



THE 11TH NATIONAL
**TENANT
PANELS** CONFERENCE

1ST DECEMBER 2021 | 10:00 AM - 4:00 PM | ONLINE EVENT

Stop Social Housing Stigma Campaign

Working to create stigma free communities!



Doncaster



Leicester

What is our purpose?

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

What will we do to achieve this?

1. Instigate and develop local and regional awareness campaigns with both landlords and tenants, and from this develop local champions and actions plans to address social housing stigma across England
2. Support individual campaigns of tenants and landlords who have been subjected to stigma, with ideas for ant-social housing stigma campaigns
3. Call out and comment on anything which further stigmatises stigma in social housing
4. Work with, contribute and promote good practice and research aimed at reducing and eradicating stigma campaigns in social housing
5. Work in partnership with the Government and the Regulator of Social Housing on business which supports our campaign
6. Work with key housing influencers on like-minded campaigns to promote how stigma can happen and how they and we can help to eradicate stigma, for example universities, professional and membership bodies within the housing and related sectors
7. Support other anti-stigma campaigns, which if successful, might have positive impact on our own purpose

The way we intend to do business

1. For each of the above 7 objectives, which will be measurable and timebound, we will develop an action plan, for delivery
2. Through a Tenant led Committee, we will drive our campaign to deliver our purpose
3. Our action plan, will be a transparent forward plan so tenants, landlords and partners know how they can support our campaign and get involved to help us to be successful
4. We will be open and accountable to everyone – using social media and the website to communicate out what we are doing, who is supporting us and the part they play, as well as good practice and research available for those who share our purpose
5. We will agree our values and behaviours, including these in our code of conduct for our members in a way which is fitting for an inclusive, focussed, business like and passionate campaigning voluntary organisation

History of Stop Social Housing Stigma

- **Founded in 2017**
- **Start up journey**
- **See The Person launch at Houses of Parliament**
- **Who attended event**
- **Pledges by local MP's**



How the media see us!

- Stigma that hit the headlines
- Stigma is not just within social housing landlords



Stigma that hits the headlines

Excluded tenants gain access to gym and pool in London complex



Why do tenants have to
put up with this stigma?

Overcoming the Stigma of Social Housing

Report by Professor Anne Power and Dr Bert Provan (2017)

Recommendations.

- People without direct experience of social housing to share the narrative from tenants; and Journalists and media workers to ask them to present a more balanced portrayal of those living in social housing.
- See the increasing stigma in the context of policy changes and service cuts.
- Learn the lessons of the past. Quality must be at the heart of the housing we provide and the management of housing must pay attention to the voices of the people living in it.
- As well as working with media, politicians and others, those housing providers seeking to dispel stigma must take action in their own organisations to develop a narrative that is positive and respectful about the tenants they serve.

“It’s not okay Guide”

It’s not okay

A guide to tackling stigma in social housing

August 2020



- The toolkit/guide and why it’s important.
- How we hope it will be used.
- Quotes from the guide.

- **Raising Concerns**
- **Why it was written**
- **Bad and good practice**

• <https://www.cih.org/media/wlmc11bd/0456-its-not-okay-v2.pdf>

It's not ok

Croydon

- Black mould
- Leaks
- The worst conditions ever seen
- Tenant made to feel “Like I am not human”
- Landlord would not listen



Bristol

- Black mould
- Had to live in one room with 2 children
- Landlord would not listen
- Nothing was done



This is the reality!



Social housing

Spacious and green: inside
Norwich's award-winning
new council houses



Doncaster



Ipswich

Stigma and Social Housing in England

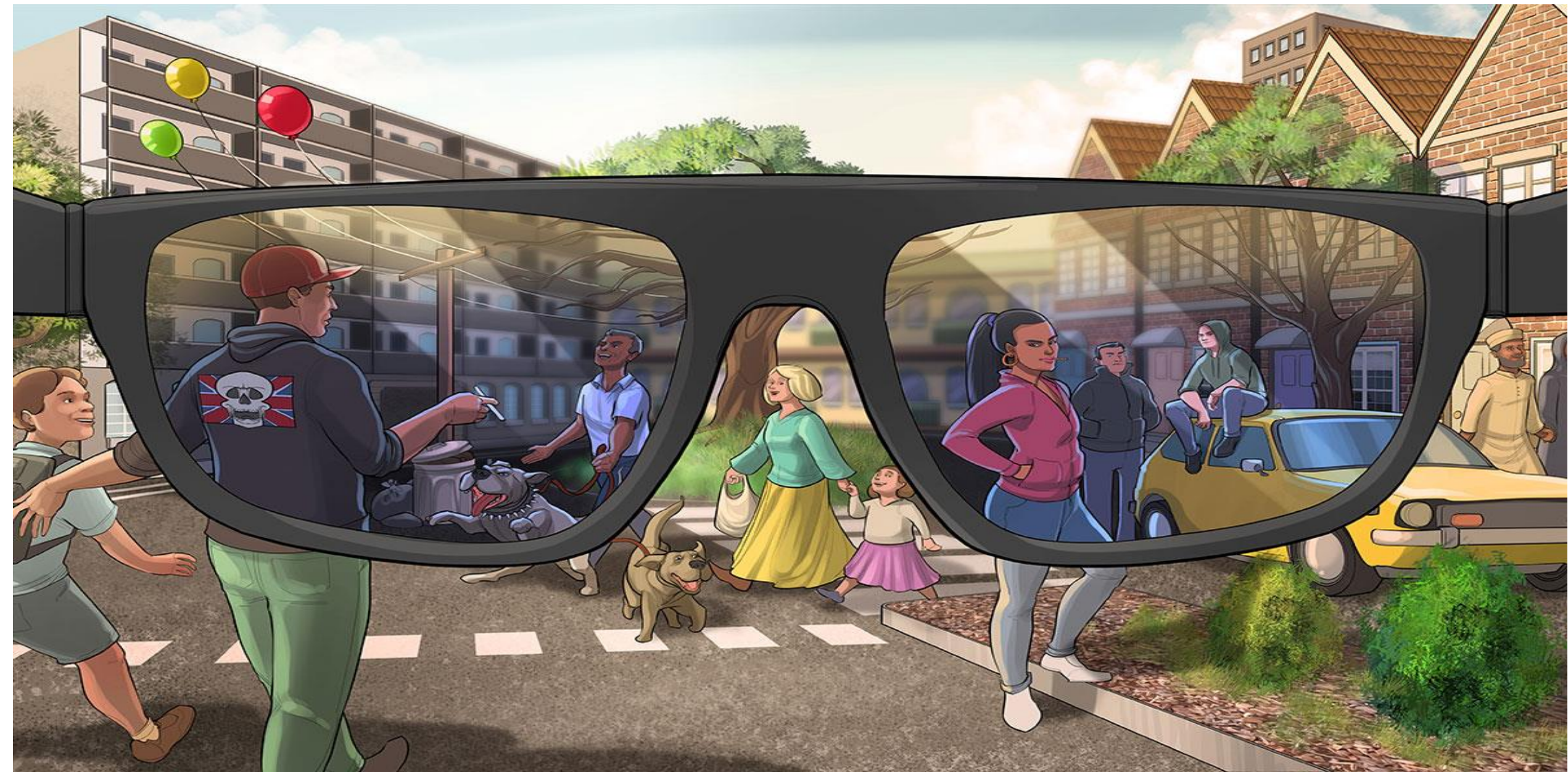
Amanze Ejiogu & Mercy Denedo



Stigma and Social Housing in England

Dr. Mercy Denedo (Durham University)

Dr. Amanze Ejiogu (Newcastle University)



Source: Inside Housing

Objectives

- To develop an in-depth understanding of how stigma is constructed, experienced and challenged in social housing in England.
 - ✓ **How actors in the social housing sector in England (tenants, politicians, registered providers etc) contribute to the construction of stigma.**
 - ✓ **How tenants (and other actors) have experienced stigma and its impacts on them.**
 - ✓ **How social housing stigma is being challenged**

Methods

- Analysis of documentary archives, press archives and oral history (from interviews, audio and video archives)
- Exploring the social media campaigns of advocacy organisations, practitioners and professional bodies on Twitter and Facebook aimed at challenging stigma in social housing
- Semi-structured interviews and focus groups
 - 45 individual interviews and 29 focus groups with over 200 participants

Constructing Stigma in Social Housing

- Pre 1970

Social Housing History

The early history of social housing in Britain

[HOME](#)

[THE VICTORIAN AGE](#)

[THE LONDON COUNTY COUNCIL](#)

[POST WW1](#)

[LESSONS LEARNT](#)

[CONTACT ME](#)



Homes Fit for Heroes

Constructing Stigma in Social Housing

- **Pre 1979**

- By 1969, about 34% of the population lived in social housing
- View started to develop that social housing was subsidised and therefore residents were *'getting something on the cheap'*
- issues of anti-social behaviour started to emerge in social housing estates, which were linked to the planning and construction of the estates.

Constructing Stigma in Social Housing

- **Post 1970**

- Politicians, Policies and Politics

- ✓ Promoting home ownership, right to buy, residualization

- ✓ Stigmatizing to justify policies e.g. welfare reforms

- Media

- Social Housing Providers

- Absence of Tenant Voice

Complexity of Social Housing Stigma

- **Intersectionality**

- Drugs and Crime
- Mental Health and Disabilities
- Poverty, Benefits, Employment and Class
- Race and Immigration

- **Variations**

- Regional Variations
- Generational Variations



Experiencing Social Housing Stigma

- Stigma has practical consequences for social housing tenants. It intrudes into their everyday lives, impacting their quality of life and life chances. We highlighted several aspects and examples of this:
 - Social Housing Providers & their Contractors
 - Police
 - GP
 - Council
 - Postcode stigma
 - Work
 - Education
 - Poor Doors
 - Homeowners and Neighbours

Challenging Stigma

- Planning and Regeneration
- Staff Training and Tenant Engagement
- Protest and Arts
- Counter-Narrative

A-side B-side Gallery

352 Mare Street, London, E8 1HR

The Poor Door

Event



'Yellow Curtain' by Lee Maelzer

The Poor Door exhibition is an arena for debate and discussion surrounding the housing crisis, an opportunity to challenge the status quo and to campaign for change through visual language including painting, photography, sculpture and performance. The title is inspired by the furore over the development at One Commercial Street in Aldgate, which was built with two separate entrances. Luxury marble floors, chandeliers and concierge for the wealthy city workers, and a side-alley door for the 'affordable' housing tenants. The Poor Door is a growing trend in new housing developments in London, but this divisive phenomena seems reminiscent of the Victorian era.

"In a civilization frankly materialistic and based upon property, not soul, it is inevitable that property shall be exalted over soul" – Jack London *The People of the Abyss*

Artists

Alison Berry, Rebecca Byrne, Tinsel Edwards, Mars Gomes, Kin, Lee Maelzer, Reena Makwana, S.P.A.R (with Brian Guest courtesy of Calum F Kerr), Tom Rizutto, Julia Russell.

Curators

Tinsel Edwards

Recommendations

Policy and political arena:

- Government needs to adopt a rights based approach to housing which views access to affordable housing as a fundamental human right. Taking housing as a fundamental human right seriously would entail a complete rethink of the purpose of social housing and more particularly:
 - Moving away from policies of residualization of social housing and the promotion of home ownership as a more superior tenure than renting.
 - Acute shortage of safe and affordable housing has been used as a tool to stigmatize social housing residents. There is a need for investment in social housing to drive significant increase in social housing stock.
- Politicians need to stop their use of stigmatizing language and rhetoric in relation to social housing.
 - Recognize the intersection of social housing stigma with other stigmas and develop policy measures, which take a holistic approach to challenging stigma.
- **Social housing sector:**
 - Creation of a strong tenant voice at national, regional and local levels.
 - Redesigning the regulatory and governance arrangements of social housing providers to make social housing providers more accountable to tenants.
- **Media**
 - Balanced and fairer reporting of social housing

Consultation

- To achieve meaningful change, there needs to be honest and spirited engagement around these issues by all stakeholders in the social housing sector
 - What should the purpose of social housing be?
 - Should access to affordable housing be recognized as a fundamental human right and who should have access to it?
 - How can we encourage politicians to limit/stop their use of stigmatizing language and rhetoric in relation to social housing?
 - How can we encourage the media to be more balanced and fairer in their reporting of social housing?
 - How can we create a stronger and more effective tenant voice at the local and national levels?
 - How can we make social housing providers more accountable to tenants?
 - How can we build a sustainable and inclusive social housing system devoid of stigma?



Get behind us



@sshscampaign



- Events and training
- Involve your tenants



Our Sponsors

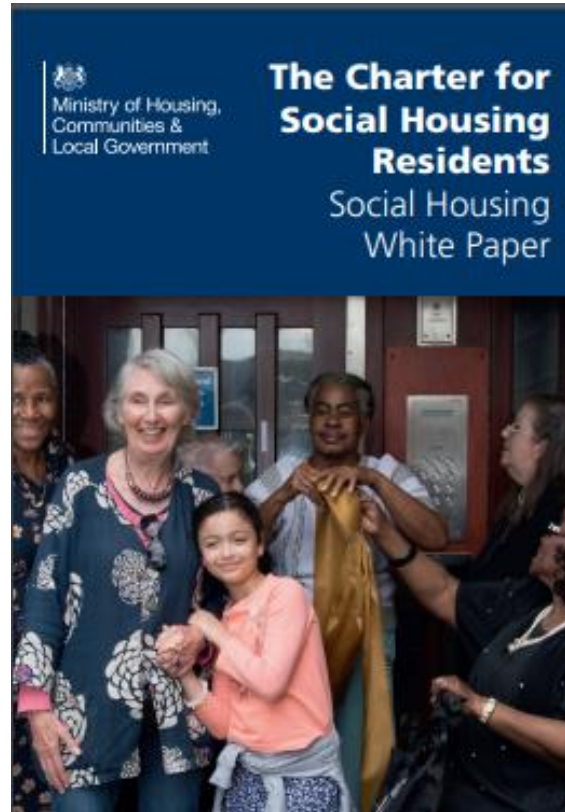
Amicus Horizon
Aspire Housing
Blackpool Coastal Homes
Bolton at Home
Broadland Housing Association
Cheltenham Borough Homes
Coastline Housing
Curo Group
Derby Homes Limited
Homes in Sedgemoor
Hull City Council
LiveWest Housing
Mosscafe St Vincents Housing Group
Northwards Housing
Optivo
Progress Housing Group
Red Kite Community Housing Association

Riverside Housing Group
Rochdale Boroughwide Housing
Soha Housing
South Yorkshire Housing Association
Town & Country Housing Association
Walsall Housing Group
Wolverhampton Homes
WyThenshawe Community Housing Group
National Federation of ALMOS
John O'Connor Grounds Maintenance
Association of Retained Council Housing
National Housing Federation
Chartered Institute of Housing
Travis Perkins



White paper recommendations

- To be safe in your own home
- To know how your landlord is performing
- To have your complaints dealt with promptly and fairly



- To be treated with respect.
- To have your voice heard by your landlord
- To have a good quality home and neighbourhood to live in

[The charter for social housing residents: social housing white paper](#)

Stop Social Housing Stigma Pledges

WHAT WE WANT ALL LANDLORDS AND POLITICIANS TO PLEDGE

- PLEDGE TO LISTEN
- PLEDGE ATTENTION TO EQUALITY AND DIVERSITY
- PLEDGE INCLUSION THROUGH A COMMUNICATION CHARTER
- PLEDGE TRANSPARENCY
- PLEDGE TO BE OPEN MINDED
- PLEDGE TO RESECT TENANTS AND THEIR HOMES

How you can get involved!

- Join our new campaign
- Sponsor us
- Email us at stopsocialhousingstigma21@gmail.com
- **Twitter:** @sshscampaign



Questions

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Answers

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Lunch break

Please come back at 2pm using
the same link as this morning



Torus Tenant Voice

www.torus.co.uk

Torus Overview

Torus Group

38,000 properties Liverpool, Warrington and St Helens

1. Great **Homes**
2. Strong **Communities**
3. Ambitious **Developments**
4. Commercial **Contracting**
5. **Corporate** Core



Tenant voice strategy

Our Vision

Our vision is for tenant involvement to continue to be ingrained in our culture, with tenants influencing all that we do at every level of our organisation and helping to shape and improve services. We want tenants to feel they are listened to, valued and their views acted upon

Aims of the Strategy:

1. To create a framework that offers a range of accessible ways to be involved and encourages a diversity of tenants to be actively involved in shaping, improving and scrutinising services. Demonstrating the impact of tenant involvement through an outcome led approach.
2. To ensure Regulatory Requirements set out in the Tenant Involvement and Empowerment Standard are met and we are responsive to the changing environment and new legislation.



Torus Tenant Voice Strategy

2019 - 2022



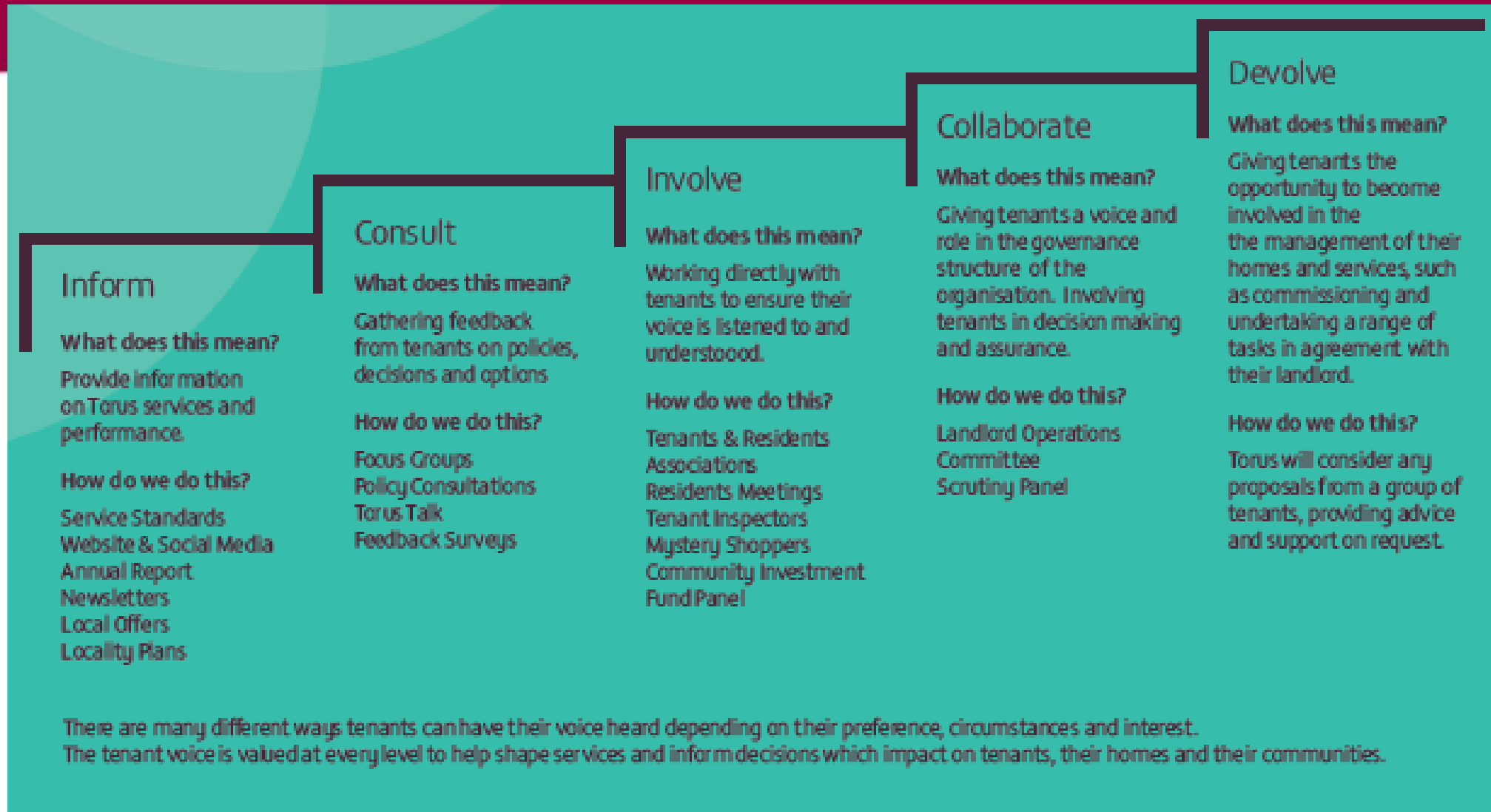
Objectives

The strategy has the following objectives:

1. Create and embed a new culture for tenant involvement and adopt one approach across the heartlands of Liverpool, Warrington and St Helens.
2. Learn from Best Practice to create an involvement structure which encourages more tenants and customers to have their say, offering greater levels of influence to a diverse range of tenants ensuring the tenant is heard.
3. Develop tenant led scrutiny to strengthen our commitment to co-regulation and influence and drive performance
4. Enable involvement by providing capacity building and training for tenants and staff
5. Ensure compliance with the Tenant Involvement and Empowerment Standard
6. Respond to the requirements of the Together with Tenants Charter and legislation resulting from the Social Housing Green Paper and new regulatory requirements.

These objectives aim to build upon on our strong foundations for tenant involvement whilst also responding to feedback from tenants (as part of the consultation process) and as appropriate the themes set out in the green paper, a New Deal for Social Housing

Ladder of engagement & participation



How tenants can be involved



**Landlord Operations
Committee (LOC)**

**Scrutiny
Panel**

**Tenant
Inspectors**

**Community
Impact Days**

**Mystery
Shoppers**

**Volunteer Policy
Consultants**

**Torus Talk
Facebook Group**

**Tenants & Residents
Associations**

**Feedback
Surveys**

Landlord Operations Committee



Ray Jones- LOC Member

Tenant Scrutiny Panel

James Heneghan
Scrutiny Panel Member



Feedback on Services Tenant Inspectors



- Monthly Inspection Programme
- Bank of 28 volunteer inspectors

Virtual Inspections on Local Offer Commitments

- Complaints Process
- Anti-Social Behaviour
- Rents
- Looking After Your Home
- Tenancy Management



Questions Responses 1

Tenant Inspection - Safer Estates - Website

Safer Estates - Please review information on Safer Estates on the website

1. Name *

2. Heartland *

Liverpool

St Helens

Warrington

3. Does the website provide information on Torus Anti-Social Behaviour Policy? *

Yes

No

Other

4. Does the website provide information on how to report anti-social behaviour? *

Yes

No

Other

Policy Reviews

Volunteer Policy Consultants

- Bank of Interested Tenants
- Previously Face to Face, now Virtual groups
- Policies Reviewed in last 12 months
 - ✓ Repairs
 - ✓ Grounds Maintenance
 - ✓ Domestic Abuse
 - ✓ Safeguarding
 - ✓ Empty Homes

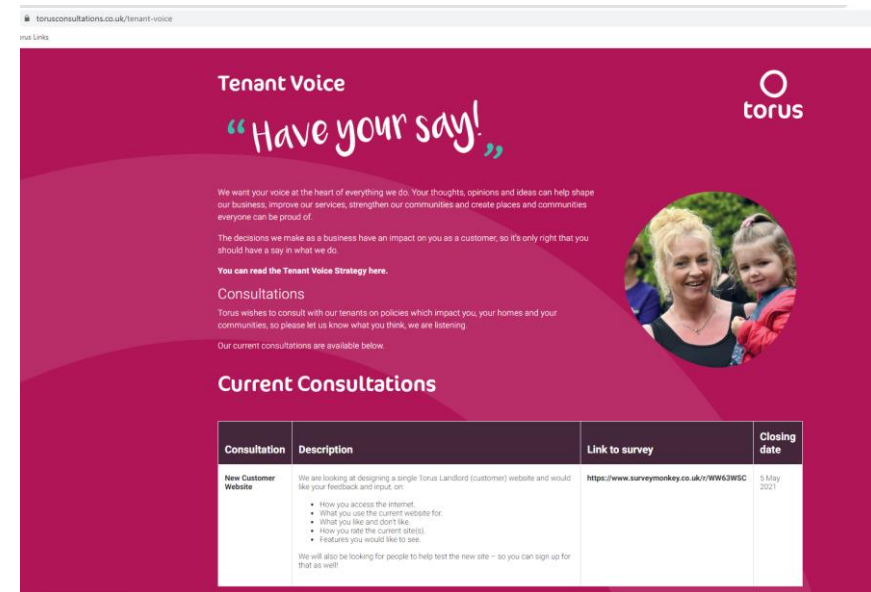


Digital Engagement



Torus Talk Facebook Group

- Surveys & Consultations
- Tenant Voice news and updates
- Over 500 members



Consultation Webpage

- Surveys & Consultations
- Open to all tenants
- Promote on Social Media



Outcomes of Engagement

Your Home Your Safety



Developed with tenants

Easy to read

Posted to all tenants

Outcomes of Engagement

New Kitchen & Bathroom Specification

- Agree new specification for kitchens and bathrooms
- Focus group to agree principals tenants wanted Torus to adopt – quality, choice and easy to maintain.
- Demo of proposed options – You Tube video filmed by tenant



Getting Tenants Involved

Tenant Voice Identity

Tenants feel part of a team

Promotional materials designed with tenants



Recruitment

- Social Media
- Tenant e-newsletter
- Paid Facebook ads under-represented areas
- Mailshots – successful recruitment to LOC and Scrutiny Panel
- Internal comms – encourage referrals

Capacity Building & Training

Practical Support & Training

- Invest in IT equipment for Scrutiny Panel & Tenant Inspectors – gifted a laptop and internet access if needed.
- Digital Skills training tailored for involved tenants – Teams, Online surveys and forms, internet safety.

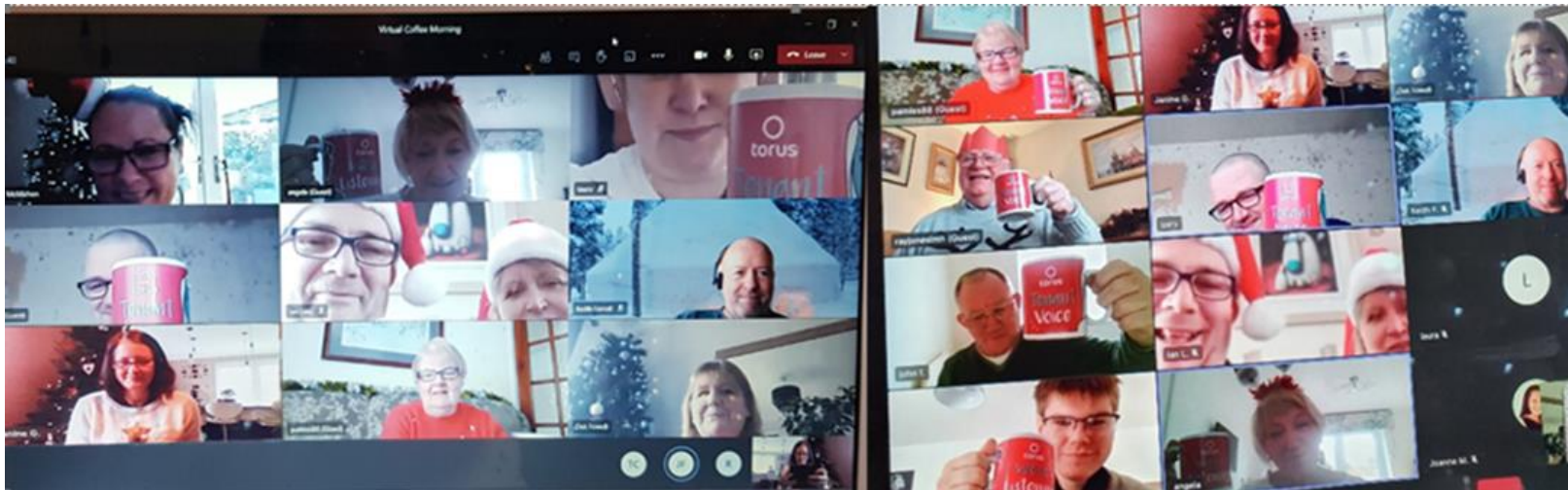
Skills to Hold Torus to Account

- LOC Training programme
- One off sessions – Housing Policy, Meet the Regulator, Housing
- In House training – Policies, Understanding data, Safeguarding



Top Tips

1. Invest in tenant engagement – time, training and resources
2. Working together – listen and act on feedback
3. Transparency and Trust
4. Learn from Best Practice – continuous improvement
5. Value & Recognise tenants – time, thank you cards, coffee morning & events



Thank you

Any Questions?



THANK YOU

FOR ATTENDING THIS EVENT

@NHC

Northern Housing Consortium

www.northern-consortium.org.uk