



**Good Practice**

**Objective**

<p><b>BANANA Campaign</b></p>	<p>To raise the profile of affordable housing and to help engage and inform communities about the wider issues.</p>
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**Detail**

The BANANA campaign (Build Absolutely Nothing Anywhere Near Anything), which provided a humorous angle to a serious barrier, involved t shirts and posters with bananas printed on them, top trump cards, and balloons at Bonsall Carnival whilst also giving out bananas - all helping to raise the profile of new affordable homes and their importance in sustaining rural communities.

The Rural Housing Enabler has used the banana theme as part of her work, supported by the Head of Housing.

Using the banana theme at events has allowed us to promote a positive discussion of the importance of affordable housing. Although Parish Councils are often very supportive of affordable housing, it is important to present positive images and messages that encourage a positive local debate.

## Outcomes

Positive campaigns with a touch of humour help to promote the positive message about affordable housing.

**Update – 2012** This campaign related to a specific site in the village of Bonsall. The proposed development has met with considerable opposition from some people in the village. However the District Council remains fully committed to the scheme and we hope to see progress in 2012/13. The Banana campaign was also used in the market town of Bakewell to promote a Town Housing Needs Survey, using the same concept. In addition we worked with a local ice cream producer to develop a Banana flavour ice cream. The needs information generated from the Bakewell Town Needs survey ensured site appraisal work could begin with the Town Council. Several sites were identified and the most appropriate site, which could provide up to 45 homes is being pursued.

The Improvement and Development Agency have highlighted the BANANA Campaign as an example of good practice. See also: [BANANA](#)

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Rural Affordable Housing  
Project

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