

# It's Personal:

The human face of the  
housing emergency



**Scotland's Annual Homelessness Conference**

27 - 28 October 2025 | Perth Concert Hall



Free Wi-Fi is available  
in the building

**Homeless  
Network  
Scotland**  
we are all in

Homeless Network Scotland  
in partnership with  
The Salvation Army



Love God  
Love Others

# Welcome To Scotland's Annual Homelessness Conference

Housing scarcity is Scotland's defining issue, driving homelessness and undermining health, education, equality and community safety. Fixing it unlocks progress on every front.

Because the housing emergency touches every corner of Scotland, from our bustling city centres to rural villages and reflects much more than headlines and numbers about stock and supply.

At the heart, it is a profoundly human story, woven from the lived experiences of individuals, families and communities across the country.

It's about the young couple struggling to find an affordable rent to start their lives together, the mum and her kids in temporary accommodation, lives uprooted and on hold. It's about the young man feeling powerless at the back of the queue in a low-grade B&B. And the family seeking sanctuary in Scotland with no safe place to stay. It's about the dreams deferred, the anxieties of instability - and the resilience of those navigating a system stretched to its limits.

Over two important days, Scotland's Annual Homelessness Conference 2025 will unite experts, advocates and those with personal experience of homelessness to shine a light on the real-world impacts of the housing emergency.



Delegate Pack & Conference Page

Join us to share knowledge, solutions and must-hear stories across 4 themes:

- **Safe:** to prevent the worst harm among the worst affected by the housing emergency.
- **Well:** to join up housing, health and social care to improve people's health and wellbeing.
- **Respected:** to uphold people's rights, redress inequality and recognise the adversity confronting them.
- **In-Control:** to unlock solutions that uphold people's choice, agency and financial inclusion.

Expect inspiring stories, evidence-based practices and practical solutions that put people first. By focusing on the human impact, this year's conference can help build a housing and homelessness system where everyone is safe, well, respected and in control.

We look forward to welcoming you.



# It's Personal:

## The human face of the housing emergency

### Programme Day One | 27 October 2025

Day one of It's Personal will span two themes:

#### Safe.

How do we prevent the worst harm among the worst affected by the housing emergency? How can we confront the escalating risks to people's safety and peace-of-mind, particularly those staying in unsuitable and unsafe accommodation - or with none at all? Take part in focused discussions that expose emerging threats, explore innovative approaches to risk and protection and help build the strong case for more homes as an urgent community safety measure.

#### Well.

Housing supply will reduce homelessness, while new duties aim to prevent it - but what other levers do people navigating the housing emergency need?

Join us to unlock solutions to financial inclusion, explore the importance of agency and choice - and highlight the importance of electoral participation ahead of the 2026 Scottish Parliament elections.

Day one is sponsored by



Celebrate the Heart of Support is sponsored by




Inspirational colleagues in direct support, advice or advocacy roles on why they keep showing up.





# Programme Day One | 27 October 2025

09.00 - 10.00	<b>ARRIVALS &amp; NETWORKING HUB</b> Join us for registration, grab a refreshing drink, connect with other delegates and explore the exhibitor showcase.
10.00 - 10.05	<b>Welcome from the Conference Chair</b> [main auditorium] <ul style="list-style-type: none"><li>• Ishbel Smith, Heart in Mouth, Conference Chair</li></ul>
10.05 - 10.15	<b>It's Personal:</b> <b>Prioritising safety and wellbeing in a housing emergency</b> <ul style="list-style-type: none"><li>• Maggie Brünjes, Chief Executive, Homeless Network Scotland</li></ul>
10.15 - 10.25	<b>Table Talk</b> Let's go! 10-minute roundtable session to spark early ideas and make new connections.
10.25 - 10.35	<b>Inspiration from the Nordic Homelessness Alliance</b> <ul style="list-style-type: none"><li>• Juha Kahila Head Of International Affairs, Y-Säätiö and Coordinator of the Nordic Homelessness Alliance</li></ul> <p>Be inspired by the Alliance, which brings together key organisations from Denmark, Finland, Iceland, Norway and Sweden. The network aims to deepen cooperation between the Nordic countries with the aim of eradicating homelessness in the Nordic Region.</p>
10.35- 10.45	<b>Housing at the Heart of Government</b> <b>Address from the Cabinet Secretary for Housing</b> <ul style="list-style-type: none"><li>• Màiri McAllan MSP, Cabinet Secretary for Housing , Scottish Government</li></ul>
10.45- 11.20	<b>Breakthrough on Homelessness in Scotland</b> <p>A dynamic panel discussion that brings together a unique set of perspectives – political leadership, international perspective, academic knowledge, lived experience and large-scale housing delivery. Together they tackle the critical question - what will bring a breakthrough on homelessness in Scotland?</p> <p><i>Hosted by:</i></p> <ul style="list-style-type: none"><li>• Prof Suzanne Fitzpatrick, Director of I-SPHERE, Heriot-Watt University</li></ul> <p><i>With Guests:</i></p> <ul style="list-style-type: none"><li>• Màiri McAllan MSP, Cabinet Secretary for Housing</li><li>• Juha Kahila, Y-Säätiö</li><li>• Shea Moran, Change Lead, All in for Change</li><li>• Wheatley Group, TBC</li></ul>

11.20 - 11.45	<b>BREAK</b> [foyer] Refreshments, making connections and meeting the exhibitors	
11.45 - 12.05	<b>Strength in Service</b> <p>Insights from frontline services in the third sector on how they are tackling rising challenges and new threats, innovating to ensure people are safe and well.</p> <p>And the public sector pulse: insights from local authority service managers on how the housing crisis impacts their duties to ensure care and housing.</p> <ul style="list-style-type: none"> <li>• <b>Tony Cain, Policy Manager, ALACHO</b></li> <li>• <b>Helen Murdoch, Assistant Director of Strategic Operations and Development, The Salvation Army</b></li> </ul>	
12.05 - 12.45	<b>Table Talk</b> <p>Join colleagues at your roundtable to share solutions for keeping people affected by homelessness safe and well in our communities.</p> <p>We will invite each table to agree on (i) one practical and short-term action to commit to and (ii) one major advocacy goal for the whole conference to champion together</p>	
12.45 - 13.00	<b>LUNCH &amp; EXHIBITIONS</b> [foyer] <p>Enjoy lunch, make connections and visit the vibrant exhibitions. Homeless Network Scotland members are also warmly invited to HNS AGM 2025. [Tay Room]</p>	
13.00 - 14.45	<b>BREAKOUT SESSIONS 1-5</b> <p>For a deeper dive on topics related to the day's two themes – safe and well.</p>	
14.45 - 15.00	<b>Eireann's Story</b> <p>Having experienced multiple challenges in her young life, including parental drug use and homelessness, Eireann has gone on to become a teacher, one of Scotland's youngest trade union officials devoted to justice and equality – and a “30 under 30” in the Young Women's Movement.</p> <ul style="list-style-type: none"> <li>• <b>Eireann McAuley</b></li> </ul>	

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15.00 - 15.50

### **Housing First at 15: The Teenage Years**

This session marks 15 years of Housing First in Scotland with a dual focus. First, the annual check-up delivers a 'state of the nation' report. Then join a panel of Housing First experts to explore impact, challenges and future aspirations - celebrating Scotland's milestone in an international context.

*Hosted by:*

- **Grant Campbell, Homeless Network Scotland**

*Special contribution from:*

- **Kate Polson, Chief Executive, Rock Trust**

*With Guests:*

- **Nicky Miller, Head of Homelessness & Prevention, Turning Point Scotland**
- **Prof Sarah Johnsen, Director of the Centre for Homelessness and Inclusion Health, The University of Edinburgh**
- **Janine Kellet, Head of Homelessness, Scottish Government**
- **John Mills, Chair of ALACHO and Head of Housing, Fife Council**

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15.50 - 16.00

### **That's a Wrap!**

A little light relief to close day 1.

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16.00

### **Conference Day 1 Close**

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16.00 - 18.00

### **Departures And Networking Hub**

Make use of the many meeting and open spaces to continue conversations and visit the exhibitions.

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19.00

### **Evening Dinner**

Unwind and connect at the conference dinner, with good food, great company and lively entertainment.

## **Breakout Session 1**

### **Storytelling in Safety**

*Guest Speakers:*

- **Viv Gee, Writer, Comedian and Poet**
- **All in for Change**

*Secretariat:*

- **Michelle Major, Equality and Involvement Advisor, Homeless Network Scotland**

#### **Session Outline:**

All in for Change is Scotland's platform for people with personal and frontline insight of homelessness to influence the big decisions that matter to us.

Using experience to influence decision making often asks people to share parts of themselves and their experiences that can feel daunting - and done badly can leave people feeling vulnerable.

Join Viv Gee and All in for Change to explore how to identify the parts of the story that matter to different audiences. And how to share parts of yourself, professionally or personally, while keeping yourself and others safe and well.

## **Breakout Session 2**

### **Developing interventions to reduce 'missingness' in healthcare**

*Guest Speakers:*

- **Andrea Williamson, Professor of General Practice and Inclusion Health, University of Glasgow**
- **Jeremy Wylie, HNS Associate**
- **Martin Boyle, HNS Associate**

*Secretariat:*

- **David Ramsay, Impact Lead, Homeless Network Scotland**

#### **Session Outline:**

'Missingness' in healthcare has been defined by researchers as the 'repeated tendency not to take up offers of care such that it has a negative impact on the person and their life chances'. Based on research, a suite of interventions for primary care and the wider NHS is now actively being championed. This breakout session will cover the background to this and hear from Martin and Jeremy HNS Associates who contributed to the research. In small groups you will then explore the contribution your work makes already to address missingness and what could be done in the future.



### Breakout Session 3

## In their Own Words

#### Guest Speakers:

- **Gordon MacRae,**  
**Head of Communications and Engagement,**  
**Shelter Scotland**



#### Secretariat:

- **Ginny Cooper, Creative Lead, Homeless Network Scotland**

#### Session Outline:

*“You don’t really feel safe” - how can we tackle the generation of children trapped in temporary accommodation?*

We have a duty to act on what children told us In Their Own Words about their experience in temporary accommodation. Join this session to discuss how we deliver the radical, progressive social changes we need to tackle the housing emergency and protect thousands of Scotland’s children from further harm.

### Breakout Session 4

## reVision Project

#### Guest Speakers:

- **Sven Jonuscheit, Glasgow Caledonian University**
- **Anna Higgins, Glasgow Caledonian University**

#### Secretariat:

- **Grant Campbell, Head of Partnerships and Consulting, Homeless Network Scotland**

#### Session Outline:

Coming Soon!



## Breakout Session 5

### Fair Way Scotland: the first 3 years

*Guest Speakers:*

- Fair Way Scotland partners

*Secretariat:*

- Jamie Milne, Policy and Communications Advisor, Homeless Network Scotland

**Session Outline:**

Coming Soon!



# It's Personal:

## The human face of the housing emergency

### Programme Day Two | 28 October 2025

Day two of It's Personal will span two themes:

#### Respected.

To respect people navigating homelessness means to uphold rights, redress inequality and acknowledge the acute adversity that people are confronted with. Take part in discussions that will explore how we break down barriers to create dignity, stop discrimination and ensure that people feel respected and valued in every service.

#### In-control.

Housing supply will reduce homelessness, while new duties aim to prevent it - but what other levers do people navigating the housing emergency need? Join us to unlock solutions to financial inclusion, explore the importance of agency and choice - and highlight the importance of electoral participation ahead of the 2026 Scottish Parliament elections.

Day two is sponsored by

## The Housing Network

Celebrate the Heart of Support is sponsored by



Inspirational colleagues in direct support, advice or advocacy roles on why they keep showing up.



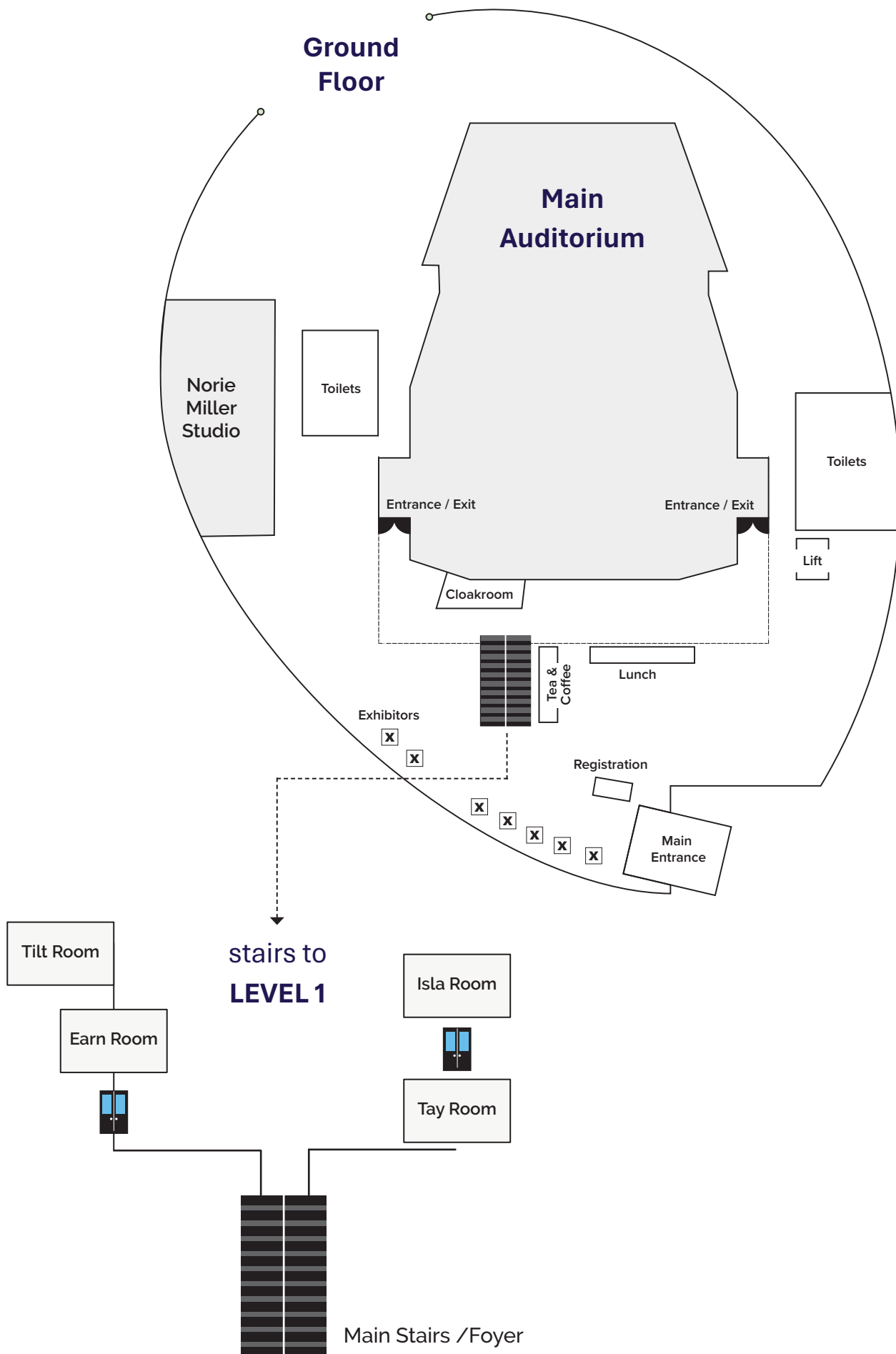
# Programme Day Two | 28 October 2025

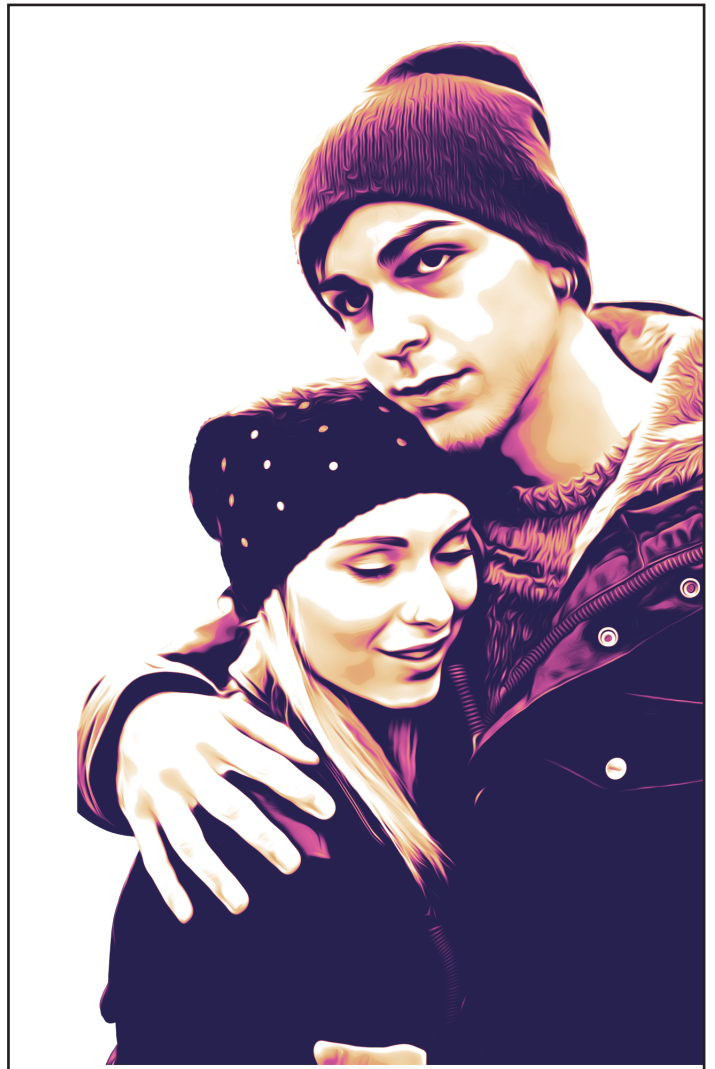
09.00 - 10.00	<b>ARRIVALS &amp; NETWORKING HUB</b> Join us for registration, grab a refreshing drink, connect with other delegates and explore the exhibitor showcase
10.00 - 10.05	<b>Welcome from the Conference Chair</b> [main auditorium] <ul style="list-style-type: none"><li>• Ishbel Smith, Heart in Mouth, Conference Chair</li></ul>
10.05 - 10.15	<b>It's Personal:</b> <b>Ensuring people feel respected and in-control.</b> <ul style="list-style-type: none"><li>• Maggie Brünjes, Chief Executive, Homeless Network Scotland</li></ul>
10.15 - 10.30	<b>Table Talk</b> Let's go! 15-minute roundtable session to spark early ideas and make new connections.
10.30 - 11.15	<b>Childhood Lasts a Lifetime</b> <ul style="list-style-type: none"><li>• Baroness Floella Benjamin</li></ul> <p>Floella shares her childhood journey to the UK as a ten-year-old girl, how she overcame many adversities and obstacles by having a positive attitude and learning to face them with a smile and her philosophy of life - her 3 C's.</p> <p>Now, she champions a vital mission in the UK Parliament: ensuring childhood wellbeing is prioritised, as it lasts a lifetime. A message that will resonate deeply with delegates, as childhood poverty is the strongest predictor of later homelessness, while growing numbers of children are living in temporary accommodation in Scotland. A powerful story and a vision for change.</p>
11.15- 11.45	<b>BREAK</b> [foyer] Refreshments, making connections and meeting the exhibitors
11.45- 12.05	<b>In Control of the Narrative</b> Michelle and James unveil peer research findings tracing people's homelessness journeys, revealing the exhausting maze of system navigation – and the bright spots along the way. And will share their insights on how to get involved in fixing system failures, without sacrificing personal identity. <ul style="list-style-type: none"><li>• Michelle Major, Equality &amp; Involvement Advisor Homeless Network Scotland</li><li>• James Stampfer, Associate, Homeless Network Scotland</li></ul>



12.05- 12.45	<b>Table Talk</b> Join colleagues at your roundtable to share solutions for keeping people affected by homelessness respected and in-control. We will invite each table to agree on (i) one practical and short-term action to commit to; and (ii) one major advocacy goal for the whole conference to champion together.	
12.45 - 13.30	<b>Lunch &amp; Exhibitions</b> [foyer] Enjoy lunch, make connections and visit the vibrant exhibitions.	
13.00 - 14.45	<b>BREAKOUT SESSIONS 1-5</b> For a deeper dive on topics related to the day's two themes.	
14.45 - 15.00	<b>The Housing Emergency</b> Housing costs are a growing source of income and wealth inequality in Scotland, while investment in housing is a powerful driver of inclusive and sustainable growth. <ul style="list-style-type: none"> <li>• Speaker to be confirmed</li> </ul>	
15.00 - 15.50	<b>Hustings on the Housing Emergency</b> Bringing Scotland's major parties face-to-face with the human impact of the housing emergency. Delivering to them the sector's priorities – and inviting interventions from the floor - Alison will challenge candidates to commit to transformative solutions that tackle homelessness and the housing emergency head-on. <i>Chaired by:</i> <ul style="list-style-type: none"> <li>• <b>Alison Watson, Director, Shelter Scotland</b></li> </ul> Along with representatives from the major political parties contesting the 2026 Scottish Parliament elections.	
15.50 - 16.00	<b>That's a Wrap!</b> A little light relief to close day 2.	
16.00	<b>CONFERENCE CLOSE</b> <ul style="list-style-type: none"> <li>• <b>Ishbel Smith, Heart in Mouth, Conference Chair</b></li> </ul>	







**We are All In, a training and consultancy service dedicated to those working in and around housing and homelessness**

**Our Learning Lounge offers popular courses and briefings throughout the year – all informed by lived experience and the most up-to-date policy, evidence and research.**

**We also offer Consultancy Services – a sounding board to help progress your key programmes and priorities.**

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[www.allin.scot](http://www.allin.scot)

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## Day 2 | Breakout Session 1

### All in For Change: Unscripted!

*Co-Facilitators:*

- **Change Leads, All in For Change**
- **Michelle Major, Equality and Involvement Advisor, Homeless Network Scotland**

#### **Session Outline:**

Do you have a burning issue or topic that you want to discuss that is not on the conference programme? Do you want to join an open and unscripted group conversation - and just see where it goes?

You are invited to join All in for Change, Scotland's platform for people with personal and frontline insight of homelessness to influence the big decisions that matter to us.

The purpose is to make sure there is time and space at the conference for people to come together and set their own agenda. Unscripted means exactly that. There could be one topic or many that people want to debate. And there could 5 people or 50 people that join the session. For those with their finger on the pulse, this promises to be a very current and lively option – see you there!

## Day 2 | Breakout Session 2

### Breaking the Cycle: Why Poverty Fuels Homelessness

*Guest Speakers:*

- **Emma Jackson, Head of Social Justice, Citizens Advice Scotland**

*Secretariat:*

- **David Ramsay, Impact Lead, Homeless Network Scotland**

#### **Session Outline:**

Explore poverty as the primary driver of homelessness, unpacking how insufficient incomes and social security gaps push people toward housing instability. Through data and frontline insights, this breakout session will examine the systemic issue - low incomes, social security cuts, and rising costs - that trap people in poverty and homelessness. Join Citizens Advice Scotland to explore the situation and discuss real solutions, from stronger social safety nets to fairer economic policies and toward a future where we end poverty and homelessness.

## Day 2 | Breakout Session 3

### Changing the Narrative on Homelessness

#### *Guest Speakers:*

- **Mike Findlay-Agnew, Chief Executive, International Network of Street Papers (INSP)**

#### *Secretariat:*

- **Jamie Milne, Policy & Communications Advisor, Homeless Network Scotland**

#### **Session Outline:**

It's well evidenced that people experiencing homelessness and poverty are often misrepresented in the media and wider public narrative. Stigmatising language and labelling persists to this day and creates an unhelpful narrative about what the real issues are.

Join for this interactive and engaging workshop which will challenge all our thinking about how homelessness is portrayed.

The session will be led by Mike Findlay-Agnew, CEO at the International Network of Street Papers (INSP), a Glasgow-based charity and enterprise that represents newspapers and magazines, like The Big Issue. INSP recently launched a groundbreaking Journalism Training Academy, which is providing skills training in news and storytelling for people experiencing homelessness and poverty.

## Day 2 | Breakout Session 4

### Race, Ethnicity and Homelessness

#### *Guest Speakers:*

- **Dr Nadia Ayed, Research Associate Institute for Social Policy, Housing, Equalities Research (I-SPHERE, at Heriot-Watt University)**

#### *Secretariat:*

- **Grant Campbell, Head of Partnerships and Consulting, Homeless Network Scotland**

#### **Session Outline:**

In July this year, Heriot Watt published groundbreaking research which found significant evidence of racism in the homelessness system in England.

The research revealed that Black families accepted as statutorily homeless are less than half as likely to gain social housing as their White counterparts. Black and other minoritised people facing homelessness are also feeling forced to change their names, alter their accents and even cut their hair in an attempt to avoid discrimination, according to the devastating new research that exposes systemic failures across England's housing and homelessness system.

This breakout session will share the findings and explore the stark warnings this research gives for homelessness services in Scotland.



## Day 2 | Breakout Session 5

### Rights in Reach: Enabling Legal Literacy

#### *Guest Speakers:*

- **Aaliya Seyal, Chief Executive, Legal Services Agency**

#### *Secretariat:*

- **Ginny Cooper, Creative Lead, Homeless Network Scotland**

#### **Session Outline:**

This masterclass explores the vital role of understanding and exercising rights to combat homelessness and inequality. It will uncover how legal literacy enables people navigating services – and the organisations supporting them – to challenge barriers and delays to exercising their rights.

Participants will engage in practical examples, learning to assert rights in housing, social security and social care contexts. And explore systemic changes needed to make rights accessible, ensuring people facing homelessness are respected and in control.

Join Legal Services Agency to build skills and advocate for justice, shaping a future where rights drive equal solutions to the housing emergency.







blue triangle

## Voices that matter Stories that inspire

A Voice in the Dark is a podcast by award-winning charity Blue Triangle, sharing real stories of life beyond homelessness.

Discover journeys shaped by trauma, recovery and hope - and why anything is possible with the right support.

A Voice  
in the  
Dark

A PODCAST BY BLUE TRIANGLE

Listen now: Search 'A Voice in the Dark Blue Triangle' on Spotify, Amazon Music or Apple Podcasts, or visit [bluetriangle.org.uk](https://bluetriangle.org.uk)



## Assuring Outcomes

### Together

The Housing Network provides '**More Than a Roof**' to over **5,500** single people and families across the UK, helping them to rebuild their lives and move positively from homelessness.

**Active Opportunities Pathway:** Seamless step-up/step-down supported housing model, providing trauma-informed and strength-based support within psychologically informed environment homes.

**Proven outcomes:** Working with residents to co-produce outcome-focused support plans and risk management strategies that assure improved long-term housing, health and wellbeing outcomes.

**Value for money:** Working with over **100** Local Authority partners and the Ministry of Justice to design innovative solutions that address identified local need, reducing TA subsidy loss by up to 70% in some areas.

Call our Supported Housing to partner  
with The Housing Network

**Tel: 01582 320 645**  
**[www.thehousingnetwork.co.uk](https://www.thehousingnetwork.co.uk)**

The Housing  
Network

# Conference Options

Book online at

[www.homelessnetwork.scot](http://www.homelessnetwork.scot)

or call 0141 420 7272

## Residential Packages

*Come for the chat,  
stay for the banter*

		Residential Delegate All in	Residential Delegate Day 1	Residential Delegate Day 2
Day 1	Mon 27 October 2025			
	Conference day ticket	✓	✓	
	Buffet Lunch	✓	✓	
	Dinner and entertainment From 7.30pm	✓	✓	✓
	Hotel Room Premier Inn, Perth   check-in 4pm	✓	✓	✓
Day 2	Tue 28 October 2025			
	Conference day ticket	✓		✓
	Breakfast	✓	✓	✓
	Buffet Lunch	✓		✓
Ticket Price	<b>Member Rate</b> Special rate for valued members of HNS	£440	£320	£320
	<b>Standard Rate</b> Welcoming all other conference bookings	£550	£425	£425

*See you in the morning*

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## Adjustments

We are committed to ensuring that all conference attendees can participate in the conference.

If you have any specific requirements, such as dietary needs (due to religious or medical reasons), access to a private room during the day, copies of handouts in advance and/or in alternative formats (e.g., large print). If you require any other adjustments please let us know.

## Venue accessibility

Perth Concert Hall is committed to accessibility, offering lift access to all levels, assistive listening, and FM headsets.

Adjustments and technology such as hearing loops, wheelchair access, or high-backed chairs, are also available upon request. There will also be a quieter room available on the day.

The main auditorium features a high-tech hearing system, allowing delegates to connect via personal headphones or Bluetooth directly to hearing aids for audio streaming.

[More information about the venue can be found on their website.](#)

## Transport

Perth Concert Hall  
Mill Street,  
Perth,  
PH1 5HZ

The venue is easily reached from Perth train station and the walk should take approximately 15 minutes. There is also a taxi rank located outside the station.

The venue is 800m from Perth Bus Station on Leonard Street.

There is a multi-storey car park on Kinnoull Street. Payment is via ticket machines or through the RinGo app.