



### Who are we?

**Stop Social Housing Stigma Campaign**

### Contact Details:

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### 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 awareness campaigns with both landlords and tenants, and from this develop local resident ambassadors and actions plans to address social housing stigma across England
  - Invite residents to become “resident ambassadors” for the campaign
  - Develop an information pack for ambassadors
  - Partner with the ambassadors to establish the support they need
  - Support our ambassadors by holding meetings and running campaigns with tenants and landlords, locally
  - Speak at events and tenant and landlord conferences and AGMs
2. Support landlords, trade bodies, constructors and contractors with ideas for anti-stigma projects
  - Invite landlords and contractors to pledge their commitment as “official supporters” of the campaign
  - Give advice when stigma is identified
  - Provide training and support for staff and residents on addressing specific issues and complaints about stigma
  - Develop a support package for official supporters
  - Promote our supporters in their steps to addressing stigma

- Support and acknowledge the work of our supporters in our campaign in our literature, twitter and website
3. Call out and comment on anything which further stigmatises social housing
    - Ensure our campaign is positive and solutions focussed
    - Challenge and support the truth, through our twitter page, website local and national press
    - Use the press, for example Inside Housing, to promote and raise awareness of our campaign
  4. Work with, contribute and promote good practice and research aimed at reducing and eradicating stigma
    - Work with academics and research bodies to collaborate on good practice
    - Share good practice on our website and events
  5. Work in partnership with the Government and the Regulator of Social Housing to:
    - Develop a working relationship with the Housing Minister
    - Get our messages into the Social Housing Quality Resident Panel and Building Safety Resident Panels for mutual support
    - Ask MPs to voice our concerns and support our campaign, through legislation in the Social Housing Bill and the Levelling Up Bill
    - Work with government departments to help them understand and address stigma in their work
    - Work with the Regulator of Social Housing (RSH) to include outcomes in addressing stigma in their new Regulatory standards
    - Work with the RSH to include good practice in tackling stigma in their code of practice on resident engagement
  6. Work in partnership with trade bodies, membership bodies and housing influencers who have pledged their support, like the NHF, NFALMOs, ARCH, CIH, NHC, HACT, SHOUT and like-minded regional bodies to:
    - Ensure that our campaign is inclusive of Council, ALMO and Housing Associations residents
    - Give our campaign and our literature a platform at their conferences and events
    - Raise the profile of stigma with their members
    - Include addressing stigma into NHF code of governance requirements
    - Work with NHF and the Tenant Advisory Panel (Together with Tenants) to include addressing stigma outcomes into the Respect and accountability measures
  7. Support other anti-stigma campaigns, which might have positive impact on our purpose

### **How we do business?**

1. Through a Resident Only Committee, we will drive our campaign to deliver our purpose and articulate the resources and support we need, inviting sponsors for specific projects, promoting their support and the part they play, as well as sharing good practice and research
2. Promote social housing as a tenure of choice and run a positive campaign
3. Wrap our objectives into a Corporate Strategy, including a measurable timebound an action plan
4. Be transparent, open and accountable and share our minutes, decisions and measures of our success.

5. Invite everyone who has supported us to our annual event
6. Develop our values, behaviours and the conduct expected of ourselves and our active supporters in a way which is fitting for an inclusive, focussed, business like and passionate campaigning organisation
7. Have an action plan which is our transparent forward plan so, our partners know how they can support our campaign and get involved to help us to be successful
8. Turn our campaign into a Registered Charity
9. Work with existing supporters:
  - a) TPAS and CIH to develop a week-long twitter campaign, annually
  - b) TPAS to develop our webinars
  - c) TPAS and NHC who have already supported our campaign by having stalls at their conferences
  - d) CIH to further to develop the website which developed for us
  - e) Riverside Housing who are seconding our full time Campaign Co-ordinator
  - f) South Yorkshire Housing Association, who have offered us staff support to develop our marketing strategy and to apply for grants and funding and to develop our bid writing skills

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