

## Summary - the tackling social housing stigma journey planner

- *They're only tenants... what do they want to know that for?*
- *We know what's best for you*
- *It's a culture of disrespect and distrust*
- *You're getting free repairs – what are you complaining about?*
- *That'll do – they're only tenants*
- *What does it matter if we're late for a repairs appointment? They're just tenants – they haven't got anything better to do*
- *You should be grateful that you have a social housing home*
- *They think we're thick, stupid and lazy*
- *We put loads of work into designing and building properties – then the tenants move in and trash them*
- *Tenants are all on benefits and cannot support themselves*
- *It's all single mums in low paid jobs, seeking benefits.*

These are a small selection of many comments made to us by tenants about their experience of social housing stigma. Some are what tenants have said in our recent consultations they have heard staff say.

Anyone who lives or works in UK social housing has come across attitudes like these. Social housing stigma was the most important issue raised by tenants in meetings held following the Grenfell fire tragedy with the then Housing Minister.

This led to the development of **Stop Social Housing Stigma (SSHS)** – a tenant-led campaign to present a positive image of social housing and its tenants and to challenge the stigma attached to social housing.

**SSHS** working with the **University of Durham, Sheffield Hallam University, Chartered Institute of Housing (CIH), TPAS** and **YD Consultants**, have developed a **tackling stigma journey planner** based on what tenants and landlords have said is important.

The journey planner is a framework for tenants and landlords to use to plan a journey to tackle stigma. We have set out in the detailed journey planner how it will help landlords comply with various parts of the new **Consumer Regulatory Standards** for Registered Provider landlords. The journey planner will particularly assist tenants and landlords work together to define what it means to comply with the standard that requires landlords to treat tenants with **fairness** and **respect**. We also hope that applying the journey planner will result in improving the **Tenant Satisfaction Measures** that landlords are required to assess.

Tackling social housing stigma is a *journey*. We don't quite know the destination or whether we will ever arrive and different organisations are at different stages of the journey. Some have left the station and are making good progress; some are waiting for the train to depart; some are searching for the right platform. And ... some don't appreciate yet the benefits for tenants of making the journey at all!

But what we know from our consultations is that the journey needs to be taken and the housing sector – tenants, landlords and their partners - need to learn together about what works and what doesn't work in relation to addressing social housing stigma.

## **Developing the journey planner**

If you want our help to navigate the **tackling stigma journey planner** please get in touch with us through

Nic - [info@stopsocialhousingstigma.org](mailto:info@stopsocialhousingstigma.org) or 07947 019287 or

Mercy - [stigmaconsultation@gmail.com](mailto:stigmaconsultation@gmail.com) or 0191 3345107

We are launching the **tackling stigma journey planner** in its current form because we want tenants and landlords to test it out and to tell us what works and what doesn't in what we have assembled. It's aimed at getting everyone thinking!

The journey planner consists of:

- **train tickets** – a set of commitments that will help you to board or remain on the tackling stigma train (set out below).
- **your travelling options** – a set of questions designed to help tenants, landlords and partners decide where your tackling stigma train is going; when you are going to take each leg of the journey; and the actions and plans you need to make so that your journey is successful.

Our intention is that:

- a) the landlord, tenants and others workshop the stigma journey planner together in whatever way that suits them
- b) they pick out the parts of the journey planner right for them at that time and focus on some or all the stigma journey planner
- c) an action plan is developed to achieve ambitions coming out of the introductory journey planner workshop(s)
- d) targets and milestones are set in the way that the landlord would normally set them.
- e) prospective evidence of targets and milestones will be identified and gathered over a period of time.
- f) the landlord, tenants and others get back together after a period of time to consider what progress had been made and to make plans to get to the next station.

In general, it is intended that everyone will work together to address negative stereotypes by making sure that tenant voices are heard, and tenants are treated fairly and with respect.

# The tackling social housing stigma journey planner

## The train tickets

The tackling social housing stigma journey needs an ongoing and clear commitment by landlords to work extensively with tenants to address stigma and to review progress in partnership with tenants.

Within the landlord:	
Ticket (a)	<b>Progress moves at the speed of trust</b> – doing what is necessary to build trust between tenants and the landlord
Ticket (b)	<b>Tenants Leading Change (TLC)</b> - enabling tenants to play leading roles in decision-making
Ticket (c)	<b>Fairness and hearing every voice</b> – how do we ensure a diversity of opinions and inclusion of wide-ranging views?
Ticket (d)	<b>A culture of respect</b> , listening, explanation, dialogue and partnership with tenants
Ticket (e)	Tackling social housing stigma in <b>communications</b>
Ticket (f)	Tackling social housing stigma in <b>service delivery</b>
Ticket (g)	Tackling social housing stigma in <b>repairs</b>
Ticket (h)	<b>First-class staff</b> that demonstrate values and respects and address conscious and unconscious stigmatising attitudes and behaviours
Ticket (i)	<b>Stigma and governance</b> – ensuring the governing body considers how stigma impacts tenants and can be tackled
Outside the landlord:	
Ticket (j)	<b>Celebrating social housing</b> , volunteers and community work done by tenants
Ticket (k)	<b>Enabling tenants as ambassadors</b> to tackle social housing stigma
Ticket (l)	<b>Unite with tenants</b> - work with the tenant movement to tackle societal social housing stigma

Download the full journey planner from [here](#)