

LEAVE NO STONE UNTURNED IN THE FIGHT AGAINST AUSTERITY

CAMPAIGN ACTION PACK

BOOT OUT
AUSTERITY!

SOCIAL
FO



THE BRITISH ASSOCIATION OF SOCIAL WORKERS



THE SOCIAL WORKERS UNION

PRODUCED BY CAMPAIGN COLLECTIVE FOR THE BRITISH ASSOCIATION OF SOCIAL WORKERS – JANUARY 2018

CONTENTS

FOREWORD BY KEN LOACH	4
A MESSAGE FROM GUY SHENNAN	5
INTRODUCTION	6
POSITION STATEMENT ON AUSTERITY	7

PART 1: INSPIRATION

REAL LIFE STORIES	18
POETRY, SONG, MUSIC AND FILM	21
IN THE MEDIA	26
BASW MANIFESTO	36

PART 2: ACTION

HOW TO ORGANISE AN EVENT TO GENERATE SUPPORT	41
COLLECTING REAL LIFE STORIES	44
TOP TIPS FOR GETTING INTO LOCAL MEDIA	48
HOW TO ORGANISE A MARCH AND RALLY	50
HOW TO ORGANISE A PUBLIC MEETING	53
HOW TO SET UP A FACEBOOK GROUP	55
HOW TO MAKE A SHORT FILM	56
HOW TO SET UP A STREET STALL	57
HOW TO DESIGN SURVEYS AND POLLS	57
HOW TO ORGANISE A PETITION	58
HOW TO MAKE INFOGRAPHICS	59

PART 3: INVOLVING PEOPLE **60**

STAKEHOLDER MAPPING	61
USING HIGH PROFILE SUPPORT	64
BUILDING ALLIANCES	65
LOBBYING	66
RAISING ISSUES AT COUNCIL MEETINGS	67

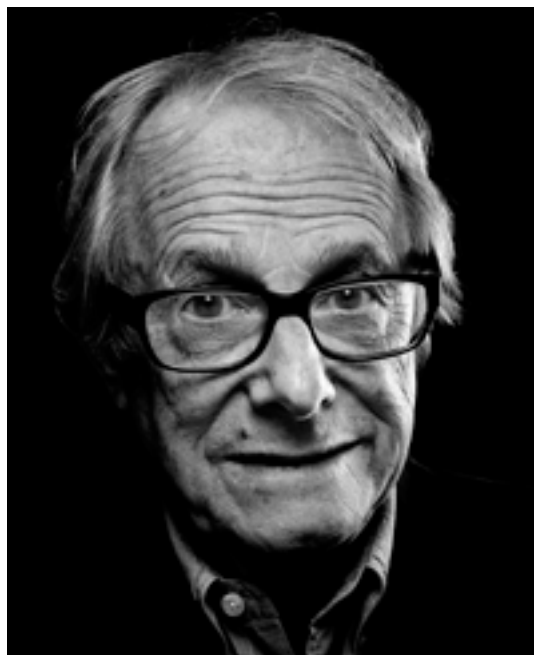
PART 4: STAYING LEGAL **68**

PART 5: TOOLS AND TEMPLATES **72**

A ROUGH GUIDE TO FINDING THE RIGHT VENUE	73
VENUE CHECKLIST	74
PUBLICITY CHECKLIST	75
COUNTDOWN PROJECT PLAN/TIMELINE	76
MODEL SCHEDULE/RUNNING ORDER	77
MODEL PRESS RELEASE	78
MODEL INVITATION	79
TICKETING PLATFORMS	80
MAILING SYSTEMS	80
MUSIC, LYRICS AND POETRY FOR OPEN MIC NIGHTS	81
POWERPOINT PRESENTATIONS	92
IMPACT OF AUSTERITY INFOGRAPHICS	100
HOW TO GET IN TOUCH	103
ACKNOWLEDGEMENTS	103

FOREWORD

BY KEN LOACH



As social workers, you are at the forefront of the struggle to give people some control over their lives, find dignity and self-respect in the most daunting circumstances.

You know better than any of us the link between broken homes and poverty, the pressures of homelessness and sofa-surfing, the insecurity of casual, temporary jobs, with no guaranteed income, the consequences of a bullying social security system and the fear – and reality – of sanctions. Add to that dealing with debt to meet urgent necessities or having to

choose between paying the rent, feeding the gas or electric meter or buying food and we all know many of us would just not cope.

The wickedness of this situation is that this suffering is not necessary. It is a conscious choice by a government run in the interests of the ruling class. As the number of those living below the poverty line rises, so does the wealth of a small minority, hidden, we have just learned, in tax havens so they can dodge tax.

We don't have to accept this. We can organise in campaigns, trade unions, locally and nationally, to say that we've had enough. Our aim has to be a political leadership that restores the values of equality, mutual support and working together and then translate them into real change. If we don't engage in political struggle, many will continue to be driven into poverty and desperation.

Please do something about it. Join the fight for change!



Ken Loach
Director/Filmmaker

A MESSAGE FROM GUY SHENNAN



In April 2107 a group of social workers and supporters walked 100 miles - from the BASW Head Office in Birmingham to our AGM venue in Liverpool - to draw attention to our demand: Boot Out Austerity!

By the time we got to Liverpool, I felt we had become part of a shift into a new era of campaigning and social action. Social workers were standing up and saying that austerity has to end, we were doing this alongside people who use our services, and other people were starting to listen. Politicians were starting to listen.

It turns out there's plenty of time to talk on a 100-mile walk – and plenty of people wanted to talk to us.

The support we received was overwhelming. Equally overwhelming were the stories we were told. Of people struggling to survive, people who felt no-one was listening to them, people who thought no-one cared about them any longer. They were hard stories to hear, and our hearts went out to the people who told them. They were also laced with resilience, and stiffened our resolve.

When we got to the end of the walk, we realised this was only the beginning. We had started to offer hope. Now we have to finish the job and end austerity so that people can once again have access to the support and resources they need and are entitled to.

And to do that we need your help.

We were loath to lose all the materials we had gathered along the way – the songs, the music, the poetry, the impassioned speeches – all the writing and media coverage. We needed to use it again, so we commissioned this Campaign Pack that I hope will inspire you to join with us and take action too.

Guy Shennan
Chair of BASW

INTRODUCTION



The British Association of Social Workers (BASW) is committed to campaigning to bring an end to austerity, to be replaced by the investment in public services required for a socially just society.

We need to build a mass movement to highlight the impact of austerity, cuts and welfare reform and to reflect the differing impact of austerity across and in the nations within the UK.

The purpose of this pack is to facilitate and support local, regional and national actions by members of BASW and SWU and other social workers.

We want to give you the tools to work with other social work organisations; service users, disabled people and other concerned citizens; other professions, services and campaigns, in the UK and internationally.

We want you to be able to pick up this pack, find inspiration, decide how you can help and start campaigning.

The pack is divided up into five sections and here's how it works:

PART 1: INSPIRATION -

A showcase of stories, articles, music, songs and poetry for you to use in your own campaigns.

PART 2: ACTION –

Step-by-step guides to organising events, getting into the media and using lived experience to illustrate the impact of austerity.

PART 3: INVOLVING PEOPLE –

Takes you through mapping out your stakeholders, building alliances, using high profile support and lobbying.

PART 4: STAYING LEGAL –

A few things to bear in mind when you start campaigning.

PART 5: TOOLS AND TEMPLATES –

Handy checklists, model materials and campaigning tools to save you starting from scratch.

We have tried to include everything you need to get campaigning, but would welcome your feedback about what works and what doesn't. You can get in touch with us at austerity@basw.co.uk.

BASW POSITION STATEMENT ON AUSTERITY

Austerity describes economic and social policies in the UK and other countries that result in reduced public and welfare spending, lower taxes, a smaller state and more unequal distribution of wealth.

Austerity runs counter to the BASW Code of Ethics for Social Work. As part of an international profession, BASW supports the statement against austerity by the International Federation of Social Workers.

Austerity is a flawed economic theory that increases debt burden, unemployment, homelessness, inequality and causes misery upon the lives of citizens. Social workers work every day with the negative realities imposed on people by austerity. We absorb the pressure of the painful and angry reality of the people most affected.

The method of reducing public expenditure combined with tax reduction for the wealthy reduces state income and fails to achieve balanced economies. This results in the widening of the gap in inequality and increases poverty. Social workers throughout the world witness which policies support people's wellbeing and healthy economic development; they also see which policies undermine social structures and fail people economically and socially.

The banking crisis of 2008, the bank bailout and the consequent increase in the national debt and deficit, was used as the rationale for introducing austerity policies in the UK. These have persisted and deepened in their impact, although the governments of the four countries make different nation-specific choices including some choices to mitigate the impact of austerity economic measures of the Westminster parliament. Austerity is causing unnecessary harm now and storing up problems for the future of society. For example, while the number of people living longer continues to increase, funding for social care has been cut dramatically, causing untenable pressures on acute NHS care, inadequate, undignified social care options, a growing staffing crisis, and higher stress on carers and families.

Despite politicians' assurances that 'we are all in it together', the poorest and most vulnerable in society are being made to bear the main impacts of austerity. For example, people with a disability have seen significant cuts to their levels of benefit and higher thresholds to make claims; mental health users have seen a shrinkage of both hospital and community support options; and increased costs in rented housing, reductions in Housing Benefit, the introduction of the bedroom tax and an ongoing decline in the availability of social housing have seen homelessness levels greatly increase. In 2015-2016 over a 1.1 million people were forced to access a food-bank. The reduction in funding for smaller, grassroots and user-led groups and organisations has been another silent, damaging

consequence of reduced public funding which particularly impacts primary and secondary prevention support.

Under austerity, the wealthiest in the UK have become wealthier as inequality grows, tax reductions benefit the wealthiest and fiscal policy favours big business wealth for the minority. Austerity policies also enable big business to accumulate wealth by drawing public assets into profit-making private ownership. Austerity policies often depict the public sector as part of the problem not part of the solution to creating a more equal, productive and healthier society. Under-funding, rising demand and a discourse of failure is used within austerity approaches to undermine confidence in public services and to justify out-sourcing and use of for-profit providers.

Austerity functions on a myth of 'scarce resources' which deliberately understates the real wealth within our society and promotes using divisive rhetoric. For example, proponents of austerity distinguish 'strivers' from 'skivers' when the reality is that some 7.4 million people are in poverty despite being in working families. Stigma and a sense of dehumanization are effects of austerity for many, perpetuated by such rhetoric. This contributes to break down in social cohesion and divides individuals and communities. It increases fear e.g. of people perceived as 'outsiders', such as refugees, and a threat e.g. access to security, services or to jobs.

Politicians often claim austerity is inevitable. This is not the case. There

are other, better ways to respond to economic challenges – for example, public investment in infrastructure, organisations and people to generate and redistribute wealth and raise productivity; a different, fairer distribution of taxes and building alternative economies.

IMPLICATIONS FOR SOCIAL WORK PRACTICE

Austerity is having a direct impact on citizens who use social work services, on the social work task and on social workers themselves. This includes:

- People with a disability experiencing reduced benefit levels, lower employment support allowance, higher thresholds of eligibility and lower personal support payments;
- Older people who have had hospital admission unable to get timely or sufficient support to re-establish independence in the community or move to other more suitable care settings;
- Mental health service users, who experience hospital and community services being withdrawn and more episodic and discontinuous support;
- Reduction in early help for families and children: For the small minority of families who face safeguarding issues, worsening income and often severe housing issues exacerbate stress and make state intervention more likely.

Austerity has a direct impact on social workers through:

- Reductions in preventative services increasing the statutory caseload and severity of citizen needs coming forward;
- Reductions in staffing relative to demand, increasing caseloads and risk;
- Increased stress and consequent ill-health;
- Increased ethical and professional dilemmas if citizens' needs cannot be met and austerity policies do not fit with best professional judgement.

An effect of austerity is often to isolate individuals – service users and staff – from their wider communities. It is hard to effect change as a social worker in isolation. Joining and being actively involved, in your professional association, trade union, community or faith group is key to challenging austerity and building alternatives.

BASW WILL:

- Seek to make visible the impact of austerity;
- Support service users, families and communities to have a voice on austerity;
- Work with other organisations and professional bodies to identify, oppose and reduce the specific impacts of austerity;
- Recognise and publicise the impact of austerity on social work and social workers;
- Identify and promote effective social work practice that supports and empowers citizens in current socio-economic circumstances;
- Support social workers dealing with the impact of austerity;
- Promote positive socio-economic and political alternatives to austerity.



PART 1: INSPIRATION



ENDORSEMENTS

Here are just a few of the many messages of encouragement we received at the start of our march.



Jeremy Corbyn ✓
@jeremycorbyn

Follow

To the social workers walking 100 miles to **#bootoutausterity** you have my full support and solidarity.



Helen Goodman ✓
@HelenGoodmanMP

Follow

Supporting @BootAusterity social workers marching 100 miles this week to protest devastating Gov't cuts to social care and work

"You have my support for this initiative. Please pass on a message of support and solidarity to the marchers and please keep me informed of progress. Best wishes, John." - **John McDonnell MP, Labour's Shadow Chancellor**



TheFarm/PeterHooton
@TheFarm_Peter

Follow

Well done 👏 **#ThisIsTheModernWorld**
#ToryBritain



Emma Lewell-Buck MP ✓
@EmmaLewellBuck

Follow

Sending support to the amazing social workers marching to @BootAusterity, a profession that is impacted on so severely by this Govts cuts

"Austerity is causing chaos in the lives of so many, and this needs to be confronted. I fully support this walk for social justice."

Ken Loach, whose film I, Daniel Blake is being shown in Stafford on the Thursday evening

"Austerity has been a blight on Britain for 6 years, devastating lives. Challenging these callous policies is absolutely essential." - **Mary O'Hara, author of Austerity Bites**



Danny Dorling News
@dannydorling

Follow

Live or work between Birmingham & Liverpool? Social Workers are marching against austerity from 19 April, meet them boot-out-austerity.co.uk



CollectiveEncounters
@CollEnc

Follow

The **#BootOutAusterity** walk starts in a week, from B'ham to L'pool Show them some support! @BootAusterity @BASW_UK boot-out-austerity.co.uk

THE 100-MILE WALK – WHAT THEY SAID

What a great opportunity to rediscover activism in social work, build fellowship with colleagues and service users and be inspired by the stories we hear along the way

Stand firm no matter what the risk or provocation they are killing people we have nothing left to lose.

We need to invest in the future for generations to come now.

At last - people taking action for the most vulnerable in society. Fantastic!

Let's have a community of compassion and strength to challenge austerity.

It's good to be a social worker

Our values are at risk, our rights and those of the most vulnerable are being discarded. Let's show people we believe they matter!

Now is not the time for talking, it's the time for direct action. Get on your boots and kick austerity out!

Solidarity!

We need to stick together and show we are serious about booting out austerity.

You walk with the vulnerable every day. I will walk with you today

Thank goodness someone is prepared to make a stand against the fragmentation of our community and society

Will only walk a small part but i am with you all the way.

I am a Councillor and hear about inadequate provision for those imprisoned in their own homes through disability and age and those held in hospital because care packages are not in place in their homes.

Good luck for your walk and well done for standing for social justice.

I am a retired Social Worker and now volunteer at our local food bank and women's refuge so understand the issues. I support you all the way and hope the government hears you as you speak for those with no voice.

My prayers and good wishes will be with all of the colleagues who have taken courage to join this long walk for social justice

If not us then who? If not now then when?
SOCIAL WORKERS FOR SOCIAL JUSTICE!

It's inspiring yet sad that on the one hand we have so many people willing to stand up for the poor and oppressed of our country, yet on the other, we seem to be no further on than when my uncle marched from Jarrow in the 30's

**Boot out austerity
come back compassion
walking for humanity
stop starving the poor
prioritise people not
profits humans are our
greatest assets**

**Equality for all... We
have a responsibility to
distribute resources to
those who need it most.**

*Your walk is for 7 days
but could make years of
difference to the lives of
those whose ability to live
well has been blighted by
austerity*

It has never been more important to campaign for Social Justice, as we see more and more cuts aimed at those who have least resources and most need. I qualified as a Social Worker in 1981 and will be joining the 'Boot Out Austerity' walk on my 60th Birthday - 20 April. I can't think of a better way to spend the day!

*Let the world know
how austerity policy
hurts people's lives.*

**Walking together side
by side we can show
our opposition to
austerity, our support
for social justice and
our commitment to
building new networks
of solidarity and
understanding.**

**Remember how hard it
is for people that we see
everyday and their families
in this tough times. Listen
to them and look at the
gaps in their local services**

**Be Proud of Yourself
and Keep up the Good
Works God Bless You All**

You're doing a great job, but you don't get told that often enough.

*I want you to
know how proud
I am to belong
to a profession
that stands up to
oppression and
injustice.*

**Keep doing what you're
doing! People like you
are the reason change
for the better happens!**

'Each time a person stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a tiny ripple of hope... and crossing each other from a million different centers of energy and daring those ripples build a current that can sweep down the mightiest walls of oppression and resistance.' Robert F Kennedy

THE 100-MILE WALK

WHAT THEY WANTED US TO HIGHLIGHT



We asked social workers about the issues they wanted us to highlight during the Boot Out Austerity walk, and here you will find a summary of the responses we received.

The majority are associated with the human cost of austerity, the cause and effect of cuts on some of the most vulnerable people in society. It reads like an A-Z of austerity – no-one, except the



wealthiest escape unharmed.

Social workers will automatically know the impact of the statements below –but we need to explain to the rest of the world through real-

life stories, or ‘lived experience’. Please take a look at [stories gathered from the march.](#) If you can help [collect more](#) or would like to [make your own book to publish](#) online, please take a look at Part 2 - Action.

ADULTS WITH LEARNING DISABILITIES

Cuts have been made in the name of 'independence'.

CARE LEAVERS

The lack of transition time for children moving between or leaving care services and connections between children and workers being broken down immediately regardless of the young person or their family's needs. Privatisation of local authority care has stolen money from those who need the services. The cuts have meant there are now even fewer preventative and early intervention projects for children and families. This is very short sighted, as children coming into care not only disrupts their family relationships but costs a far greater amount of money in the long term.

CHILDREN

The numbers being taken into care is rising and there is a strong association with poverty and inequality. Children's

mental health services have been decimated by the cuts.

CHILDREN WITH LEARNING DISABILITIES

There is a reduction in support and therapeutic services for our learning disabled children.

FAMILIES

Left with little or no support because of the loss of children's centres across the country and the reduction in family support services.

FAMILIES WHO ADOPT

The Department of Education have recently reduced the Adoption Support Fund dramatically, plunging many adoptive families into despair and denying children who have experienced significant trauma and loss, the therapeutic treatment that they need to develop into happy, emotionally sound young people.



OLDER PEOPLE

Ignorance of the needs of older people who do not have friends or family and are reliant on social care, but it is no longer available. People spend longer in hospital and are becoming frailer. Our job is becoming impossible since there is little out there to offer.

OVER 25'S

A lack of mental health services for people over 25 with mental health and substance misuse problems resulting in unemployment.

PEOPLE IN POVERTY

People are increasingly reliant on food banks due to benefit cuts and sanctions; cuts to services. The impact on children and young people whose parents are struggling with the pressures of unemployment, poverty and high stress – benefits sanctions have caused suffering, despair and sometimes suicide. Impact of poverty on children - destitution does not equate to neglect. Escalating poverty increasing risk for children and

families meaning more children's services involvement. Families are being punished for being forced into poverty.

PEOPLE WHO ARE SICK OR DISABLED

Sick and disabled people have committed suicide as a result of cuts to Disability Allowances and services. A number of people have died a short time after being pronounced fit for work.

REFUGEES AND ASYLUM SEEKERS

Fear generated about refugees and asylum seekers who are blamed for a lack of services, at a time when we need community cohesion.

WIDOWS AND WIDOWERS

Cuts in bereavement benefits for widows and widowers with dependent children.

YOUNG PEOPLE

Increasing homelessness amongst young people.

AND FOR SOCIAL WORKERS THIS MEANS...

- Unmanageable caseloads
 - Little or no resources to help people
 - A vicious circle as cuts mean that more people need more help now
 - A false economy because a lack of investment now, stores up problems for the future.
 - Feeling powerless whilst witnessing the breakdown of children, adults and families
 - Being angry that volunteers and good will are needed to step in to cover the gaps, while at the same time hoping they will step in.
 - Fearing for the future of their clients
-

REAL LIFE STORIES

These are true stories as told to social workers involved in the Boot Out Austerity campaign but all names have been changed. You can find more examples on the [Daily Mirror's Road to Wigan Pier anniversary website](#) which also featured our Boot Out Austerity walkers.



DON

"A specialist service for male DV victims pretty much saved my life but it was closed down last year because their funding was removed. I hate to think of the consequences this would have meant for me and the lack of support now available locally to other men in desperate abusive situations. Some will see only one way out....."



MAGGIE

"The lack of adequate provision resulted in a severe deterioration in my health and I ended up being detained under the Mental Health Act in a hospital 120 miles from home. Ironically this was then costing almost three times the amount of money than if my needs had been met in the community initially."

This affected me greatly and resulted in me losing contact with my family, becoming institutionalised, depressed and suicidal."



ANDREA

"One area that has greatly blighted my life is having to take on the burden of direct payment/ personal budget for my disabled adult son, with ever-decreasing help from Adult Social Care services. I have had to cope with safeguarding issues and have struggled to get justice for him when having no choice about the nature and quality of respite care provision."



CATHY

“I’ve been coming to the community day centre for years, it’s my lifeline, my bolt hole, my family. I take part in as many of the activities as possible, it gets me out of the house, out of looking at the same 4 walls day after day. The staff are caring but also very tenacious- they spend most of their time taking on the DWP on our behalf. I’m sure I would have been sanctioned or lost my disability benefits altogether without their help.”



ELLEN

**CHILD PROTECTION
SOCIAL WORKER**

“Cutbacks have led to the loss of additional support services such as early help family support services, family contact teams, and charity working such as domestic abuse support, perpetrator courses and disabilities support. We have to deliver these additional support services ourselves on top of the statutory child protection procedures we are following, which adds to our ever increasing workload.”



MICK

**LEARNING DISABILITIES
SOCIAL WORKER**

“Local authorities are under pressure to save money and are having their budgets cut, and this filters down to individual services and teams, meaning that funding panels are increasingly focused on saving as much money as possible – often, some would argue, without thinking about whether or not their proposals are reasonable.”



MOIRA

MENTAL HEALTH SOCIAL WORKER

“The apprehension of the dreaded reassessment letters from Disabled Living Allowance to Personal Independence Payments is something that is having a real impact. Loss or reduction in personal income has a significant impact on daily functioning for those who live independently or with family carers.”

A SPEECH BY A SERVICE USER

David Gowar is a service user and representative of IMPACT. He addressed the BASW Boot Out Austerity Rally in Wolverhampton on 20th April 2017 - day 2 of the 100-mile walk. Here is an extract from his speech. David changed the names of the people he mentions.

I want to talk about some of the people I am proud to call friends and colleagues from IMPACT. We are a Service Users and Carers organisation based within the Institute of Health and Society at Worcester University. We have a comprehensive range of lived experience in our membership – carers of learning disabled relatives, mental health survivors, people with long-term physical disabilities, care leavers, survivors of domestic violence and people with dementia. Just within the confines of our small group the effects of austerity are very real and very damaging.

Let me tell you about Simon, living with paraplegia and then cancer, who died last year still battling his local council for his independence in the face of cutbacks;

and Lorna, in her twenties, whose mental health recovery has just plummeted as her support package was cut as soon as she showed any signs of improvement;

Eric and Carla, who are housebound when their carers don't turn up;

John, ex-businessman, now 86 and

having to live apart from his wife due to his complex care needs, and now dependent on unqualified staff;

Jill, who is having to battle the system to get some kind of justice for her disabled son for the abuse he suffered in an unregulated private care setting;

Sophie, whose ESA tribunal I went to with her – no problem getting a PIP, but when it comes to ESA “of course you're fit for work”. The ATOS assessor's report said that a “full physical examination had been carried out”. It's a good thing that I'd gone with her, because that was a lie: there was no physical examination at all. It took nearly a year to get to Tribunal, a year of stress and tears, and that happens to so many people.

Yet this government continues to throw obscene amounts of money - £700 million last year - at these ridiculous private companies like Atos and Capita, run for the benefit of their shareholders, who pay their 'not very well qualified' assessors bonuses for how many people they fail. We know that they are given targets. What's wrong with your GP deciding if you're fit for work?

POETRY, SONG, MUSIC AND FILM



The 100-mile walk inspired people to write songs, music and poetry as well as recall their favourites to share with other walkers.

You can use these to [put together an event to generate support](#). This can lift people's spirits and bring them together in solidarity.

Peter Unwin, Boot Out Austerity's self-styled 'Poet Austeriate', wrote a poem about the events of each day's walking, which was read out at the daily rally the next morning. The poem below sums up the whole walk.

Click [here](#) for more poetry and songs that you can use – all you need to find is a venue and the people to sing, play and recite.



POETRY

100 miles in the steps of Orwell

100 miles in the steps of Orwell
Where they found out all was not well
Food banks, red tape, privatisation
What's become of this once proud nation?

We used to take a pride in welfare
Now the top folk they just don't care
They pay less tax than their cleaners
An obscene boast that demeans us

Our walkers found that poverty ruled
From Birmingham to Liverpool
Of a different ilk from Orwell's day
But just as crushing in its own way

We fought for years for pride in welfare
Setting standards cross the world
But when bankers lost Prosperity
The poor folk got Austerity

A policy that's cruel and heartless
Divisive and unjust
We spoke to families cross the land
They don't vote, they've lost trust

Same old story in every town
Public services torn down
Line after line of dejected workers
Disabled people labelled shirkers

"You can't touch me I'm part of the Union"
Our walkers bravely sang
Except they have and pressed us down
We saw it in these desperate towns

But together we can rise again
No more food banks, cuts or pain
A social movement, care for all
"Boot Out Austerity" is our call

Peter Unwin
Poet Austeriate
08.05.2017

SONG



You can view songs written by the marchers, on [You Tube](#).

You can find the music and lyrics in Part 5 – Tools and Templates. If you would like to use them to make your open mic night or rally, go with a swing.

[‘Boot Out Austerity Blues’](#) was especially written for the Boot Out Austerity walk by Peter Unwin. Click on the title for the You Tube link to a performance of the song by the George Cowley Experience.

[‘The Social Workers Chant – Boot Out Austerity’](#) was written by Angi Naylor whilst she walked along the Grand Union Canal as part of her training for the Boot Out Austerity walk. The song references Cathy Come Home and I Daniel Blake by Ken Loach as well as Boys from the Blackstuff by Alan Bleasdale.

FILM

A film night is a great way to bring people together and gives you an opportunity to get potential supporters in the room to ask them to sign up.

The format offers an opportunity to make a short speech at the start and hold a Q&A at the end. You can invite social workers and the people they work with to tell their own stories.

We have included some suggestions of films you might like to show, but you can of course choose your own. This guide tells you how to organise a film night, including getting hold of the film and dealing with any licensing issues.

At the time of going to press, two films about social workers, the walk and austerity were in the final stages of production. There are no copyright licensing issues. To check if they are now available and for more information please contact:

Rowan Video and Audio Services Ltd

rowanvideo@gmail.com

[01249750376](tel:01249750376)

www.rowanvideoandaudio.co.uk

AUSTERITY FIGHT – RUNNING TIME 93 MINS



“The austerity policies of the Tories have targeted young and old. The NHS is chronically under funded and is being privatised. Students are leaving college with huge debts. Children, pensioners and the disabled are living in poverty and millions live precarious lives on ‘zero hour contracts’. Austerity Fight challenges the notion that we have to live in a world where public services are cut, worker’s rights removed and poverty is a daily reality for millions. Austerity Fight champions equality, practical alternatives to austerity and a vision of a world based on co-operation rather than the greed of a global super elite.”

Austerity Fight features the ‘Boot Out Austerity’ walkers on their journey from Birmingham to Liverpool.

You can view the trailer [here](#)

You can buy the DVD for £10
from: <http://philmaxwell.org/>
email: maxwellphotouk@yahoo.co.uk

No film copyright license is required, but check whether you will need a Premises License in Section 4.

professional' appointed by the Department for Work and Pensions interviews him over the phone for just ten minutes, it's decided that he's ineligible.

Humiliatingly labelled a scrounger when he is anything but, Daniel is forced to apply instead for jobseeker's allowance and comes up against further absurdities of the welfare state.

I, DANIEL BLAKE – RUNNING TIME 100 MINS

Told by his NHS consultant that he's unfit for work, Daniel Blake applies for disability benefit. However, after a 'healthcare

You can view the trailer [here](#).

A film copyright license is required. Click here for [film distributor information](#). Check with your venue whether you will need a Premises License.



IN THE MEDIA

The Letters page is one of the most widely read pages of a newspaper. Writing to your local paper is an effective way of raising the profile of your campaign – see our [top tips for getting in the local media](#) in Section 2.

Below is a copy of a letter from Guy Shennan that was published in the Guardian.

the guardian

Social workers' call to boot out austerity



‘I will be marching 100 miles from Birmingham to Liverpool, to issue the call to Boot Out Austerity!’ writes Guy Shennan. Photograph: Don McPhee for the Guardian

Zoe Williams is right, we should be doing a lot more marching ([Brexit is Theresa May's Falklands war: a weapon of mass distraction](#), 6 March). We need to draw attention to the ravaging impact of this government's continuing and demonstrably failed austerity programme. That is why this coming April, together with a group of social work colleagues and people who use our services and are experiencing the brunt of the cuts and welfare reform, I will be marching 100 miles from Birmingham to Liverpool, to issue the call to Boot Out Austerity! We will set off from the head office of the British Association of Social Workers in Birmingham on 19 April, and arrive in Liverpool on 25 April, the day before our annual conference. To find out more and to join us, go to www.boot-out-austerity.co.uk.

Guy Shennan

Chair, British Association of Social Workers

The Boot Out Austerity website has [links to media coverage about the walk](#) including the brilliant ‘[Wigan Pier Project](#)’ from The Daily Mirror which features our walkers. Below is an example from the Liverpool Echo.

Section 2 offers [top tips for getting in the local media](#).



THOSE WANTING TO ‘BOOT OUT AUSTERITY’ WON’T WALK ALONE HERE

The Liverpool-bound ‘Boot Out Austerity’ campaigners are due to arrive at the Pier Head at 5.30pm today - at the end of their 100-mile walk for social justice.

They set off from Birmingham last Wednesday, beginning the walk at the head office of the British Association of Social Workers (BASW), which is having its annual conference at the Hilton Hotel, Liverpool ONE, tomorrow.

The conference will be addressed by Margaret Aspinall, chair of the Hillsborough Family Support Group.

The walk was organised by chair of BASW Guy Shennan, who received a phone call of support from Labour leader Jeremy Corbyn during the walk.

Guy Shennan said: “Every day, social workers see the devastating impact of austerity in the lives of people they work with, yet this is not always so visible to the wider public.

“We want to draw attention to these effects of the austerity measures of the past seven years, as we believe that a growing awareness will lead to demands that these unnecessary measures are brought to an end.”

Walkers began their final day with a rally at Runcorn Town Hall, which was addressed by Professor Michael Lavalette, head of Social Work, Care and Justice at Liverpool Hope University, while his colleague, senior lecturer in social work Dr Rich Moth, will speak at the Pier Head meeting, in front of the Cunard Building.

Sheila Coleman, North West community organiser for the union Unite, and leading campaigner for the Hillsborough Justice Campaign, is also due to be among the speakers at the welcoming rally.

And film director Ken Loach endorsed the protest against Government economic policy.

He said: “Austerity is causing chaos in the lives of so many, and this needs to be confronted.”

One of the inspirations for the social workers’ walk was the Ken Loach film, I, Daniel Blake, which focused on the human costs of austerity.

ARTICLES FROM PROFESSIONAL SOCIAL WORK MAGAZINE

Articles and opinion pieces offer a chance to explain your issues in more depth, which will help people understand the background to austerity and the alternatives.

Below is an extract from an article by Guy Shennan and Dr Peter Unwin that was published in Professional Social Work magazine ahead of the 100-mile walk. The full article can be found [here](#).

You can take key points from the copy here to inform your own article and Section 2 offers [top tips for getting in the local media](#).



SOCIAL WORKERS, SERVICE USERS AND AUSTERITY – A COMMON CAUSE

Far from being ‘all in this together’, those hardest hit by austerity have been those most in need. BASW Chair Guy Shennan and Dr Peter Unwin, Senior Lecturer in Social Work at the University of Worcester, outline why

social workers in partnership with service users should respond to a ‘flawed economic theory’ and how they can do it.

“Recent cuts under austerity measures mean that after decades of crucial secondary mental health services support I have now been

‘discharged’... The harsh reality as I enter older age is that I have no support to keep me well now except for the Samaritans...’

These are the words of Jean, a survivor of mental health difficulties. Austerity continues to blight the lives of so many and has tragically ended the lives of others.

In January 2016, the International Federation of Social Workers said:

resulting devastation in the lives of people whom social workers see daily. Given our defining principles of social justice, human rights and collective responsibility, there is a need for social workers to act in response to the growing humanitarian crisis caused by austerity.

The post-Brexit changes to the Government led some to hope there would be a relaxation of austerity policies, but austerity continues and is biting as hard as ever. Adult social care is suffering from governmental neglect, the pressures



“Austerity is a flawed economic theory that increases debt burden, unemployment, homelessness, inequality and causes misery upon the lives of citizens.”

There is no need to reduce benefits and cut essential services to deal with national debts and deficits, and no need for the

on the NHS are being documented daily, and as Dave Hill, President of the Association of Directors of Children’s Services, remarked, children’s social care is also at a “tipping point”.

Social workers sometimes feel powerless in the face of wider societal forces but there are a number of actions we can take.

MAKE THE EFFECTS OF AUSTERITY VISIBLE BY GIVING SERVICE USERS A VOICE

I, Daniel Blake was more impactful than any number of statistically based reports, and social workers know many real-life equivalents to Ken Loach's fictional characters. We need to give a voice to people such as Jane, who cares for her adult daughter who has a learning disability and recently became visually impaired. Jane needs urgent help with finding a housing placement for her daughter and has spent days negotiating a labyrinth of eligibility criteria, thresholds and cutbacks. Jane's own health is beginning to suffer and she asks:

“What is going to happen if I buckle under the strain – it just doesn't make moral or economic sense.”

WORK COLLABORATIVELY AND FORM ALLIANCES WITH SERVICE USERS

As well as giving a voice to service users and carers we work with individually, we can form alliances. Social Workers and Service Users Against Austerity (SWASUAA) is an alliance of social workers, social work academics, service users and carers. The relationships formed in such alliances enable social workers, service users and carers to speak together at conferences and other events, making such a shared voice greater than the sum of its parts.



RECOGNISE AND PUBLICISE THE IMPACT OF AUSTERITY ON OURSELVES

We should not shy away from making known the debilitating effects of austerity on ourselves as social workers. Kay, a children's team manager, will not be alone in noticing that,

“Staff are in tears every day trying to deal on the one hand with structural issues of poverty and on the other hand being audited and performance-managed to death”.

We can make common cause with service users and carers who ultimately want and need social workers able to deliver a quality service unencumbered by the burden of relentless cuts. We really are 'in this together'.

WORK COLLECTIVELY AS SOCIAL WORKERS

One of the most debilitating trends in modern social work is individualisation, as it is hard to effect change as an isolated social worker. Being members of professional associations and trade unions enables us to speak out in a way that is difficult as employees.

Come and join us and let the Government know how passionately we feel about the effect of austerity on the work we do and the people we serve.



This is an extract from an article by Guy Shennan and Peter Unwin published in the October 2017 issue of Professional Social Work. You can view the full article [here](#).

THE IMPORTANT THING IS TO KEEP FIGHTING, AND TO FIGHT WITH CARE, LOVE, RESPECT, AND A PASSION FOR JUSTICE



BASW proved social work activism is not dead with its Boot Out Austerity walk. BASW chair Guy Shennan and social work lecturer Dr Peter Unwin, who took part in the walk, reflect on the journey travelled.

Austerity has been with us in the UK for almost a decade now. We wrote an article drawing attention to the effects it was having on service users and carers across the UK. We said social workers and service users were in this together and should join forces in a common cause to call for a more socially just alternative.

We have always believed austerity to be a political choice, not an economic necessity, which had the effect of making the poor pay for the mistakes of the rich. But, we were also detecting a growing shift away from a belief in austerity policies, which we wanted to be part of, as social workers and as a professional association.

BASW did respond to these socially unjust policies. The 100-mile walk was a joint initiative with the Social Workers Union and the Social Workers and Service Users Against Austerity alliance. It called for an end to austerity and was a tangible demonstration that BASW wanted to listen to the experiences of our members and others at street level.

The walk began the day after Prime Minister Theresa May called the General Election, and in hindsight it is clear that we were part of a wider movement. Being opposed to austerity is no longer seen as economically naive but is now a mainstream view. Austerity measures no longer command majority support in the House of Commons.

We believe our Boot Out Austerity walk contributed to a sense of possibility, that social workers today can engage in collective social action and should focus on poverty. The messages of support we received told us many within the profession found our action inspiring.

Since the election, BASW and SWU have established an Austerity Action Group and commissioned this Campaign Action Pack which will be launched in Manchester at the end of November, for the use of anyone inspired to take action against austerity.

We hope you too were inspired by our walk. Social action is core to social work and the fellowship that arises from acting in common cause is good for our wellbeing. We look forward to seeing

more action developing locally, closer partnerships with our service users and carers and, eventually, an end to austerity.

We will end with the final words on the walk, which came from Rick Burgess, of Disabled People Against Cuts:

“The important thing is to keep fighting, and to fight with care, love, respect, and a passion for justice”.



BLOG IN THE HUFFINGTON POST



A blog post is another way to get your message out. It can be quite informal and chatty in style. The extract below is from a blog written by Hayley Meachin, former press officer with BASW and was published in the Huffington Post – you can view the full article [here](#).

You can take key points from articles like this to inform your own post.

Depending on which side of the political fence you're on, we're either teetering on the brink of oblivion or the future's so bright we gotta wear shades.

'Millennials' get it in the neck for being apathetic, while the older generation are often accused of being smug and out of touch with the harsh realities facing young people. There are so many opinions out there and we can easily avoid information we don't wish to digest with a simple change of Facebook settings. In the midst of all this, politics is still a thing, even if people believe they don't 'do' politics. Some people want to join protests by commenting online, some people hit the streets with placards

and some people do both.

Protests are nothing new. Eighty years ago, the writer George Orwell published *The Road to Wigan Pier*, which detailed social conditions in economically deprived areas. In April 2017, a group of social workers is walking 100 miles from Birmingham to Liverpool to document the impact of austerity in local communities. Guy Shennan, Chair of the British Association of Social Workers (BASW) is leading the [protest](#). He has been involved in protests in one form or another for over thirty years and believes we have to keep speaking out about the impact of austerity, even when the Government's [narrative](#) has changed to 'just about managing'.

Mr Shennan was inspired by [I. Daniel Blake](#), Ken Loach's BAFTA award winning study of a working man's descent into poverty and despair while battling to receive disability benefit, and by the growing movement of social workers pledging solidarity with people who rely on social services. He explains:

“Austerity is a political choice, not an economic necessity. There is a growing awareness the financial crisis of 2008 did not require benefits to be reduced or essential public services to be cut. Every day, social workers see the devastating impact of austerity in the lives of people they work with, yet this is not always so visible to the wider public and we want to draw attention to this devastation.”

“Campaigning works but it can take some time”, Mr Shennan says, “If there isn't overnight success; don't give up. As social workers, if we want change, we need to form alliances and work together with service users and carers. We should



HUFFPOST

reclaim advocacy and welfare rights work as central features of the social work role.”

Sometimes protests are not about guaranteeing immediate change, sometimes they're about bringing people together in a common cause.

So whatever grinds your gears, hit that keyboard, hit the streets; the fight is always worth it.



BASW MANIFESTO

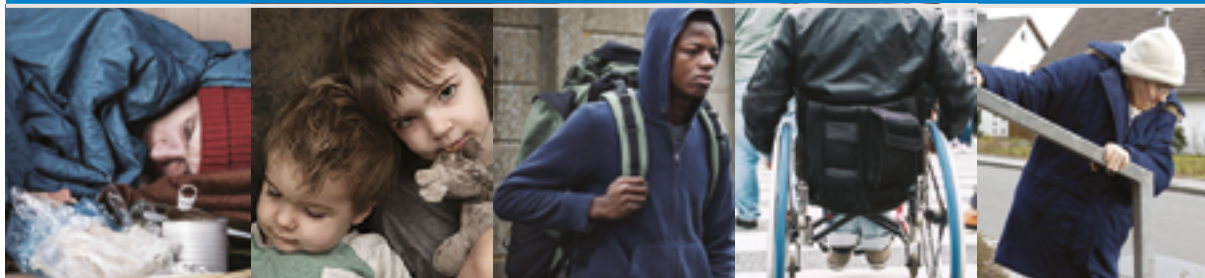
Before the 2017 General Election, BASW produced a [Manifesto for Social Work](#) and asked people to write to their parliamentary candidates to ask their views before deciding how to vote.

The eight priorities in the Manifesto (below) can form the basis of a conversation when you meet politicians and others in positions of power – this is what you want them to do.

The manifesto can also inform your letters, articles, blog posts. When you hold events, tell people that this is what you want the campaign to achieve.

A copy of the statement that went from SWU to Prospective Parliamentary Candidates is on the next page.

A MANIFESTO FOR SOCIAL WORK



- Support social workers to develop and provide the best quality, most effective services possible
 - Commit to ending austerity policies that cause harm to people with care and support needs
 - Recognise BASW as the professional body for social work and social workers across the UK

This manifesto for the 2017 General Election from the British Association of Social Workers (BASW) summarises our 8 priorities for the next government in relation to social work, social workers and people using social work services.

BASW works across the UK. While many policies affecting social work are determined within the four countries, this manifesto proposes overarching solutions that would have a positive impact across all the nations.

Social workers and those concerned about social work should ask candidates what they will do to support BASW's calls for change. BASW asks that candidates take the time to consider and sign up to BASW's Manifesto for Social Work by emailing BASW's Senior Parliamentary and Political Officer at m.jennings@basw.co.uk

You can view the full manifesto here.

<http://www.boot-out-austerity.co.uk/election/inc/manifesto.pdf>

1

End austerity policies that cause harm to children, adults and families with care and support needs.

2

Work with BASW and partners across the sector to ensure social workers have manageable workloads, effective organizational models and the right working conditions for excellent practice.

3

Commit to continued adequate funding for university education for qualifying social workers, ensuring the numbers of new entrants meets future workforce demand in all fields of practice.

4

Ensure a realistic and sustainable settlement for adult social care across all countries of the UK.

5

Shift children and families policy towards tackling child poverty and intervening early to support families and communities.

6

Improve the resourcing and recognition of social work within mental health services.

7

Ensure parity between unaccompanied asylum seeking children and other young people in care.

8

Recognise BASW as the professional body for social work and social workers, and work with us to improve the standing of the profession.

STATEMENT FROM SWU TO PROSPECTIVE CANDIDATES IN THE FORTHCOMING GENERAL ELECTION

WHAT IS SOCIAL WORK:

Social work is a professional discipline that seeks to facilitate the welfare of communities, individuals, families, and groups. A practicing professional with a degree in social work is called a Social Worker. Since April 2005 “Social Worker” has been a protected title (section 61 of the Care Standards Act 2000). Social Workers are guided by principles of social justice, rights, collective responsibility, and respect for diversity. Social work engages people and structures to address life challenges and enhance well-being.

WHAT THEY DO:

Social work tries to promote change and grassroots empowerment of people and aids in socio-economic development, social cohesion, and liberation from abuse and oppression. There are currently 100,000 Social Workers in the UK.

WHAT WE DO:

The Social Workers Union (SWU) is a trade union dedicated to social work professionals. SWU is working to recruit as many of these practitioners as is possible.

The Union was legally established by the British Association of Social Work in 2011, became active two years later and now has 12,000 members. In the last 12 months SWU membership has increased by almost 3,000. We know how difficult it can be for a Social Worker, working under tremendous pressure, sometimes subjected to wholly unreasonable criticism in the press, to deliver the services that their clients deserve. As a Union we are able to use our specialist knowledge to advocate on behalf of Social Workers both individually and collectively.

Social Workers dedicate their lives to promote change and grassroots empowerment of people to promote social development, cohesion, and liberation from abuse and oppression.

Social Work is an extremely complicated process – not only does it require very finely tuned and skilled decisions to be made, it has to be made within a detailed legal framework. Contrary to the portrayal of social work in the media, Social Workers do not simply pop by and check that everything is all right within a household, whisk a child away at the drop of a hat, or neglect a vulnerable adult’s needs. Faced with rocketing caseloads Social Workers now find themselves spending the majority of their time navigating laborious and unwieldy data-collection systems.

Will you support action to reduce this bureaucratic overload so that workers can spend more time with their clients?

Politicians would appear to want it both ways. They want Social Workers to act more swiftly in situations where children and adults need to be safeguarded from abuse and neglect, but they want fewer mistakes where action is disproportionate and oppressive. The fact is that the long standing programme of austerity is both increasing demand and limiting the response. In particular preventive work can only have a low priority, increasingly costly for the state.

Would you support increased funding of social services in order to allow us to meet the needs of the most vulnerable people in society?

The Social Workers Union would urge all parliamentary prospective candidates to work with us in supporting our members to do their job effectively. As a prospective candidate what would you do to ensure that Social Work professionals have support to deal with their caseload?

The Social Workers Union supports the recent statement by the International Federation of Social Workers (IFSW) on social protection, which reads:

“Social protection is a human right. The social work profession’s core commitment to human rights involves a commitment to provide social protection for all. IFSW calls upon governments and members of civil society to engage for inclusive and comprehensive social protection systems for all.



IFSW will work in the promotion of social protection and calls on its member associations and social workers worldwide to join in this commitment to protect, preserve and expand the right for social protection for all.

In the understanding of IFSW, social protection is more than the provision for basic needs. In accordance with the international definition of social work and with the professional ethics and principles, IFSW holds that social protection systems must be embedded in a social policy that promotes social justice, social security, social coherence and wellbeing. Social protection systems must be understood as instruments for social transformation, democracy and creating socially just societies.” (IFSW 2016)

As a prospective parliamentary candidate would you support this IFSW statement?

PART 2: ACTION



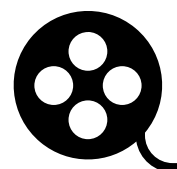
HOW TO ORGANISE AN EVENT TO GENERATE SUPPORT

A film night or open mic night is a creative way to get like-minded people together and inspire them to join your campaign. Both types of evening are good fun and all the contacts and materials you need are included in this pack.

YOU WILL NEED:



A venue with a seating, a PA system, a screen and projector if you are showing a film and somewhere for people to get refreshments. Part 5 has [a rough guide to finding the right venue](#) and a [venue checklist](#).



A copy of the film if you are showing one, plus [a license if necessary](#). Part 1 – Inspiration has a [suggested list of films](#).



A [ticketing system](#).



A compère.



People who want to sing, play music or recite, for an open mic night.



A list of people to invite – have a look at the [stakeholder list](#).



One or more speakers (optional) – see the guide [on how to get high profile support](#).

INVITING THE COMPÈRE AND GUESTS

Find a compère that can warm up the audience and is confident making introductions and keeping things moving. This could be a local activist, branch chair or other member or you could invite an influential supporter.



FOR AN OPEN MIC NIGHT

Set out guidelines for an open mic slot including a description of the kind of contribution you are looking for – poetry, song, music, soapbox speeches that express how people feel about austerity and the impact it is having and any parameters e.g. contributions should be no longer than 5 minutes.

Approach directly people who you know might want to take part so you have some names to advertise – reach out to local poets or singers in the community who may be sympathetic to your cause.

Advertise the event on social media, Branch newsletters and circulars.

If open mic acts want the audience to participate, ask for lyrics in advance so you can have copies ready or project them onto a screen.

HOW TO MAKE THE EVENING WORK

- Write out a schedule that allows time for people to mingle on arrival and that keeps the evening moving at a reasonable pace. Allow some leeway – it's important to finish
-

on time, so people don't leave before you have explained how they can get involved in the campaign.

- The compère's role is to keep the audience informed and ensure the event runs to time. They open the evening, let the audience know about fire safety and refreshment breaks as well as how the evening will run, including any house rules.



- Organise an inspiring speaker. This will increase interest in the event and offers an opportunity for audience participation. It will help to galvanise people into signing up to your campaign and taking action.
- Q&A – the compère should invite questions on contributions – usually in rounds of three works best. Ask people to keep it brief so you can get lots in and keep an eye on the time.
- Offer food and drink or have a 'bring and share' table if the venue allows it. If you have secured a free venue, such as a local cinema, part of the deal may be that guests have to use their bar or café – so ensure you allow time at the start and a

break for people to buy refreshments.

- At the end of the event thank people for coming and explain how they can get involved in your campaign. Hand out leaflets with your contact details.

STAYING LEGAL

- [Licensing](#) - Any screenings of a film to a group of people may require a copyright license. A venue that has facilities to show films is likely to have a [premises licence](#) from the local authority but check to make sure.
 - [Public Liability Insurance](#) may be needed to cover the potential for accidents at your event.
-

PLANNING TOOLS

You can find planning tools in Part 5 that include a [countdown project plan or timeline](#) and a [model schedule or running order](#).



COLLECTING REAL LIFE STORIES

BASW is collecting and using people's stories to illustrate the devastating impact of austerity on people's lives. You will no doubt have come across many similar lived experiences to those included in this pack.

Quotes and lived experience add a powerful dimension to events and media work. Journalists will always ask for case studies and BASW HQ would value them.

You can send your stories to us at austerity@basw.co.uk

Once you have collected stories, you may want to make your own book of them to use for campaigning. We offer some tips on how to do this here.



GATHERING STORIES

- There are two ways to collect case studies – to ask people you know directly or to put a call out for people to come forward. This can be through the pages of the press, by putting leaflets through people's doors or messages on social media.
- You can also ask the professionals that refer people to you, to tell their story. They can offer examples of how vulnerable people are falling through the gaps due to the cuts. These may need to be anonymised to protect people. One way to gather these would be to hold a small, private meeting where people can share stories and you can make notes. You can follow up on the detail and to get quotes later.
- Before starting, decide how many stories you want – say between six and twelve case studies and about six professionals. Limiting the number in this way, makes the task much more manageable.

TO MAKE A BOOK OF YOUR OWN

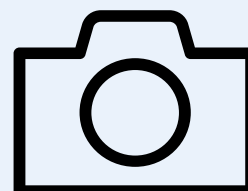
YOU WILL NEED:



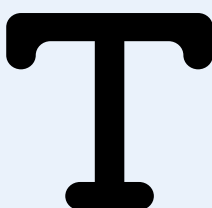
**A collection of
real-life stories/
case studies**



Writers



**Photos to
illustrate**



**An editor
or editorial
panel**



**An online
publishing
tool**



**Someone who
can do the techie
side**

THE POWER OF REAL LIFE STORIES

- People like reading about other people. This is why journalists always ask for case studies when writing articles about public services. They are interested in the impact on real lives. It is a powerful way to illustrate a story because it adds weight and credibility.
- It is always better if a case study is willing to use their real name and their photo. Some case studies have gone on to do media interviews and for the audience to hear from the person affected, brings home the human impact like no other.
- It is understandable that sometimes people won't want to go public – but they can still take part and remain anonymous. Names can be changed to protect people and a region or age given so that the reader has a sense of where things are happening.

WRITING UP

Once you have the content, the easiest way to write up is to decide on a format and word count. This will also help with layout because all the stories will be a similar size. 200-500 words is fine, anything longer and people are less likely to read to the end. Shorter stories might be better used as a pull-out quote.



SUGGESTED STRUCTURE:

Ask yourself the same questions a journalist would ask - who, why, what, where and when?

- **Introduce the case study** - include demographic information – name, age, gender, where they live, children etc.
- **Say a bit about the background to their circumstances** - what has happened to them, what is their life like now?
- **Introduce the voice of the case study** – allowing the case study to speak for themselves authenticates the story and gives you a quote that can be pulled out in design stage.

- **Add the value of social work** - how has a social worker helped them or how are they at risk because of the cuts?
- **Say what needs to change** – to help this person and others like them.

PHOTOS AND ILLUSTRATIONS

- Pictures of the case study are best – portraits, action shots of them in a playpark with their kids, at home drinking a cup of tea, cooking, playing with their dog. Making them different for each case study will bring the publication to life.
- If you are interviewing people near to where they live, then get some

background shots of the area – particularly anything that illustrates the impact of the cuts.

- Finding photos – if you download photos from the internet, they may have a copyright attached. You can buy stock photos online or go to Flickr Creative Commons <https://www.flickr.com/creativecommons/> to find photos that are free. Always check the conditions of use.
 - Charts, graphs, tables and infographics are always good. Include the source and a date nearby – journalists will ask for it. There is lots of material available at <http://www.boot-out-austerity.co.uk/information/>
-

BRING IN THE EDITOR OR EDITORIAL PANEL

- Once all the content has been collected, someone needs to decide how to put it together – what's included and what isn't.
- There needs to be an introduction or foreword – both are opportunities to bring in an endorsement from someone high profile – this will help to get media coverage.
- There also needs to be a narrative – a few words to link from one story to the next and a summary or conclusion – what do the stories tell us; what needs to change and how do people get involved in your campaign?
- Include a feedback form or contact details if you want people to get in touch

to grow your base of case studies or be part of your campaign.

- Acknowledgements to thank everyone who has contributed.
 - The back cover is a good place for website address, date etc or an advertisement from a sponsor.
-

PUBLISHING

- Start with a Word document to get all the written content completed.
 - The simplest and most low cost format is to PDF a Word document.
 - Or you can use a programme like Microsoft Publisher for design and layout.
 - There are also lots of online tools available to self-publish – here are a selection:
 - [Issuu.](#)
 - [Magcloud.](#)
 - [Draft2Digital.](#)
-

STAYING LEGAL

- Copyright.
- Permission forms.

See Section 4.

TOP TIPS FOR GETTING INTO LOCAL MEDIA

Local press is widely read and many people turn to the letters page first. People who drive to work may have the radio tuned to a local station in the car, listening out for traffic news, whilst others will catch the local news on TV.

And don't forget online media and bloggers – many now have a considerable following and their articles are widely shared on social media – it is quick and easy to add your comments.

Try to make personal contact with local journalists so you can build a relationship with them.

Start by building a contact list of your local press, radio, TV and bloggers.

You can get facts and figures from [infographics](#) and [previously written copy](#) to inform your media work.



- Act quickly – your letter needs to be topical and respond to very recent events; or an article or another letter in that publication.
- 100 to 400 words; any longer and it is less likely to be read and more likely to be cut.
- Start with a catchy sentence; keep it clear and factual; use short easy-to-read sentences; reference an article or previous letter with the headline and date - if you are writing in response to it.
- Include your name, address and phone number.

[A letter written by Guy Shennan and published in The Guardian is here.](#)

THE LETTERS PAGE

The quickest option is to write in as an individual. Joint letters can be powerful but do the best draft you can before circulating and set a clear deadline for response if people want to be included.

BLOGS AND OPINION PIECES

Blogs and opinion pieces offer an opportunity to explain an issue in more depth than in a letter.



- Contact the editor to run your idea past them. Check their word count (usually 750-800 words) and get a deadline.
- Ask if they want a photo – usually a headshot.
- The Journalist's Resource website can offer you some tips on how to put an opinion piece together – [click here](#).
- And here is a great example of a [blog post](#).

PRESS RELEASES, STATEMENTS AND QUOTES

You can find the [traditional layout for a press release](#) in Part 5, but only use this if you are contacting a journalist proactively about a forthcoming event.

If you want to respond to a published news story or event – say budget cuts, then it is fine simply to pick up the phone or email a statement over. Now we operate in a 24-hour news cycle, you want to get your comments in first. If you pick up the phone, assume all of your comments are ‘on the record’.

- Any statement should answer who, why, what, where and when questions that a journalist would ask.
- Keep the sentences short, punchy and quotable. The journalist may not be able to include everything you want to say, so make it easy for them to find a useable quote.

TV AND RADIO

Your local TV and radio will always be on the lookout for interesting news stories that will work on broadcast. After you have been on TV and radio once, your name will be on their database and if you perform well, then you may well get invited back. Local and community radio is often overlooked and you might be surprised at your success rate if you get in touch with them.

- Email an outline of your story and be prepared to be available whenever needed.
- Prepare – think about the questions you are likely to be asked and how you will answer them or how you will turn the



question around to your key messages.

- Get your most important message in early – interview time goes quickly and is often cut short.
- When you talk, try to create a picture in the mind of the listener and talk about people, rather than in facts and figures.
- Always stay calm and reasonable. Smile if you can remember – it even sounds better on radio!

NEXT STEPS – ADDING VALUE

- If you get time or space on local media, share it as widely as you can on social media.

PHOTOS AND ILLUSTRATIONS

- Most local and regional press as well as

blogs will now accept your photos taken on digital cameras and iPhones – the better the quality of the picture, the more likely it is to be used.

- Action shots – even if posed – are better than a group of people standing by a banner etc.

STAYING LEGAL

- [Defamation.](#)
- [Copyright.](#)

HOW TO ORGANISE A MARCH AND RALLY

WHY DO IT?

A march ending with a rally offers an opportunity to make a very visible demonstration of opposition that will raise public awareness of your campaign. If organising a march becomes too complicated, you can just have a rally or if the weather is too unpredictable, have a public meeting instead.

It galvanises supporters into action and gives them a chance to show they care. They meet and bond with other like-minded people and feel part of a bigger movement for progressive change.

You are able to add names and contact details to your supporter database for the future.

Having [high profile supporters](#) speak at the rally will encourage people along and you can add to the atmosphere and feel-good factor by including [music, songs, readings and poetry](#) at the event.

HOW TO DO IT

There is lots of advice online and useful links are included here – below is a summary of the key points.

BEFORE THE MARCH

- [Contact your local police early on](#) and talk them through your plans as they will need to give permission for the route of the march and location of the rally.
- By law, the organiser must tell the police in writing 6 days before a public march. The notice must include the date and time of the march; the route and the names and addresses of the organisers
- The police can limit or change the route and set conditions for your march. They can also change the location of your rally; limit how long it lasts and the amount of people that attend.
- If you are organising a rally only, you don't have to tell the police.
- Ensure the rally point is safe, away from traffic and able to easily accommodate your supporters, a platform and PA system for speakers.



- Work out a publicity plan – [press release](#), flyers, posters and online, that includes the route of the march, time and location of the start and expected time of the rally at the end as well as who is speaking.
- Ask protestors to wear colourful clothing and to bring flags, banners, placards, whistles and vuvuzelas.
- Organise stewards, high visibility clothing and communications for them.
- Organise speakers – it is a good idea to get cross-party political support if possible as well as high profile speakers including local celebrities and people from the grass roots.
- Organise people to take lots of photos and film footage to share on social media – live stream if possible.

ON THE MARCH

- You will need organisers and stewards at the start of the march to take advantage of publicity and get the right

people in front of the cameras, get people lined up and started on the march and stewards to keep the marchers safe and away from traffic.

- If you have high profile supporters such as your MP or a local celebrity – they should lead the march, holding a large banner about your cause.



- Other marchers should hold banners, placards, blow whistles, sing, chant or play music to attract the attention of the public. Have some marchers handing out leaflets with simple, key messages about why the march is happening and inviting them to join you at the rally point. Include contact details so they can sign up to your campaign.
- You will need a steward to keep the marchers at the right pace –slow enough to enable photographers to get good shots and keep the marchers together or to speed things up so that marchers can move at an easy pace.

AT THE RALLY

- **Starting the rally** – a team should go straight to the rally point to set up

the platform and PA systems and test everything works. It is important to be ready to receive the marchers and get the rally started so they stay for your speakers.

- **Key speakers** - ensure your speakers have a clear and safe route to the stage – keep them at the front of the march and if they are not marching, get them to go to the rally point early.

- **The role of the compere** - you will need a compere to tell everyone how the rally will work, who is speaking and keep the rally moving. They are responsible for ensuring the speakers keep to time.

- **Agreed speakers** - the compere must have an agreed speaker list so they know who is speaking and in what order. Someone should be on hand to ensure the speakers are lined up ready to go on stage.

- **Impromptu speakers** - people from the march may come up and ask if they can speak, sing or recite poetry. You need to make a decision about whether this is something you want to encourage because it adds to the atmosphere. This is likely to depend on whether or not you know them and how long your agreed speakers will take. Supporters will start to drift off after the key speakers. Some rallies will have a short time at the start for people to come forward and add their names to the list – if you do this, bear in mind any time limit imposed by the authorities.

- **Ending the rally** – the MC should wrap up the event by thanking the crowd and

telling people how to stay involved.

- **Clearing up** – people are likely to leave placards and leaflets behind – you need to make arrangements for cleaning the area so you leave your rally point as you found it.



AFTER THE MARCH

- Write and thank speakers and supporters and tell them next steps to maintain your campaign's momentum.
- Write to people who signed up along the way or since, as a result of your leaflets and publicity – explain what the campaign is about and how to get involved.

KEEPING IT LEGAL

- [Permission from the Police.](#)
- [Local Authority permission.](#)
- [Public Liability Insurance.](#)

HOW TO ORGANISE A PUBLIC MEETING

WHY DO IT?

A public meeting is a good way to explain your issues in more depth and allow people space to ask questions. It offers a chance to provide entertainment and generate a feel good factor around the campaign. Most important of all, you can sign up supporters and the event itself will generate publicity.

HOW TO DO IT

Organising the mechanics of a public meeting is fairly straight forward – but there are a few tips and tricks to ensuring a good turnout.

- **Planning** – choose a date – Monday to Thursday is best. Allow two to three months lead in time to get organised, find speakers and publicise your event.
- **Teamwork** – a team of three or four is ideal so that you can divide up responsibility for (a) booking and managing the venue including

refreshments (b) finding a Chair, speakers and organising entertainment (c) publicity and materials to hand out on the day and (d) someone to lead a team of volunteers on the day.

- **Audience** - you want the room to look full, so you need to make a realistic estimate of how many people may come along and check for clashes with school holidays and other events that might affect your audience. Use a free ticketing system like Eventbrite so that you can monitor numbers and take action accordingly.

- **Speakers** – a strong Chair and one high profile speaker if possible, plus others and if you can add a fun element such as music, song, poetry or a film, it makes the event more interesting.

- **Venue** - use the [VENUE CHECKLIST](#) to help make sure everything is covered.

- **Publicity** - Publicise, publicise, publicise – there is no such thing as too much publicity – people will need to see or hear about your event several times before the message sticks. Create a catchy title and allow plenty of time and use as many channels as you can, as often as you can. Use the [PUBLICITY CHECKLIST](#) to help.

- **Materials for the event** – brand the event with your campaign using banners, flags, pop up stands and leaflets. Offer branding opportunities to sponsors, key supporters and endorsers so that people can see who is involved. Make signs so that people can find the venue and room if it's not clear.

- **The day before** –if you have used Eventbrite, the system will automatically send out reminders – otherwise, draft a very short email and bcc all your guests in. Contact speakers with an outline of the event and to see if they need a lift or anything else.

- **On the day** – have a timed [running order](#) so the compere can keep the meeting to time, brief volunteers.

- **Closing the meeting** – the Chair should thank the speakers and the audience for coming, explain next steps and how people can get involved in the campaign. If you think people want to stay and carry on the discussion, then it might be worth suggesting a venue nearby so everyone feels included.

- **Clear the room** - of all your materials. Venue staff are likely to appreciate volunteers helping stack chairs, take glasses back to the bar etc.



HOW TO SET UP A FACEBOOK GROUP



The use of social media by adults in the UK continues to grow and an increasing amount of people now look at their social media feeds on a daily basis.

Facebook dominates with 32 million UK users – that's around 60% of the population.

All this means that setting up a local Facebook group is a good way to build support. You can post content from your events, engage with your audience through online conversation, polls and link to material on external sites.

TO CREATE A FACEBOOK GROUP:

i. Click in the top right of Facebook and select **Create Group**.

ii. Enter your group name, add group members and then choose the privacy setting for your group.

iii. Click **Create**.

iv. Once you create your group, you personalize it by uploading a cover photo and adding a description.

v. Invite people to join

vi. Start posting content

TO MANAGE A FACEBOOK GROUP:

- **Post good content regularly** - daily is enough for Facebook. Keep messages short and focused. Mix things up by linking to other material including newspaper and magazine articles, videos and blogs, posting pictures and photographs. This is known as 'rich content' and is more attractive to the reader than plain text. Posts that go up between 7-9am or 5-7pm get the most reach.

- **Entice your audience** – use attention grabbing headlines, pose a question or make a statement to entice people to visit your page and click on the links.

- **Engage** - If people respond to a post, engage with them. But allow conversations to run for a bit as long as it remains a respectful debate – don't feel you have to answer every point. This way you can see how people react to different ideas and opinions which can inform the



direction of your campaign.

- **Keep the peace** - have a stated protocol for posting around respect for other users and a stated policy for how the moderator will deal with abusive posts or when the conversation gets out of control. If things start getting heated, step in and firmly say that perhaps it's time to move on.
- **Help people** – people will message or post about personal problems. Decide between the admins how you will deal with cases that people raise so that you can refer them on quickly.

HOW TO MAKE A SHORT FILM

Mobile phones and tablets make it easier to make a short film that you can post to your Facebook group, YouTube and other social media feeds.

PLAN AHEAD

Plan what you want to record – say for example, you are hosting an open mic event, make a list of all the things that you think might work. Get interviewees to sign a disclaimer form allowing you to use them on film. Email austerity@basw.co.uk for blank copies. If you bring in another volunteer to do the recording then a list of film footage will help them plan their filming so you get what you want.



You only need one minute of film – two at the maximum, but get plenty because you only want to use the best bits of footage.

When you do interviews and voice-overs, be aware how much sound is around you. It might help to do one or two interviews in a quiet room and you can use them as voice-over material for a different shot in the film.

If you are filming on a smart phone, always hold it landscape.

You can edit the film on your phone or download software. For PCs, try Windows Live Movie Maker, iMovie for Mac and iPhone and Adobe Premier Clip for Android.

HOW TO SET UP A STREET STALL

Street stalls are good for:

- Raising awareness of your campaign locally
- Generating a supporter database
- Sign up to petitions
- Conducting straw polls and surveys

You can set up a street stall on any public land providing that it does not cause an obstruction. Be aware that land owned privately or under a PFI scheme means that security staff can legally ask you to move.

A Saturday morning in a busy shopping area or outside a supermarket is a premium location. Near to railway stations (but not on their land) is great for catching commuters in the early morning and evening.

It helps to have something on the stall that makes it look fun and to entice people over – colourful balloons, sweets or cakes for example.

Make sure you get people talking and signing up before they get their cake!

A couple of hours is usually as much

as you can expect volunteers to stay for, so organise people in shifts if you plan to be there for the whole day. Be clear about who will set up and pack away.

You will need:

- A fold up trestle table, like a decorating table
 - A tablecloth and clips or weights to hold it in place
 - Signage
 - Materials – leaflets, petitions and folders to put them in
 - Clipboards
 - Stationery box with scissors, Sellotape, pens and stapler
 - Balloons, sweets, cakes
-

HOW TO DESIGN SURVEYS AND POLLS

Surveys and polls are a good way of engaging people with your campaign and getting feedback. You can design surveys and polls for use on street stalls as well as doing them online.

If you are thinking about press releasing the results, be aware that survey responses of less than 100 are not newsworthy but anything over 100 can be considered ‘indicative’ of how people feel.

Journalists will want to know how many people were interviewed, demographics (if you are using them as part of your story) and background information to the survey. If you surveyed a random group of people, it is fine to say that.

[Survey Monkey](#) is a handy tool that will do a lot of the hard work for you. It can be set up for open or a range of multiple-choice questions. For example, you can write questions that give a 'yes/no/don't know' option, grade answers from 1 to 5, agree or disagree etc. This tool will also compile the data for you to analyse. It is free up to a point.

TOP TIPS

- Ask for demographic information – anything you consider relevant.
 - Keep questions short and to the point.
 - Ask one question at a time.
 - Do not ask leading questions.
 - Use language in common use.
 - Don't use jargon.
 - Keep to a maximum of ten questions per survey.
 - A poll works best with just one or two options as the number of responses is likely to be quite small.
 - Capture data – an email so that you can stay in touch, but comply with [Data Protection](#) by allowing an 'opt out' and telling people how the data will be used on the petition form.
-

HOW TO ORGANISE A PETITION

Petitions are a good way of generating support and capturing data. You can design your own, like the one below or use an online site like [change.org](#) or [38 Degrees](#). The online sites are worth a



look as they have lots of useful tips.

If you want to influence Parliament, devolved authorities or your Council, you can set up a petition on their sites. Here is an example of the petition site for [Brighton and Hove City Council](#). This is where you can [Petition Parliament](#) – this site has links for the Scottish Parliament and Welsh Assembly.

TOP TIPS

- Be original.
 - Have a catchy heading.
 - Keep it short and simple with only one request.
 - Use common language – no jargon.
 - Aim for broad appeal and share - the success of petitions is all about the numbers.
-

PETITION TEMPLATE

Brief background		
Petition text We the undersigned petition [INSERT NAME] to [INSERT WHAT YOU WANT THEM TO DO]		
Name	Email	Date
By signing this petition, I agree that BASW can stay in touch with me about this and similar campaigns. I understand that my details will not be passed on to any third party.		

HOW TO MAKE INFOGRAPHICS

An infographic can transform complex information into something that is interesting and fun to share on social media.



If well-designed, they are a good way to get messages across to your audience quickly on social media.

There are some ready-made infographics you can use on page [100](#) or you can design your own.

There are lots of tools available online of varying complexity – some offer a limited range of resources for free, including these two.

[Canva Infographic Maker](#) – this has lots of free design elements and fonts and only a small charge (less than £1) for premium elements.

[Easel.ly](#) this has a dozen free templates with a library of arrows and shapes. You can customise the text and upload your own graphics.

PART 3: INVOLVING PEOPLE



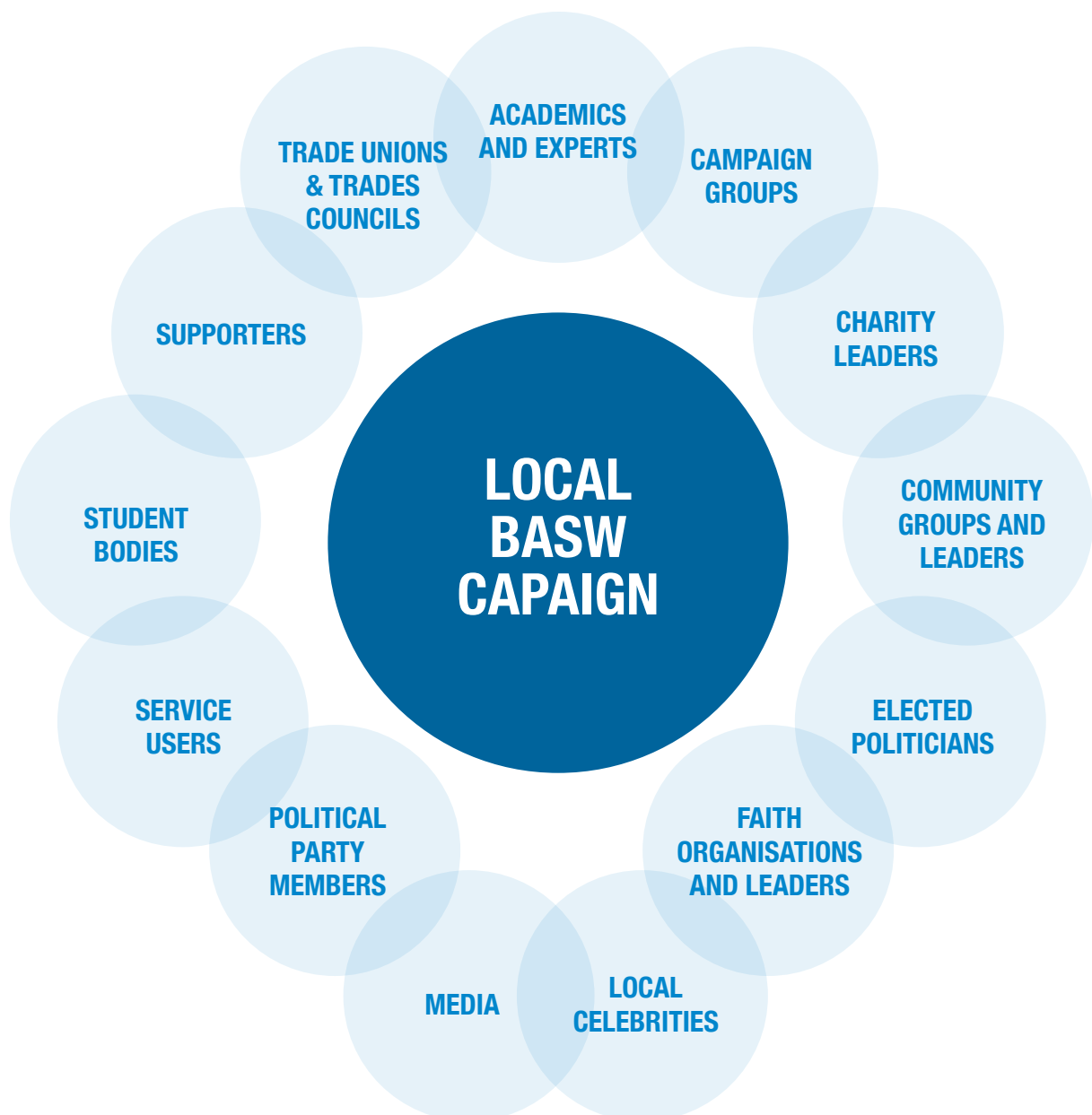
STAKEHOLDER MAPPING

If you are going to organise at a local level, it is a good idea to map out your potential supporters as in the diagram below.

Your stakeholder map is the start of your supporter database. It can become

your mailing list when you are organising events and you can identify key people who will come out on your side when you write letters to the press or need speakers at a public meeting for example.

Our directory on the next page offers links to various stakeholder groups and the BASW's Austerity Action Group can offer advice if you need it: email austerity@basw.co.uk.



STAKEHOLDER DIRECTORY

ACADEMICS AND EXPERTS

Search local university and college websites and online to find people who have written papers and spoken in public on austerity.

Joint University Council Social Work Education Committee (JUCSWEC):
www.juc.ac.uk/social-work-education-committee.html

Association of Professors of Social Work:
www.againstausterity.org.uk/partners/association-professors-social-work/

CAMPAIGN GROUPS

Child Poverty Action Group (CPAG).
Join the network of campaigners:
<http://cpag.org.uk/campaigns>

CPAG in Scotland. Contact directly for local campaigns:
<http://cpag.org.uk/scotland>

Disabled People Against the Cuts (DPAC).
Local groups:
<https://dpac.uk.net/contact-details-for-local-dpac-groups/>

Mental Health Resistance Network. Check with them for local activity:
<http://mentalhealthresistance.org/>

Social Work Action Network (SWAN).
Local groups:

<http://www.socialworkfuture.org/who-we-are/where-we-are>

The People's Assembly Against Austerity.
Local groups:
<http://www.thepeoplesassembly.org.uk/local-groups>

CHARITIES, FAITH ORGANISATIONS, COMMUNITY GROUPS AND LEADERS

Search online and check your local authority website.

ELECTED POLITICIANS

MPs. Parliament website:
<http://www.parliament.uk/mps-lords-and-offices/mps/>

MEPs, Mayors and Councillors. Local authority website:
<https://www.gov.uk/find-local-council>

Metro Mayors. LGA website has links and useful information:
<https://www.local.gov.uk/topics/devolution/combined-authorities>

MSPs. The Scottish Parliament:
<http://www.parliament.scot/msps.aspx>

Welsh Assembly Members. National Assembly for Wales:
<http://www.senedd.assembly.wales/mgMemberIndex.aspx>

London Mayor and Assembly Members. Greater London Authority website:
<https://www.london.gov.uk/about-us/>

[london-assembly](#)

Northern Ireland Assembly Members:
<http://www.niassembly.gov.uk/>

LOCAL CELEBRITIES

Via their agent unless you have a personal contact - search online for 'agent for [INSERT CELEBRITY NAME]'

MEDIA

BBC TV and radio:
<http://news.bbc.co.uk/local/hi/default.stm>

ITV. Click on your area:
<http://www.itv.com/news/>

Other independent local TV and radio:

Newslink:
<http://newslinkuk.co.uk/our-stations/>

Heart:
<http://www.heart.co.uk/localise/>

Community radio:
 Search online

Local press:
 Find contact details online or in the inside cover of the paper.

POLITICAL PARTIES

The best way to find local political party activists is through an elected politician or by searching online.

Conservatives:
<https://www.conservatives.com/>

DUP:
<http://www.mydup.com/>

Green Party:
<https://www.greenparty.org.uk/find-your-local-party.html>

Labour:
<https://labour.org.uk/contact/>

Liberal Democrats:
https://www.libdems.org.uk/in_your_area

Plaid Cymru:
<http://www2.plaid.cymru/>

SDLP:
<http://www.sdlp.ie/>

Sinn Fein:
<http://www.sinnfein.ie/>

SNP:
<https://www.snp.org/>

UKIP:
<http://www.ukip.org/>

Ulster Unionist Party:
<http://www.uup.org/>

SERVICE USERS AND CARERS

Shaping Our Lives. Member groups:
<http://www.shapingourlives.org.uk/list-of-members>

National Survivor and User Network (NSUN). Group directory:

<https://www.nsun.org.uk/Pages/Category/group-directory>

Family Rights Group:
<https://www.frg.org.uk>

Via your own networks.

Any university in your area which delivers social work education will have an associated service user and carer group. Their purpose is primarily to ensure that their voice is heard alongside those of practitioners and academics and that lived experience is valued in professional education. However, many of their members are interested in wider political issues such as austerity and will have links to local service user and carer groups.

STUDENT BODIES

Student social work societies – check with local colleges and universities through UCU or NUS or look on social media.

You can find all student unions via the National Union of Students website:
<https://www.nus.org.uk/en/students-unions/>

SUPPORTERS

Best to build a mailing list or set up a Facebook group to stay in touch.

TRADE UNIONS

The TUC publishes a handy directory of

contacts every year:

<https://www.tuc.org.uk/research-analysis/reports/tuc-directory-2017>

Regional TUCs, Wales TUC and Scottish TUC are here:

<https://www.tuc.org.uk/regions/tuc-scotland>

Most unions are affiliated to the TUC: <https://www.tuc.org.uk/unions> or GFTU: <http://www.gftu.org.uk/us/affiliates/>

Follow the link to the union website to find national and regional officials as well as local branches.

You can find a directory of trades councils here:

<http://unionsinthecommunity.org.uk/working-together/general/13-welcome>

USING HIGH PROFILE SUPPORT

- High profile supporters, such as leading academics, politicians and local celebrities can help raise awareness of your campaign and open up news stories.
- Ways to involve them include speaking at an event, writing or endorsing a letter or article, social media activity, media interviews, meeting services or perhaps a visit to a facility.
- It can take time to track down contact details and get a response so allow at least a couple of months and have a reserve list.
- If you don't know your speaker

personally, make the approach formally and privately, not via social media or by 'doorstepping'.

- Keep your 'ask' small and specific – it is worth offering a range of ways someone can help your campaign.
- Accept if the answer is no - no may not mean never, sometimes people are just really busy or the timing doesn't work.
- If you can't get someone you consider to be high profile enough to carry your event, then invite two or three people and have a panel.
- If the answer is yes, make life as easy as you can for them by offering a lift, providing a private space/green room and refreshments on arrival. Start and finish on time and limit the number of selfies and questions from people as they try to leave.
- Get lots of action photos and ask if they will sign copies of programmes, books, bottles of wine – things that you can auction or raffle to raise money at a later date.
- Write and thank them and ask if they will continue to support the campaign but be mindful not to 'over-use' them.

BUILDING ALLIANCES

- Using the stakeholder map as a guide, make a list of names and contact details of your likely supporters.

Two good ways to get started are:



- Make 1:1 personal contact by phone or email to tell them about your campaign and ask if they will support you.
- Hold a roundtable event or meeting to bring everyone together.
- Clearly set out your proposals before the group, including what it is you want them to do.
- Invite discussion and be prepared to negotiate, know what your own red lines are and understand other organisations' red lines.
- Appreciate that some representatives will need time to get clearance from their internal democracies.
- The Lobbying Act has made some organisations very nervous about campaigning – work with them to find ways they can help.
- Offer to come back with a plan of action by an agreed date so that people

leave the room feeling like they have become part of something that is really going to happen.

- Don't get drawn into taking action you are not comfortable with or joining forces with organisations that you feel don't have your best interests at heart.
- Keep ownership of your campaign; lead and communicate.

LOBBYING

The objective of lobbying is to create awareness and get politicians on your side so they repeat your message and urge action for change.

MEET YOUR MP AND LOCAL COUNCILLORS

Ask for a meeting - send an email to:

- Your local MP.
- Ward Councillors.
- Lead Council member for social care.

Keep the email brief and to the point. In the first line, state that you are a constituent and seeking a meeting. Outline the issue in one or two lines.

Go to an advice surgery - most MPs now operate an appointment system – just email and ask for one. You can usually just turn up and meet your Ward Councillors at their surgery. Your Council website should have contact and surgery details.



At the meeting – take a brief of no more than 2 sides of A4 that sets out your case. [see example]. The meeting will usually last around 45 minutes and it can disappear very quickly. Write a list of points to cover and ensure you get to the 'ask' so action is required of the politician. If you are going as a group, agree who will say what before you go into the room.

MAKING THE 'ASK'

Once you have made your case, you need to gauge from the politician's response, the extent to which they can and will support you. Have a list of three things they can do to help – they may offer advice including alternative ways to make an approach or they might help to smooth the way and facilitate a meeting with a higher authority.

- Write a letter to the politician responsible for social care asking for the budget to be increased.

- Amplify your message by speaking at a meeting, sharing your messages on social media etc.
- Come to meet a group of social workers or a group of people that you work with who are at risk.

Offer to draft letters and materials for them – this helps to keep you in control of the message and will speed up the action to be taken.

Keep in touch with them.

RAISING ISSUES AT COUNCIL MEETINGS



You can do this in three ways:

- Ask a question.
- Present a petition.
- Make a speech (deputation).

There are set rules for each which can be found on your local authority website usually under Council and Committees or Local Democracy.

The main rule is that it has to be a topic that the Council has power to act on.

DEPUTATION

A deputation allows you to make a short speech to the Council, usually of up to 5 minutes (some allow 10 minutes) about a shared concern.

Your request has to be put in writing by a set deadline and deputations are usually heard at the start of the meeting.

The matter is then likely to be passed to the relevant committee.

Deputations are newsworthy and a good technique for raising the profile of a campaign. You can press release in advance and stage a peaceful demonstration outside the Council offices before going into the meeting to make a speech. Banners and placards will need to be left outside.

PART 4: STAYING LEGAL



AS A CITIZEN AND AS A SOCIAL WORKER

A caveat about campaigning in work time.

This pack is about the sort of campaigning against austerity which you can do outside of the workplace and outside of work time. As a citizen, you are free to campaign in this way. It is your right and you should not be anxious about doing this.

BASW is also preparing a Practice Guide for social workers on anti-poverty approaches to social work practice. We believe that adhering to our Code of Ethics obliges social workers to work in all possible ways to combat poverty and minimise its effects in the lives of service users, and the Practice Guide will provide guidance and ideas on this.

With regard to the campaign ideas contained with this pack, do note that if you are employed as a social worker or other human services professional, you are bound by employment law and should not use work resources to organise campaigning events (e.g. work email, your work laptop or work phone), nor use work time to plan and deliver such events.

You should also be careful not to be accused of trying to persuade service users and carers toward a particular political view. Be careful of any activities or conversations that might be perceived (rightly or wrongly) as an abuse of your position. While you will also become aware of many of the ways that austerity impacts on service users and carers, you should



not use individuals as examples in such a way as to breach client confidentiality. Note that you can raise such injustices in other ways, however, ensuring anonymity. Do take advice as necessary.

PUBLIC LIABILITY INSURANCE

This may be needed to cover the potential for accidents at your event – check with the venue or email: austerity@basw.co.uk.

PERMISSION TO PEOPLE'S PHOTOGRAPHS

If you want to use people's photographs, you can get a permission form from: austerity@basw.co.uk.

PERMISSION TO USE LAND OWNED BY THE LOCAL AUTHORITY

If you want to hold a rally or other event on land owned by the Council, you may need to get permission, complete a form and pay a fee. Check with a friendly local Councillor or get advice directly from your local authority. You are likely to be asked to send them a copy of your Public Liability Insurance.

COPYRIGHT

Copyright protects people's work and stops others from using it without their permission. It covers dramatic, musical and artistic work, including illustration and photography, web content, sound and music recordings, film and television recordings.

If you want to use pictures or photographs in campaign material, check the copyright first. The owner may charge a fee to use it or simply ask for a credit. If you use it without asking, they can demand a license fee or require you to destroy your material.

Royalty free images and stock photos are available online.

FILM LICENSING

Showing a film to a group of people requires two types of license. A Film Copyright License and a Premises License. This is regardless of whether they are a paying audience or not.

HOW TO GET A FILM COPYRIGHT LICENSE

- You can get a Film Copyright License from the film distributor.
 - The Independent Cinema Office (ICO) has all the information on their website about how to get the license and the film via the distributor [here](#).
 - Decide on the film you want to show at your event.
 - Look on the ICO website to find out who the film distributor is.
 - Call or email the distributor to ask if you can have a Film Copyright License.
-

HOW TO GET A PREMISES LICENSE

- If you are showing the film in a venue that already has a [Premises Licence](#) for film then you don't need to do anything.
 - If you are showing the film for free, in a community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings – then you don't need to do anything.
 - If you are showing a film that does not fall into one of the above categories, then you will need to contact your Local Authority to obtain a Premises License.
-

DEFAMATION

A defamatory statement is one which injures the reputation of another person, it “tends to lower him in the estimation of right-thinking members of society generally”.

There are two ways this can happen:

Libel – where a defamatory statement is put in writing – in hard copy or online.

Slander – where a defamatory statement is spoken or published as an accurate quote.

Broadly speaking, to protect yourself from being accused of defamation:

- Only attack a policy, not a person.
- Unless you have evidence your statement is true, don't make it.
- Get someone else to check copy on campaign materials – if in doubt – take it out.
- If you make speeches or participate in media interviews, prepare so that you are not caught out – talk about the policy or the political party, not a person.

You can find more information on the [HSE website](#).

DATA PROTECTION

The Data Protection Act (DPA) controls how people's data is used.

If you are going to collect names, addresses and emails of people who support your campaign:

- Add a statement to the petition or whatever supporters are signing to say how you will use the information.
 - State that the information will not be used for another purpose.
 - Store the information securely i.e. password protect it and don't share it with others.
 - Always blind copy people in or use mailing software like [MailChimp](#).
 - Ensure it is clear how people can 'unsubscribe' on every communication.
-

THE LOBBYING ACT

The Lobbying Act places restrictions on how organisations can campaign in the run up to elections.

It covers spending on a wide range of campaign activities including media events, transport, public rallies and events.

If you campaign in the run up to an election and your activities are intended to influence how people will vote or a reasonable person might think that was your intention, then you may need to track and report on your spending as there are strict spending limits.

BASW will issue advice about campaigning activity if an election is called.

PART 5: TOOLS AND TEMPLATES



A ROUGH GUIDE TO FINDING THE RIGHT VENUE

It makes life easier if you can find a venue that already delivers the kind of event that you want to run, rather than try to adapt an empty space.

Work out what you need and find the closest match – if you can save having

to find and cart about PA systems, portable screens and projectors it will give you more time to focus on the content of your event.

Budget - some venues, such as pub function rooms, will be free although may require a minimum spend across the bar - try negotiating it down. Others will be low cost if you use the venue on a quiet night. Many community spaces charge by the hour which can make your event cheaper.

VENUES FOR PUBLIC MEETINGS, FILM NIGHTS, OPEN MIC EVENTS AND ROUND TABLES

VENUE	FILM NIGHT	OPEN MIC NIGHT	PUBLIC MEETING	ROUND TABLE	COST
CHURCH HALL			✓	✓	£
COMMUNITY CINEMA	✓	✓			££
COLLEGE UNIVERSITY OR TRAINING CENTRE	✓	✓			£
COMEDY CLUB		✓			££
COMMUNITY CENTRES			✓	✓	£
CONCERT HALL	✓	✓	✓		£££
CONFERENCE AND ARTS CENTRES	✓	✓	✓		£££
NIGHTCLUB		✓			££
PUB FUNCTION ROOM		✓		✓	£
THEATRE	✓	✓			££

VENUE CHECKLIST

Never book a venue without visiting it first. It helps to visualise how your event will work and understand the layout, spot any potential problems, decide what support you will need on the day and build trusted relationships with the people who run the venue.

LOCATION

- ☐ Public transport
 - ☐ Car parking
-

BOOKING

- ☐ Room capacity
 - ☐ Available dates and times
 - ☐ Cost
 - ☐ Deposit
 - ☐ Cancellation policy
 - ☐ Licensing arrangements
-

ROOM SET UP AND TECHNICAL REQUIREMENTS

- ☐ Layout
 - ☐ Set up and break down time
 - ☐ PA system
 - ☐ Roving mic for Q&A
 - ☐ Screen and projector
 - ☐ Technical operatives
-

REFRESHMENTS

- ☐ Café
 - ☐ Bar
 - ☐ Bring your own refreshments
-

DISABILITY

- ☐ Hearing loop
 - ☐ BSL interpreter*
 - ☐ Wheelchair access
 - ☐ Other access need
-

*Ask in advance, if any guests will need a BSL interpreter and if so, whether they have an interpreter they prefer to use. You may need to book about a month ahead. You will need to allow an interpreter a break about every 20 minutes, so book more than one interpreter for a meeting that will take a couple of hours.

PUBLICITY CHECKLIST

Publicity is so important and you can't get too much when you're running a campaign. Give your campaign and your events a catchy title and push out to your target audience.

BUILD A LIST OF LOCAL MEDIA AND JOURNALISTS

- ☐ TV
 - ☐ Radio
 - ☐ Newspapers
 - ☐ Magazines
 - ☐ Online publications
 - ☐ Bloggers
-

WAYS TO USE LOCAL MEDIA AND WORK WITH JOURNALISTS

- ☐ Press release
 - ☐ Statement or quote
 - ☐ Letter
 - ☐ Article/opinion piece
 - ☐ Paid for advertising
 - ☐ Phone-in
-

SOCIAL MEDIA – WHAT DOES YOUR AUDIENCE USE?

- ☐ Facebook group
 - ☐ Twitter
 - ☐ Instagram
 - ☐ Snapchat
-

ADVERTISING

- ☐ Posters
 - ☐ Flyers
 - ☐ Postcards
 - ☐ Business cards
-

TO INCLUDE ON ALL MEDIA

- ☐ Hashtag
 - ☐ Website address
 - ☐ Contact details
 - ☐ Social media feeds
-

COUNTDOWN PROJECT PLAN/TIMELINE



MODEL SCHEDULE/RUNNING ORDER



MODEL PRESS RELEASE

DATE

HEADLINE – WHAT IS THE STORY?

The opening paragraph is the most important – it should contain the media ‘hook’ to capture the journalist’s interest. It should be a summary of the story. News is current, significant, of interest to the public and can be controversial, fun or quirky.

WHO, WHY, WHAT, WHEN, WHERE?

ESSENTIAL BACKGROUND,

Key facts and figures, impact, why it is important...keep it short and to the point, use every day, non-technical language – think pub conversation!

QUOTES – SENIOR FIGURE, NAMED SPOKESPERSON, CASE STUDY – 2 MAXIMUM

The quotes should help to tell the story – this is the human interest element. The quote should express a particular point of view, be lively, possibly controversial and never bland.

FURTHER BACKGROUND

If this is a follow-up from a previous story, include a summary or if you are releasing a report, more key facts.

NOTES TO EDITORS:

1. Your contact details, phone number and email
2. What else is on offer - photo opportunities, interviews with case studies, event details
3. Website address
4. Links to sources, reports quoted.

MODEL INVITATION

DEAR

Please join the [INSERT NAME] Branch of the British Association of Social Workers (BASW) at a film night/open mic event/public meeting to 'Boot Out Austerity'.

BASW is committed to campaigning to bring an end to austerity, to be replaced by the investment in public services required for a socially just society.

You will hear from speakers about their own personal experiences and from [INSERT HIGH PROFILE SPEAKER] who has been a great supporter of our campaign. There will be music, songs and poetry throughout the evening plus a 'bring and share' buffet and a cash bar.

Tickets are free, but it would help us if you could book a place so that we can manage numbers.

DATE:

TIME: Doors open xpm for x.xpm start.

VENUE: Name, address and postcode.

BOOK TICKETS: <https://www.eventbrite.co.uk>

REFRESHMENTS: Bring and share buffet with cash bar.

TRANSPORT: Car parking nearby. The Number x bus stops opposite the venue.

Please do feel free to contact me on [INSERT MOBILE] or [INSERT EMAIL] if you need any further information.

I hope you can join us on the night.

Best wishes,

[INSERT NAME]

TICKETING PLATFORMS

There are various online ticketing platforms available that make life a lot easier when organising events.

Things to look out for:

- **Charges** – all charge differently - some are free to the person setting up the event, but charge the ticket holder.
- **Data** – ideally you want to be able to download a list of people attending and their email addresses so that you can stay in touch.
- **Ease of use** – try these and find what works for you.

Brown Paper Tickets:

<https://www.brownpapertickets.com/>

Eventbrite:

<https://www.eventbrite.co.uk/>

Tickets for Good:

<http://www.ticketsforgood.co.uk/> -

MAILING SYSTEMS

Mailchimp: free plan -

<https://mailchimp.com/pricing/entrepreneur/>



MUSIC, LYRICS AND POETRY FOR OPEN MIC NIGHTS

‘BOOT OUT AUSTERITY BLUES’

PETE UNWIN

(SPOKEN)

G

C'mon people walk along with me –

We're gonna Boot Boot Out Austerity

CHORUS

G

We 're gonna walk 100 miles

We're gonna see them good folk smile

C7

We gonna Boot Boot Out Austerity

D

Eight long years too long for me

VERSE 1

G

We gonna start in Birmingham

We gonna move on up to Wolverhampton

C7

And then on down Stafford Town

D

Heads held high; they won't be hung down

CHORUS INST. BREAK C7 G A D7

VERSE 2

G

Then up north to the city of Stoke

Jobs all gone, factories don't smoke

C7

Kids there living in poverty

D

And this the 21st Century!

CHORUS INST. BREAK C7 G A D7

VERSE 3 (DOUBLE)

G

Further north, Sandbach and old Northwich

Council services are perilous

C7

And then on up to Runcorn town

D

Heads held high; they won't be hung down

G

Look ahead it's the lights of Liverpool

C'mon Mrs. May doncha be no fool

C7

May may may may may maybe

D

This May'll Boot Out Austerity

CHORUS REPEAT AND END

THE SOCIAL WORKERS CHANT - TO THE TUNE OF STAR OF COUNTY DOWN (TRAD)

ANGI NAYLOR

Em G D

Rise up, Rise up and follow me,

Em D

We'll march in solidarity

Em G D

Social Workers one and all

Em D

Listen to my rallying call.

CHORUS

G D

From Liverpool to Birmingham

Em D

In twenty seventeen,

Em G D

We'll march for the Rights of those who cannot fight

Em D Em

To Boot Out Austerity.

*One hundred years, and some more,
The Guardians of the workhouse poor,
Asked whether those in welfare receipt
The eligibility criteria did meet?
To deter those perceived as lazy shirkers,
They employed Lady Almoners our first social workers,
Charged to find only the `deserving poor`
They soon made it clear the role was much, much, more.*

CHORUS

*Same old words, same old stories
Problem solving but not for the glory
Championing the rights of those who find it tough
Like Cathy Come Home, n' the Boys from the Blackstuff,
Stand up Stand Up for the Daniel Blakes
On who the DWP closed the gates.
This is the Social Workers chant
Boot Out Austerity*

AUSTERITY IN THE UK
AFTER PASTOR NIEMOLLER
WRITTEN BY A SOCIAL WORKER FOR BOOT OUT AUSTERITY

First they came for the Socialists,

and I did not speak out –

Because I was not a Socialist.

Then they came for the Trade Unionists, and I did not speak out –

Because I was not a Trade Unionist.

Then they halved the tax paid by the rich, and I did not speak out–

Because they said wealth trickles down.

Then they doubled the rate of VAT, and I did not speak out–

Because they said they were the party of low taxation.

Then they came for our health service, as they could pay to skip the queues, and I did not speak out–

Because they said the market is better.

Then they came for our schools as theirs were private, and I did not speak out –

Because they said we all had choice.

Then they came for our social services, to pay for their tax cuts, and I did not speak out –

Because they said we are all in this together.

Then I got ill and old, and there was no one left to care and speak out for me.

THE DEATHLY SUCK OF AUSTERITY

PETER UNWIN

The Deathly Suck of Austerity

Sucked the Social Work out of me

But that's not how it's s'posed to be

I started back in '83, striving for equality

But now all that has gone for me

The Deathly Suck of Austerity

But will I moan and weep and stare?

Stand by, forgetting I once cared?

Or will I get myself out there?

And fight against Austerity

For change in Social Work and me

The Deathly Suck of Austerity

The writing's on the wall, we say

Austerity has had its day

So speak up for the Oppressed Many

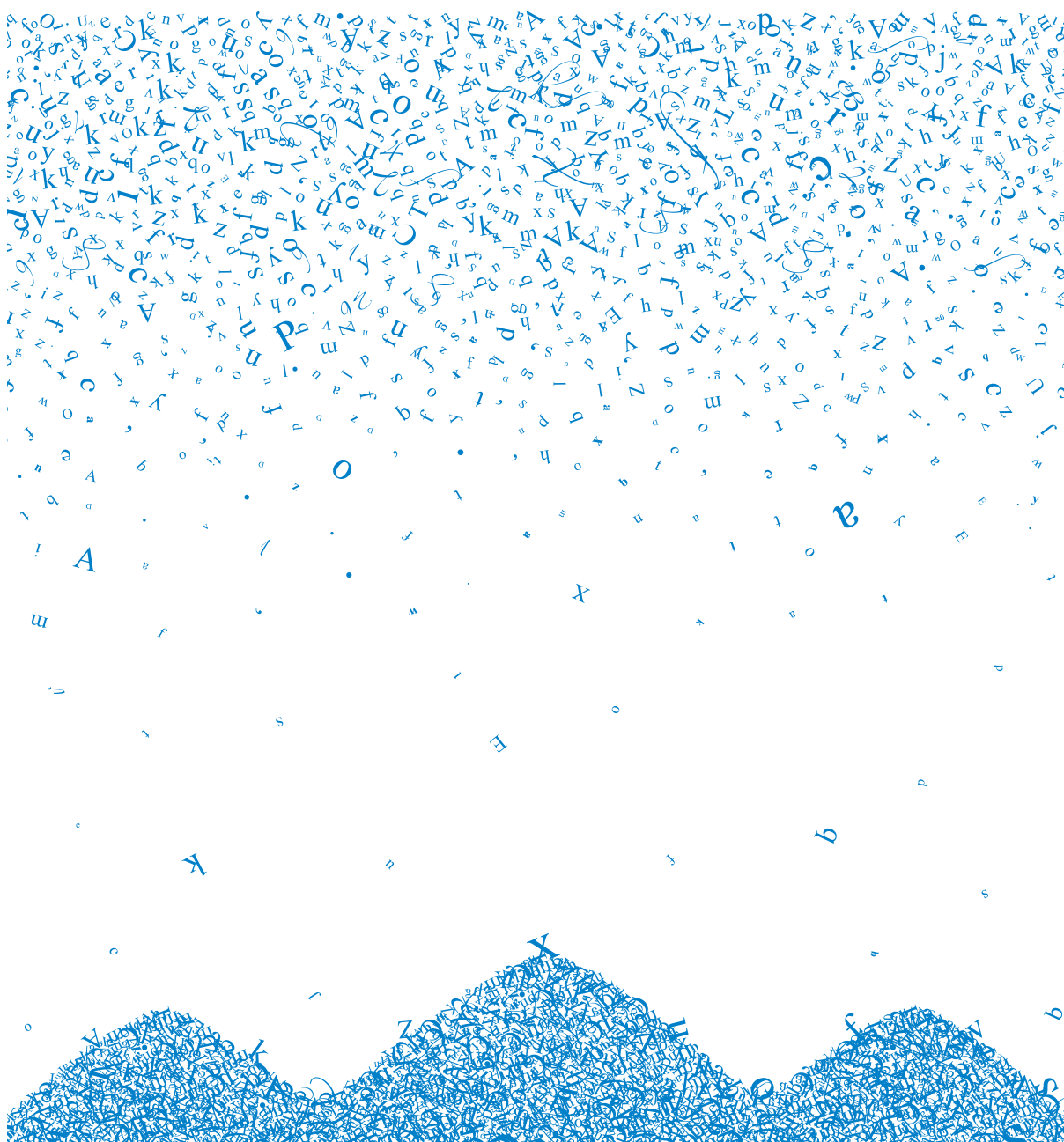
Do something extraordinary

Get yourself a Campaign Pack

Get that monkey off our back

Join us, Join us, banners high

Austerity, the end is nigh...



THIS LAND

TUNE ADAPTED FROM 'THIS LAND IS YOUR LAND' BY WOODY GUTHRIE.

PETER BRANSON

(REPEAT FIRST VERSE AS CHORUS)

This land is your land, this land is my land,

From Seven Sisters to Holy Island,

From Norfolk broad to Derwent Water,

This land was made for you and me.

From crystal trout stream to mighty river,

From wooden footbridge to Blackwall Tunnel,

From northern fell-side to Chalk Hill Blue South Downs,

This land was made for you and me.

From ancient Stonehenge to the A1 Angel,

From Paddy's Wigwam to Wren's Cathedral,

From Pendle Hill to Glastonbury Tor,

This land was made for you and me.

*From Thomas Telford to Bob McAlpine,
From Geordie's Rocket to Brunel's iron craft,
From working folk who shaped with eye and hand,
This land was made for you and me.*

*From Boudicca to women's suffrage,
From Leveller to Tolpuddle Martyr,
I hear their voices on the wind,
This land was made for you and me.*

*Each one of us who's made our home here,
No matter when, or where we hailed from,
Join with me now and raise these rafters high,
This land was made for you and me.*

*Not just the rich bods in their fine houses,
Stock market spivs and merchant bankers,
The people sing out loud and clear,
This land was made for you and me.*

More poems can be found on the [Boot Out Austerity](#) website and [Militant Thistles](#)



POWERPOINT PRESENTATIONS



We have designed a [presentation with six slides](#) and notes which you can pick up and use straight away.

TOP TIPS FOR DEVELOPING AN ENGAGING POWERPOINT PRESENTATION:

1.



TELL A STORY WITH A BEGINNING,
A MIDDLE AND AN END

2.



KEEP TO FIVE OR SIX SLIDES FOR A
10-MINUTE PRESENTATION

3.



USE PICTURES – ORIGINAL
ACTION SHOTS ARE BEST

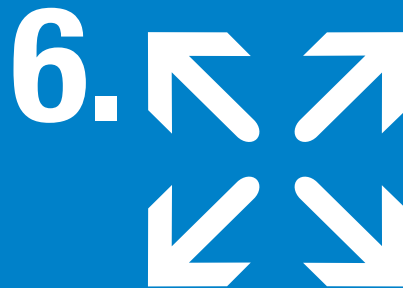
4.



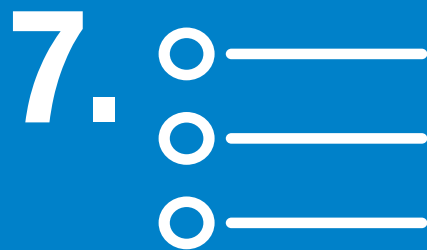
LET THE PICTURES ILLUSTRATE YOUR
STORY – DON'T TRY TO PUT LOTS OF
DETAIL ON THE SLIDE

5. ” ”

SIMPLE STATEMENTS, A QUESTION,
QUOTE OR A BOLD STATISTIC WORK
WELL AND YOU CAN COMBINE IT
WITH A PICTURE



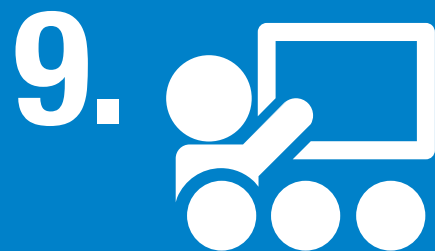
USE A LARGE FONT



IF YOU USE BULLET POINTS, TRY
AND KEEP IT TO JUST THREE



USE LIVED EXPERIENCES – JUST A
QUOTE ON THE SLIDE – TELL THE
STORY YOURSELF



AT THE END, EXPLAIN HOW PEOPLE
CAN GET INVOLVED IN THE CAMPAIGN

10.



OFFER HANDOUTS WITH THE DETAIL

TEMPLATE POWERPOINT PRESENTATION

Below is a set of 6 slides you can use with notes for each one.



INTRODUCE YOURSELF AND THANK EVERYONE FOR COMING.

I want to talk to you about how the Boot Out Austerity campaign came about and how BASW responded. I also want to tell you a few stories – and I am sure you have heard many similar ones and then finish by explaining how you can help and be part of the campaign too.



There is no need to reduce benefits and cut essential services to deal with national debts and deficits, and no need for the resulting devastation in the lives of people whom social workers see daily.

We have always believed austerity to be a political choice, not an economic necessity, which had the effect of making the poor pay for the mistakes of the rich. There has been a growing shift away from a belief in austerity policies, which we wanted to be part of, as social workers and as a professional association.

BASW did respond to these socially unjust policies, in particular through the Boot Out Austerity walk, designed to draw attention to the devastating impact of economic cuts in the tradition of the great protest marches of the 20th century, from Jarrow onwards. It started from BASW's new head office in Birmingham and ended at our 2017 annual general meeting venue in Liverpool.



The 100-mile walk was a joint initiative with the Social Workers Union and the Social Workers and Service Users Against Austerity alliance. It called for an end to austerity and was a tangible demonstration that BASW wanted to listen to the experiences of our members and others at street level.

The walk began the day after Prime Minister Theresa May called the General Election, and in hindsight it is clear that we were part of a wider movement. Being opposed to austerity is no longer seen as economically naive but is now a mainstream view. Austerity measures no longer command majority support in the House of Commons.

We believe our Boot Out Austerity walk contributed to a sense of possibility, that social workers today can engage in collective social action and should focus on poverty and I will talk a bit more about that in a minute. But first let's talk about the impact of the cuts on people's lives.

**“The harsh reality
as I enter older age
is that I have no
support to keep
me well now,
except for the
Samaritans...”**



As social workers, service users and carers we have many powerful stories to tell. Here is Jean's story.

Jean:

“Recent cuts under austerity measures mean that after decades of crucial secondary mental health services support I have now been ‘discharged’. Initially, I at least had some online guided support via the ‘Big White Wall’ but even this has now been withdrawn ... The harsh reality as I enter older age is that I have no support to keep me well now except for the Samaritans...”

We need to make the effects of austerity visible by giving service users a voice. I, Daniel Blake was more impactful than any number of statistically based reports, and social workers know many real-life equivalents to Ken Loach's fictional characters.

[ADD IN MORE STORIES IF YOU HAVE TIME]



Before the 2017 General Election, BASW produced a [Manifesto for Social Work](#). There were eight priorities in the Manifesto which you can find in the pack – I won't read them all out, but here are three, that I want to highlight.

1. End austerity policies that cause harm to children, adults and families with care and support needs.
2. Tackle child poverty and intervene early to support families and communities.
3. Improve the resourcing and recognition of social work within mental health services.



I hope you have been inspired by the story of the 100-mile walk and want to become part of the campaign.

We have produced a campaign pack that is full of materials for you to use. It includes songs, music, poetry, blogs and articles from the walk and the Boot Out Austerity campaign. There are lots of ideas about how you can re-use this material and build an event around it to generate support from your community.

There are over 80 pages of advice, content, tools and templates including 'how to...' guides so you can set up events – everything from a film night to a march and rally.

There is a section on involving people so you can map out your stakeholders and build a database of supporters. We can make common cause with service users and carers who ultimately want and need social workers able to deliver a quality service unencumbered by the burden of relentless cuts. We really are 'in this together'.

You can get hold of a copy of the pack from austerity@basw.co.uk or download from <http://boot-out-austerity.co.uk/template/>

It is over to you now – please join us and let the Government know how passionately we feel about the effect of austerity on the work we do and the people we serve.

IMPACT OF AUSTERITY INFOGRAPHICS

The next few pages contain infographics that set out the impact of austerity on:

- Homelessness
- Social care
- People with a disability/mental health issues
- Children and families services
- In-work poverty

These facts and figures can be used in articles, speeches and media work.

Homelessness



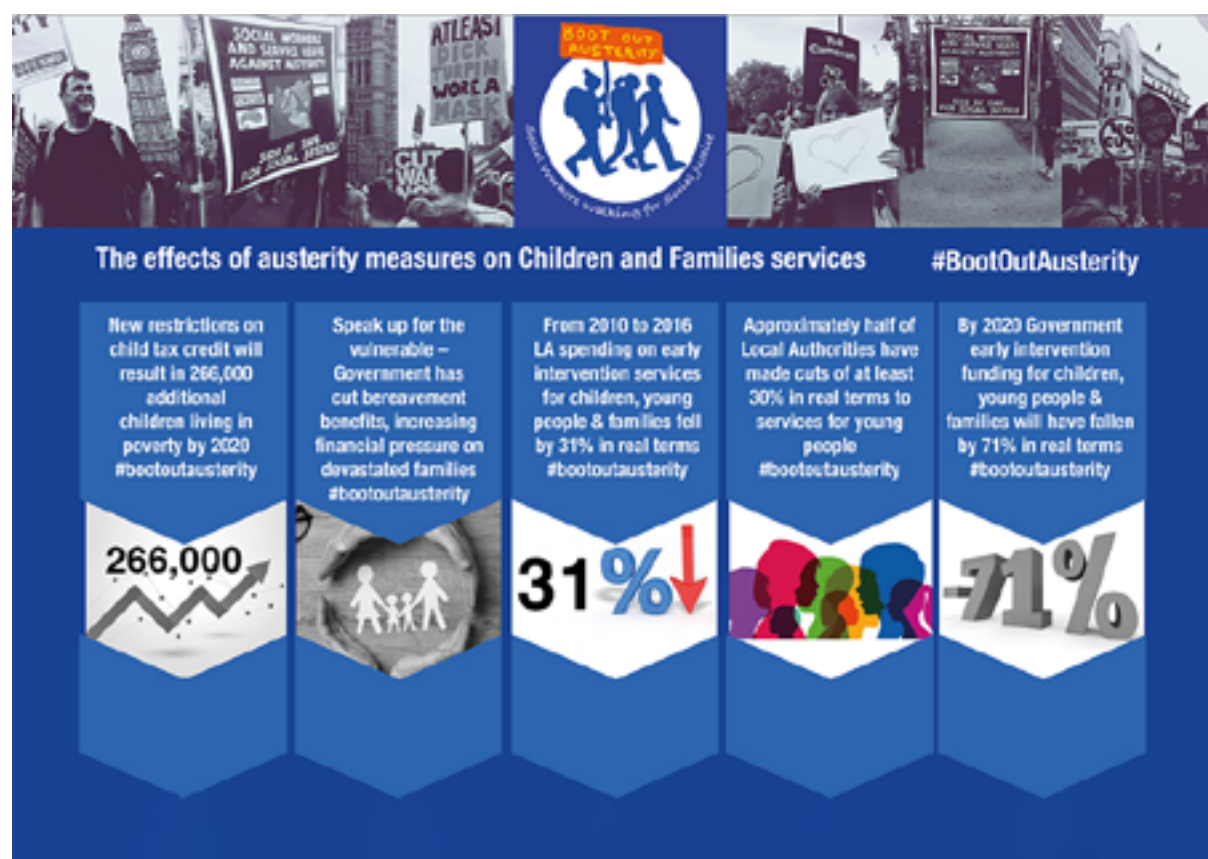
Social care



People with a disability/mental health issues



Children and families services



In-work poverty



HOW TO GET IN TOUCH

We have tried to make this pack as comprehensive and easy to use as possible. We wanted it to be accessible for people who have never campaigned before as well as those who are ‘old hands’.

There is always more that can be added – let us know what would be most useful to you so that we can update the pack to meet your needs.

If you get stuck or need advice, please get in touch.

Email us at: austerity@basw.co.uk

ACKNOWLEDGEMENTS

With thanks to everyone who walked along the Boot Out Austerity route, everyone who welcomed us into their centres, church halls, cafes and homes, everyone who spoke at our rallies and meetings, to our partners in the Social Workers and Service Users Against Austerity alliance, members of the BASW/SWU Austerity Action Group, and to the staff of BASW and SWU for all their hard work, to all contributors for their generosity in sharing their materials, to Ken Loach for the Foreword, and to Nancy Platts and the Campaign Collective for their commitment to producing this campaign pack.

And to everyone who shared their stories, we will continue to fight with you.



This pack has been produced by Campaign Collective
for the BASW/SWU Austerity Action Group.