankin MSP and Mary Scanlon MSP



Mike Walker with Robin Harper MSP and with Rhona Brankin MSP

18th June: A follow-up briefing letter from Jonathan Fair was sent to all Scottish Parliament MSPs, emphasising our lobbying messages. Click [here](#) to access the letter.

18th June: Jonathan Fair and Allan Lundmark took part in a positive and constructive private meeting with Stewart Maxwell MSP, Communities Minister and John Swinney MSP, Cabinet Minister for Finance and Sustainable Growth.

18th June: Planning and Communications Director Allan Lundmark held a private briefing with Margaret Curran, Labour Party Spokesperson on Communities and Johann Lamont, Deputy Labour Party Spokesperson on Communities.

18th June: Jonathan Fair and Allan Lundmark attended a seminar on the future for PGS alternatives held at COSLA. HfS contributed to the agenda and speaker materials. The wide range of key industry stakeholders in attendance were briefed on current market conditions.

SAMPLE OF RECENT MEDIA COVERAGE:

Press Release: [House Builders Warn Task Group 'Action is Needed Now'](#) (Friday 12 June)

Business 7: *Holyrood urged to head off housing meltdown* Front page article (Friday 13th June)

Scotsman: *Homes for Scotland has warned the Scottish Government* (Saturday 14th June)

Sunday Herald: *Wrecked: Housebuilders hit out at banks for sending construction industry spiraling into crisis* (Sunday 15th June)

Scotland on Sunday: *How Barratt Lost the Plot. "While its not sensible to ignore wider global pressure, the upheaval north of the border is not as severe as in the south" – Jonathan Fair* (Sunday 15th June 08)

Scotsman: *Housebuilders: This is no ordinary squeal of pain* (Tuesday 17th 2008)

Press Release: [MSPs told home building targets and wider Scottish economy being placed at risk](#) (Tuesday 17th June 2008)

Talk 107 Radio: *(Central Scotland) interview with Jonathan Fair on what can be done to improve confidence (Wednesday 18th June)*

Press & Journal: *Scottish housing jobs under threat, warn industry experts. MSPs hear that even small reduction in £6bn contribution to economy will have a marked impact on GDP (Wednesday 18th June)*

Scotsman: *Help Needed for Builders and Buyers – HfS warn thousands of jobs are at risk (Wednesday 18th June)*

BBC Scotland: *The impact of the credit crunch on the home building industry. Jonathan Fair filmed and interviewed for Good Morning Scotland, Reporting Scotland and News Drive (Thursday 19th June)*
