

Sending a letter to local letting agents

Letting agents are often asked by landlords to manage their properties for them. This means that many letting agents will be at the frontlines of taking forward evictions. If we can put pressure on letting agents and make them understand this will damage their reputations and future business, then this could keep a lot of people in their homes. Lloyd Russell-Moyle MP has already written to all the letting agents in his constituency to raise this issue and it's been an effective tactic.

One tactic we can use to put pressure on letting agents is to send them a letter undersigned by key people in the community.

Step 1: [Find a model letter here](#) - feel free to add local elements or personal anecdotes to it.

Step 2: Get Councillors, MPs and community members to send a personal version of the letter to local letting agents or/and to sign a joint letter.

- Think about who the letting agent might be worried about having as an enemy. MPs? Key community leaders? Councillors?
- Who is the hardest person to get to undersign? Make sure you work on getting the easier ones first as the more weight the letter has the easier it will be to get someone like the MP to sign.
- Use [Lloyd Russel-Moyle as an example of MPs taking action](#)

Step 3: See below a plan for hand delivering the letter for maximum impact.

Step 4: Think about amplifying the message - could you get the letter published in the local newspaper? Or on popular local online forums?

An example from NCG Member, Darran McLaughlin:

When Bristol Labour for a Green New Deal group was formed we decided that one of our tactics was going to be demonstrating the strength of the popular demand for Labour to adopt this policy by asking all of our elected representatives to sign a pledge declaring their support for it. Whilst it may be easy for politicians to brush aside demands from faceless campaign groups, it would be more difficult for them to ignore a personal approach from their constituents. We asked who in the group had the best relationship with every Labour councillor and MP in Bristol, and volunteers were found to approach each one individually.

Everything in the pledge was reasonable, necessary and fully in line with Labour Party values, which means it would be very difficult for any Labour politician to refuse to publicly declare that

they support it. The fact that we were a year away from local elections, and that a general election was also potentially immanent, meant that it was also an electoral issue for them. Would members support and campaign for them in an election if they didn't back this policy? The same conditions apply to this Housing pledge.

Upping the Anti: Planning an action to hand deliver the letter as a group to local letting agents

Map the Letting Agents in your area

Step 1: Make a map of all the letting agents in a local area - you can build a personalised map using google maps.

Step 2: Decide a meeting point for your action - make it accessible for people from across the area and near public transport

Step 3: Decide on a route that hits the letting agents and goes down popular roads so as many people see you as possible.

Step 4: Put it on My Campaign Map! - [you can do so here](#)

Step 5: Think about how to make this action as visual as possible. Do you want placards, music, a banner, a big copy of the letter?

Mobilising for an Action

Step 1: Get the Action Group in Gear! We know that the people who turn up are people who have been asked personally by someone they trust. That means turnout must be built through relationships. Everyone in the action group must ask 5 people to come along.

Step 2: Whatsapp broadcasts, emails, facebook. Send messages to anyone who might be interested by mapping local groups and people on social media and contacting those you have details of.

Step 3: Get in touch with Momentum to help with advertising

Step 4: Make sure your plan is Covid compliant. Make sure in your advertising you ask people to bring masks and hand sanitizer as well as bringing some extra just in case.

Do some additional research about your meeting point and location of letting agents to make sure people can congregate outside while maintaining social distancing. It may be helpful to write a short risk assessment or run through the plan with a Momentum organiser. Get in touch with Momentum for support with this via campaigns@peoplesmomentum.com

Step 5: Put someone in charge of taking pictures and posting on social media and another person in charge of contacting local press about the action.

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