

# Stop Social Housing Stigma Resident Led Campaign

Quick update on our campaign  
Our Pledge and Toolkit – an  
opportunity for you to be involved  
March 2024



**The Committee**

# WHO WE ARE



**A Resident-led Committee  
Working to create stigma free Social housing**



# Our Vision

“To drive forward from a tenant perspective, the impact of social housing stigma, by raising awareness, challenging & taking positive action to eradicate stigma in social housing”.

**We are positive & solution focussed in our ambition**

# Civil Servants and Baroness Scott

## Civil Servants

We have been meeting officers and directors of DLUHC for the last 18 months

### In May 2023, we met Baroness Scott to:

- Invite her to part fund the toolkit and landlord/contractor/tenant group pledge, which could impact on all tenants and communities
- Understand our part in the references x 3 to stigma, (including 2 actions) in the Better Social Housing Review, which we worked on with the CIH
- Ensure DLUHC address social housing stigma in new Consumer Regulations

## Update

DLUHC have responded by creating a draft directive to the Regulator which includes addressing social housing stigma, in their draft Conduct and Competency Standard. This includes a requirement for landlords to address stigma

Stigma does not yet appear in the new Regulations, **so we ask you all, to press DLUHC and RSH to include addressing stigma when you respond to their new Conduct and Competency standards consultation (closes 2.4.24).** If we are a lone, voice – this may not happen

# TPAS Contractors and Partners

TPAS have been enormous supporters of our campaign

We did a seminar in April 2023 for TPAS contractor and suppliers - over 60 organisations!

We have since had offers of support from individual meetings ever since, including:

- Requests for us to train their staff on what social housing stigma feels like and how to avoid this
- A tentative offer of an apprentice – part time to manage our communications, website and social media
- Met with sub-contractors to tell them about our campaign
- Offers to help us develop a **contractor pledge** in line with our pledge and toolkit

# Regulator of Social Housing – June 2023

*Consumer Regulations have not enabled stigma to be prioritised for action, by landlords and their partners - it was the biggest problem for tenants (even above repairs) in the post Grenfell Ministerial visits to meet with tenants.*

**The Social Housing Green Paper majored on stigma – we want to ensure it is not lost in new Consumer regulation, so we asked RSH to:**

- Capture the Better Social Housing Review actions to address social housing stigma, in their first draft of new Consumer Regulations.
- Ensure the definitions of conduct, competency and professionalism pick up the need to address unconscious bias, and
- Ensure officer/contractor awareness of the part they play in social housing stigma
- Be more explicit about addressing stigma in new regulations – the current requirement on economic, environmental and social well-being are not sufficient

**This requirement has not yet been published and is expected later in 2024**

Positively RSH have lent their written support to our proposal for an anti-stigma pledge and toolkit bid to DLUHC.....

# What else?

- **TAROE** helped us to help us with our review of our terms of reference and constitution – this is now complete and agreed at our AGM in January 2024
- **Four Million Homes**, agreed to put on a seminar about our work in 2024, as part of their webinar series. They will mention our campaign as part of their other training. They helped us promote our AGM to all tenants.
- We are **recruiting for SSHS members** – including landlord members and tenant committee and other supporter members from contractor, suppliers, and consultants in social housing. **Would any of you like to join our campaign? We would love to have more tenant and landlord members? Please get in touch**
- We are **available to come and speak to tenants, staff and contractors**, to show them what we are doing and to promote our work and explain how they can get involved

# Our key project for 2024-5: Anti Stigma Pilots

We have been working with Universities of Durham and Sheffield Hallam, TPAS, CIH and YDConsultants, for many years – but this project was born in 2022.

The Universities have drawn down a grant from July 2023, and everyone else is giving their time and resources free of charge, to make this happen.

The Universities will use of all **the research and reports** completed so far on stigma, working with us to:

1. Develop a **DRAFT pledge** for supporter tenants/landlords to agree to address stigma and sign up to this: work to led by Universities, CIH and SSHS.
2. Produce a **DRAFT toolkit (policies, case studies, self-assessment and action plan)** which supporters will apply locally, from previous research, led as above
3. Apply them in practice to **6-9 willing Pathfinder landlords and their tenants**, and follow that story to understand their experiences - monitored by the Universities
4. Allow our **Supporters landlords and their tenants** to use the **draft pledge and toolkit**, then meet them to pick up their learning at the end of the project, reviewed by the Universities.
5. **Apply all learning into a Final Pledge and Toolkit for the sector and launch it for the whole sector – which we, the Universities, CIH and the National Tenant Organisations will promote (RSH have pledged they will review usage of this, as part of their Inspection Process, as a tool of listening to customer voices)**

# How can you help

1. Please promote our work now ,and when the project starts
2. Join us and support our campaign – *our details are on our last slide*
3. *Complete our survey before the end of March: for tenants, landlords and contractors/stakeholders:*  
<https://stopsocialhousingstigma.org/social-housing-stigma-survey/>
1. Help us by working together, with us to design the draft pledge and desired content of the toolkit (**there is an opportunity to volunteer in the survey**) **to attend a focus group in your region, or on line**
2. Share your experiences of addressing stigma, for our case studies, which CIH will promote
3. Be a Pathfinder or Supporter of our development of the pledge/toolkit, so we can monitor your application of our draft for 6 months as you apply the pledge and toolkit, so we can polish up a final version for the whole sector to use
4. Get recognised for your work in our final report, either anonymously or in a named capacity

**Will you become a Member of SSHS – this is free**

**Will you become a Pathfinder or Supporter to trial our toolkit?**

Do you have any questions for us?

Thanks so much for your time and support for our work



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