



## Setting up your Action Group

As described in Jenn Forbes' [Tribune Article](#), whilst workers and renters suffer, the rich and powerful are being protected. The pandemic has seen UK billionaires [increase their total wealth by 20%](#). Now, with the scrapping of the evictions ban, the government is doing everything it can to restart the flow of money from tenants to landlords, even if that leaves hundreds of thousands of people homeless. The cost of the crisis is being paid by the working class, whilst our bought-and-paid for political elites do everything they can to protect their mates.

If we do nothing, these evictions will decimate our communities. Council-provided temporary accommodation will be rapidly overwhelmed, and an increase in overcrowding and street homelessness will be the tragic result.

**This is why signing up as an organiser in your community is so important, and it's so good that you did.**

For organising against evictions in your area to be most effective, we must approach it from as many angles as possible. The first task is to bring together those *who are* and *could be* working on this. You are in an excellent position where there is both a Momentum Group and a branch of a tenants union near you. Therefore your first task should be assembling an Action Group with members of both of these organisations.

### What is an Action Group?

A group comprising those organising to resist evictions in a designated area. This includes members of your local Momentum Group, other Momentum members, members of your local Housing Campaign and other community members interested in getting involved. It is likely that it will be either a mailing list or a Whatsapp Group, although we recommend the latter. Most importantly, **it is focused on action, rather than discussion.**

Actions that your Action Group may take include:

- Attending or delivering renters rights and eviction resistance trainings
- Running a workshop on renters rights and campaigns for your local Momentum Group
- Passing a [motion](#) in your CLP(s)
- Organising a march to deliver letters undersigned by local Labour politicians to letting agents around your area, similar to [Lloyd Russel Moyle's action](#)
- Supporting local renters unions to resist evictions in your area and supporting tenants
- Running and mobilising for a skill share as part of [Momentum's Slack](#) Lunchtime Skill Share Sessions



## **Assembling Your Group**

When building your Action Group, ideally you want as a minimum the following:

1. A couple of Momentum members from your area who are up for getting involved in the campaign + a named contact in your local Momentum group.
2. A contact from your local renters union/housing campaign branch, with contact details for them.
3. Agreed upon communication methods so that you know how and for what reason you will be in contact, to keep communication focused and action-oriented.

## **Contacting your local Momentum members and your local Momentum Group**

Members of your local group should have received emails from Momentum on this campaign so if you need help setting the scene- get them to search in their inboxes for 'Momentum housing'.

If you are already heavily involved in your local Momentum Group, or you have contacts with other Momentum members locally, then ideally you could initially put a call out for people who: a) are available with time to give to the campaign now, b) are members of your local renters union or housing Campaign. You will be able to grow your Action Group once established, but you need people who are ready and able to help you get it off the ground to begin with.

If you are not currently actively involved in your local Momentum Group, you can find their contact details by searching for the Group [here](#). Alternatively, or if they do not seem very responsive, you can contact your Regional Organiser to be put in touch. Make time to speak to your local group and find out if they are up for getting involved in and supporting the campaign.

### Region and Regional Organiser

London - Sasha Das Gupta - [sasha.dasgupta@peoplesmomentum.com](mailto:sasha.dasgupta@peoplesmomentum.com)

London and South East - Sam Green (they/them) - [sam.green@peoplesmomentum.com](mailto:sam.green@peoplesmomentum.com)

London and East of England - Ibrahim Abdille - [ibrahim.abdille@peoplesmomentum.com](mailto:ibrahim.abdille@peoplesmomentum.com)

South West and Wales - Logan Williams - [logan.williams@peoplesmomentum.com](mailto:logan.williams@peoplesmomentum.com)

Midlands - Grace Ashworth - [grace.ashworth@peoplesmomentum.com](mailto:grace.ashworth@peoplesmomentum.com)

Yorkshire and North East - Ben Leonard - [benjamin.leonard@peoplesmomentum.com](mailto:benjamin.leonard@peoplesmomentum.com) and

George Norman - [george.norman@peoplesmomentum.com](mailto:george.norman@peoplesmomentum.com)

North West - George Downs - [george.downs@peoplesmomentum.com](mailto:george.downs@peoplesmomentum.com)

## **Contacting your Local Housing Campaign**

Be clear with your ask. Any local renters union or housing campaigns in your area will have already been putting the work in but you can offer valuable support. What the housing



campaign can give you is **knowledge and experience**, as well as opportunities to support their actions.

As an immediate example, **Acorn are running a series of trainings on renters rights and eviction resistance!** Can you get Momentum members locally to join the training? Could there be a separate similar training run especially for Momentum activists locally if you can get them altogether?

If you are already in touch with your local renters union or housing campaign - perhaps you are a member - then the aim is to identify a named person who is happy to be the main link between their organisation and your Action Group, and has enough time to share information with you and get back to you readily. There may be members who would be brilliant, but are too busy to be the link. You'll also ideally want someone who has access to up to date information about the branch i.e. is actively involved. This could be a member of the union or a staff organiser or whoever is up for it.

If you are not already in touch with your Local Housing Campaign or Tenants Union, then either reach out directly to them, or ask if any other Momentum members you know in the area are in touch.

To reach out directly to your nearest ACORN branch, you can find their contact information at <https://acorntheunion.org.uk/contact/>.

To reach out directly to your nearest London Renters Union branch, you can find their contact information at <https://londonrentersunion.org/get-involved/>.

### **Agreeing modes of Communication**

The likelihood is that those in your Action Group have smartphones. In this case, we suggest using Whatsapp to start your Action Group and build from.

However, we know that lots of people are in a huge number of Whatsapp groups! We have a short training including tips and tricks for using this Whatsapp group for organising most effectively. Key thing to keep in mind is that you want the group to stay on task. If an additional group needs to be made for general discussion, that is always an option!

### **Keeping in touch with Momentum and other Action Groups**

Momentum has a Slack space (an online digital organising space) that has lots going on. If you've not been on Slack before, it's a little like Whatsapp and Facebook mixed - you can have



separate channels where you can have conversations, but you can also post replies and reactions to other people's posts.

We have created a private channel for everyone who has signed up as an Organiser for this campaign across the country. This is the space where you can easily share what you're doing in your Action Group, ask for advice from other Action Groups and see what's going on. You can join up if you need to. You can do whatever needed, without any middle men.

You can join Slack by signing up at [volunteer.peoplesmomentum.com](https://volunteer.peoplesmomentum.com)

Once you have signed up, you will have an invitation email from Slack. As soon as you create your login, you will be added to 3 channels: #Welcome, #\_resources-and-help-guides, and #announcements.

You can find all of the support you need to work Slack in #\_resources-and-help-guides, but you can also post in #welcome, introducing yourself, why you're there to and to ask to be added to #evictionresistance.

Don't worry, it'll make sense when you're there and there are lots of lovely people to help you at any point. All you have to do is post and ask.

## **Growing your Action Group**

Once you have your initial Action Group set up, and you have an idea of what action you want to start with, you'll want to grow your group! What tasks are required to make your first chosen action a success and how many people do you need to help do these? Are there people who can join just to get the word out?

A good place to start, always, is a phonebank session. Call and message round Momentum members and get them involved. You can use this template [Phone Banking Script](#) to help shape the conversations in a way that will get as many people involved and engaged. Plan something they can do as a first step (e.g. attend a training on renters rights) and focus on asking members to commit to take that action and to join your whatsapp group.