



Dalmarnock Village Housing Campaign

External Organisation Social Media Briefing

Glasgow Social Policy Project





Introduction

Everyone deserves a safe, secure, and healthy home. Yet many residents in Dalmarnock Village are forced to live with damp, mould, poor ventilation, and other serious repair issues for years on end.

Dalmarnock Village was built as part of the 'legacy' of the 2014 Glasgow Commonwealth Games — a symbol of regeneration and investment in the East End. But just over a decade later, many residents are asking: What is the true legacy for Glasgow — safe and secure homes, or mould and neglect?

This campaign has been launched by Bridgeton Citizen Advice Bureau, the Glasgow Social Policy Project, and residents of Dalmarnock Village. Together, we will be working to expose these ongoing problems and push for the urgent improvements the community deserves.

The campaign follows Glasgow's proud history of housing activism — from the 1915 rent strikes to fights against mould and damp across the city in the 1980s and 1990s. Like them, we're demanding safe, healthy homes for all.

Campaign Objectives

- > **Evidence**
Gather examples of the poor housing conditions affecting Dalmarnock Village.
- > **Expose**
Highlight the widespread issues that are part of a community-wide problem.
- > **Demand**
Call for immediate repairs, accountability, and safe, healthy homes.
- > **Empower**
Enable every resident to share their voice and experience.



Social Media Objectives

> Raise Awareness

Expose systemic housing neglect across Dalmarnock Village by sharing evidence and resident experiences.

> Engage the Community

Mobilise residents to share, post, and amplify campaign materials across local networks.

> Drive Traffic to Survey and Website

Drive residents to the campaign website and survey to collect representative data and strengthen evidence.

> Engage External Organisations

Partner with community groups and organisations, encouraging them to amplify campaign messaging.

> Reference History

Highlight Glasgow's legacy of housing activism to inspire action and situate our campaign in a wider movement.

> Showcase Findings

Share survey stats, resident quotes, and report findings to demand accountability ahead of Glasgow 2026 Commonwealth Games.

Two-Phase Strategy

Our social media strategy will run in two key phases.

Phase 1 will focus on campaign messaging that drives engagement with the website and survey. We will use photos and stories submitted by residents to highlight the reality of housing conditions in Dalmarnock Village and encourage participation.

Phase 2 will begin after the fieldwork is complete and data is collected. This phase will showcase key findings from the housing quality survey and quotes from the oral history interviews with residents, using the evidence to expose neglect, demand accountability, and promote the insights of the final report.

Alongside these two phases, we will share ad-hoc content to promote key events like meetings and workshops, keeping residents informed and engaged.

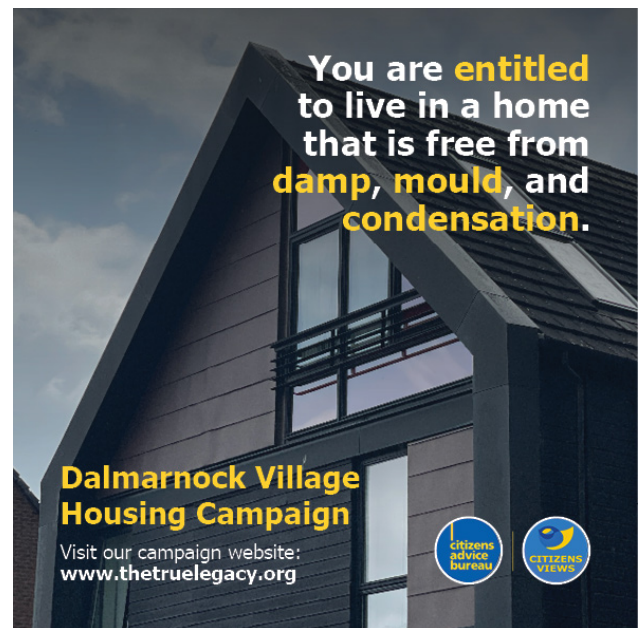
Phase 1

This first phase is built around three key themes:



Neglect

Exposes housing issues as unacceptable and uses resident-submitted photos to show patterns of neglect.



Rights

Informs residents about their housing rights and encourages action when those rights are being violated.



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THE MILLGATE MONTHLY.

GLASGOW RENT STRIKERS.

Photo kindly sent by "Daily Sketch."

(Copyright: Harrington Photo Co.)

1915

GLASGOW RENT STRIKE: WE ARE NOT REMOVING!

In February 1915, Glasgow landlords impose rent increases of 25% on tenants, exploiting conditions of extreme overcrowding as tens of thousands of workers pour into the city's war industries.

Led by **Mary Barbour, Helen Crawford, Agnes Dollan and others, working class women**, initially in Govan and Partick, begin canvassing for a rent strike, and by the Autumn **15,000 households are withholding rent**.

Tenants, **principally housewives**, pioneer new tactics to defend the tenements from factors and sheriff's officers, and **the entire socialist movement on Clydeside** is mobilised in support.

A huge demonstration in support of 18 rent strikers in November 1915, backed by industrial action, forces the Government to **introduce the Rent Restrictions Act** overnight.

In partnership with:

Glasgow Housing Struggle Archive
(<https://glasgowtenantsarchive.com>)



History

References Glasgow's history of housing activism, showing how past collective action achieved change and inspiring residents to take part in the ongoing struggle.

Phase 2

> Voices

Shares stories from residents collected through oral history interviews, highlighting lived experiences of housing neglect and inspiring collective action.

> Numbers

Presents key data and statistics from the housing quality survey to reveal patterns of neglect and show the scale of housing problems in Dalmarnock Village.

> Insights

Communicates findings and conclusions from the final report, using evidence to expose systemic failures, demand accountability, and promote actionable solutions.

Platform Strategy

The campaign will be shared across six key platforms to maximise reach and engagement:

- > Facebook
- > Bluesky
- > Instagram
- > X (Twitter)
- > Nextdoor
- > TikTok

Regular Posting

Content will be shared consistently across Facebook, Bluesky, X (Twitter), and Instagram. Dedicated Dalmarnock Village Housing Campaign pages will be created to centralise messaging and build a recognisable campaign presence.

Nextdoor Strategy

To maintain authenticity and follow platform rules, a local resident will post campaign content on Nextdoor.

Video Content

Instagram Reels and TikTok videos will showcase housing issues, campaign updates, and resident stories to engage the community visually.

Hashtags

Throughout the campaign, we will be consistently using the following hashtags:

#DalmarnockVillage
#IsThisOurLegacy
#MouldAndDamp
#Housing



Campaign Resources

To support you in promoting the Dalmarnock Village Housing Campaign, we have provided a Social Media Toolkit with resources to guide your efforts.

Inside the toolkit you will find:

- > External Organisation Social Media Briefing
- > Electronic Leaflet
- > Social Media Graphics and Text

Alongside the toolkit, we encourage you to make use of the campaign website and survey links:

- > <https://thetruelegacy.org/>
- > <https://forms.cloud.microsoft/e/vFQ84MpeXS>

Please use the campaign hashtags highlighted above to boost visibility and engagement across social media.

Campaign Contacts

For any questions about the campaign or the materials available, please contact:

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