

WHO WE ARE



A Resident-led Committee

Working to create stigma free Social housing the campaign was created in 2017, after the Grenfell Tower disaster, to continue to work in partnership with tenants, social housing providers and stakeholders, to change the negative perceptions that are associated with social housing and the people living in their properties and communities.

Civil Servants and Baroness Scott

Civil Servants

We have been meeting officers and directors of Department for Levelling Up, Housing and Communities (DLUHC)

- **In May 2023, we met Baroness Scott** OBE who was appointed Parliamentary Under Secretary of State at DLUC

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

TPAS Contractors and Partners

TPAS have been enormous supporters of our campaign

- Seminar in April 2023 for TPAS contractor and suppliers - over 60 organisations!
- Requests for us to train their staff on what social housing stigma feels like and how to avoid this
- 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

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 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** (Regulator of Social HousingRSH 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



@sshscampaign



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