

Inside Housing stood out as an exemplar of great B2B journalism over the last year due to its combination of excellent investigative reporting, hard-hitting campaigning and creative thinking.

The magazine has consciously set out to lead the debate about improving fire safety in UK housing. Editorial patches were overhauled following the Grenfell Tower fire, with each reporter charged with becoming an expert in specific fields, such as cladding and insulation. It used its voice to great effect with the End Our Cladding Scandal campaign.

The campaign picked up on readers' concerns that, almost two years after Grenfell, large numbers of leaseholders had been left stranded in blocks covered in Grenfell-style cladding with no solution in sight.

In the space of three weeks, Inside Housing's editorial team had not just designed and branded a new campaign but, due to its authority in this field, won the backing of key influencing organisations, including the Local Government Association, National Housing Federation, Chartered Institute of Housing, RIBA, Grenfell United and MPs from across the political spectrum.

This co-ordinated approach, coupled with a high profile social media campaign and exclusive research about the impact on people's lives, saw the campaign picked up by national media, including the Guardian, along with TV and radio. The coalition of partners put pressure on politicians and the pressure eventually saw government cave in and announce a new £200m fund to remove cladding from private blocks. When the then housing secretary James Brokenshire announced the fund in parliament, he acknowledged the magazine's influence by saying "I actually recognise the work Inside Housing has done in assisting and shining a light on a number of these factors".

That wasn't an end to Inside Housing's fire safety campaigning, though. Weeks later it devoted an entire issue to the second anniversary of Grenfell. It published a detailed series of investigations and detailed research throughout the week of the anniversary, including revelations about how then prime minister Theresa May's chief of staff Gavin Barwell had failed to act on multiple, clear warnings about fire safety in tower blocks when he was housing minister. MP David Lammy referred to the findings as a "smoking gun". Thoughtful design and branding gave the magazine a strong coherence and helped emphasise the depth of Inside Housing's coverage to its readers.

The magazine also demonstrated its ability to connect with readers with a month's worth of activity in July to mark 100 years of council housing. This targeted campaign sought to celebrate the achievements of councils' housebuilding efforts across the UK and drive new registrations with Inside Housing. The campaign launched with a special print edition of Inside Housing, but primarily targeted an online audience. It built engagement with local authorities by asking them to use the hashtag #100yearsofcouncilhousing to flag their housebuilding activity.

The activity on social media saw Inside Housing achieve its biggest day on Twitter of the year – with 156,000 impressions and 832 retweets on the actual 100th anniversary. A Facebook video promoting the campaign gained more views than any other video content in Inside Housing's history. The month of activity drove more than 500 new sign-ups to Inside Housing's council housing newsletter – a 30% increase on the previous month and 40% more than July 2018. Registrations with the main Inside Housing account hit their second highest monthly level in 18 months - up 45% on July 2018.

Inside Housing campaigned with authority and won a major victory for its existing readership while successfully reaching out to new readers in 2018/19. It is for this reason it was the B2B brand of the last year.

LINKS TO DIGITAL EDITIONS:

USER NAME: gene.robertson@insidehousing.co.uk

PASSWORD: schofield

<https://www.insidehousing.co.uk/ih-digital-editions/inside-housing-digital-edition--26-april-2019>

<https://www.insidehousing.co.uk/ih-digital-editions/inside-housing-digital-edition--14-june-2019>

<https://www.insidehousing.co.uk/ih-digital-editions/inside-housing-digital-edition--5-july-2019>

INSIDE HOUSING

END OUR CLADDING SCANDAL

Campaign Leaseholders face sky-high bills to remove cladding from blocks, with a survey revealing knock-on effects to their mental health. Our campaign calls on government to end the suffering

Peter Apps

Almost two-thirds of leaseholders in private blocks covered with Grenfell-style cladding say the ongoing crisis is having a “huge effect” on their mental health, in a survey by the UK Cladding Action Group for *Inside Housing*.

As our new campaign End Our

Cladding Scandal launches this week, the survey laid bare the extent of the mental health impact the ongoing financial pressure and safety fears are having on thousands nationwide.

Based on responses from 196 affected leaseholders, it revealed that 58.7% feel anxious or worried on a daily basis and 25.5% have received medical attention due to the mental

trauma, with 15.3% now on medication. A worrying 8.7% report suicidal feelings as a direct result of the crisis.

Across England, there are 176 private blocks known to have Grenfell-style cladding, but with many freeholders refusing to pay, leaseholders are being sent five-figure bills for the work.

The campaign calls on the govern-

ment to create a fund to pay for the work and to ensure it is completed within two years. It has been developed alongside affected residents and has the support of the Chartered Institute of Housing, Grenfell United and the National Housing Federation.

→ Continued on page 2

→ More on our campaign: p10, p15, p21 and p26

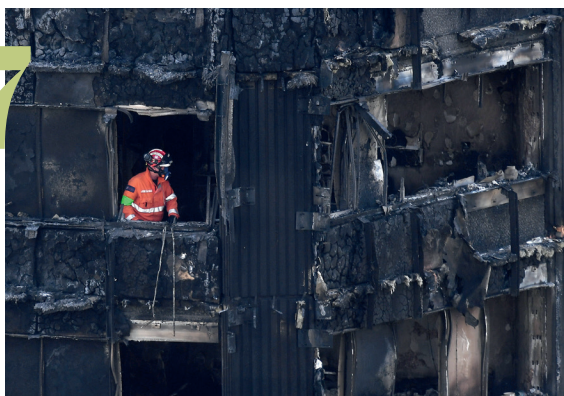
INSIDE HOUSING

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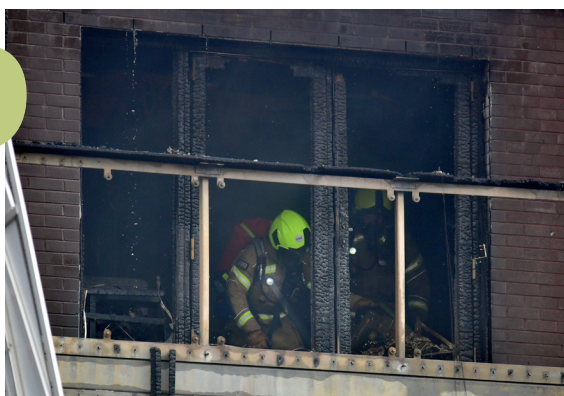
AGAIN

2017



**AND
AGAIN**

2019



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Grenfell two-year anniversary special edition:

- ▶ Special investigation reveals PM's chief of staff ignored warnings in lead-up to Grenfell (p3 and p22-24)
- ▶ Full coverage of devastating Barking fire: details of safety work and cladding revealed (p4 and p5)
- ▶ Have the post-Grenfell promises been kept? (p10-13)

INSIDE HOUSING

Addison Act at 100

We celebrate the centenary of the first housing act passed in this country
Feature, page 16



Building on the past

Could the scrapping of the HRA cap spell a renaissance in council housebuilding?
Feature, page 24



One hundred years ago this month, a historic piece of legislation laid the foundations for generations of council housing. This week *Inside Housing* launches a series of articles looking back at what has been achieved since, and forward to what the future holds.

100

Years of Council Housing

→ A trip to a cherished estate in Bristol, page 18