



HM Government

Social Housing Partner Toolkit





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1. Campaign summary and partnerships opportunity

People living in social housing may experience a range of issues with their home that can seriously impact their health and well-being, such as damp or mould, leaks, broken locks, or the correct accessibility requirements not being made if they are disabled. Everyone deserves a home that is safe, secure, and well maintained.

This is why HM Government is launching the **'Make things right'** campaign to ensure those living with issues in their social housing know their rights, know how to complain, and feel empowered that their voice will be heard.

Our research shows that most social housing residents have had or do have issues with their homes, but residents often don't complain due to barriers such as not knowing the process or feeling like they won't be heard. Therefore, this campaign aims to advise and support residents to complain and improve their homes.

We are asking partners to support the campaign by sharing the messages and campaign materials with their communities to help social housing residents to make things right.

You can get involved by downloading the free assets within this toolkit and sharing them with your network. Assets include posters, social posts (animated and static), long copy, accessible materials and a staff briefing, designed to help you share the campaign with colleagues.



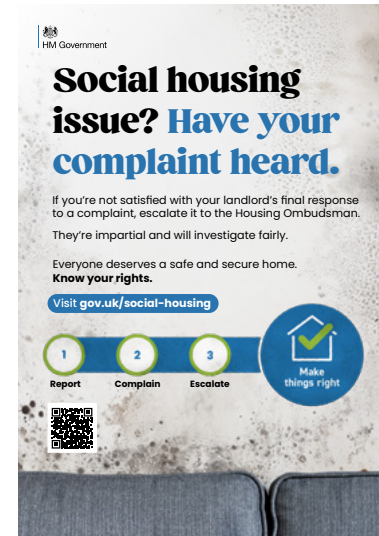
2. Campaign creative

We have developed a range of assets as part of the 'Make things right' campaign for you to use in your communications with people who live in social housing. The aim of the assets is to help raise awareness of the social housing complaints process and empower people to make things right.

There are three messaging variations which each address the different barriers people living in social housing may experience when facing an issue with their home. Each of these messages is available in two designs – mould and condensation.



Mould



Condensation



3. Partnership assets

We have created a suite of assets for use across your channels including:

- Social media assets including videos, images and copy
- Physical assets such as posters and leaflets which can be printed and distributed
- Draft copy which can be used to create newsletters and blogs



Download the essentials here

Boilerplate copy

The following copy has been provided to equip you with the key points of the campaign, this can be used across newsletters, on websites, or to inform staff and stakeholders.

[Download here](#)

Social Housing Issue? Know your rights, know how to complain.

Everyone deserves a home that is safe, secure, and well maintained.

If you live in social housing, your landlord is responsible to fixing issues, including damp and mould, leaks, broken locks or changes you need to your home if you're disabled. They can also help with anti-social behaviour, like noisy neighbours.

Know the steps to get an issue fixed.

Step 1. **Report** it to your landlord. Then, if it is not fixed...

Step 2. **Complain** through your landlord's complaint process, and if you're not happy with the final response from your landlord...

Step 3. **Escalate** your complaint to the Housing Ombudsman.

Advice about contacting the Housing Ombudsman.

The Housing Ombudsman is impartial, will investigate fairly and can order your landlord to take action.

Once the Housing Ombudsman has ruled against a landlord, they must show they are taking action within 6-8 weeks.

Last year, the Housing Ombudsman ordered landlords to pay over £1m in compensation to residents.

Know your rights, visit [gov.uk/social-housing](https://www.gov.uk/social-housing)

Staff briefing

This document can be used to brief staff who are working with people living in social housing. It gives an overview of the three step complaints process, advice about contacting the Housing Ombudsman and how they can signpost residents.


HM Government

Social Housing Complaints. Staff Briefing.



Animated social

The following assets are available for your use across your social media and digital platforms, including:

Animated 9:16
(suitable for Instagram stories)

Animated 16:9
(suitable for digital screens)

Animated 1:1
(suitable in-feed across social channels)

[Download here](#)



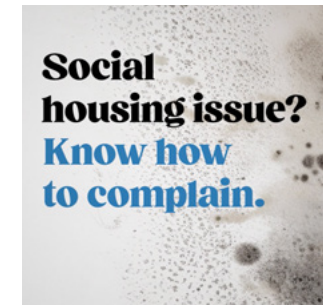
animated 9:16



animated 9:16



animated 1:1



animated 1:1



animated 16:9



animated 16:9

Static social

The following assets are available for your use across your social media and digital platforms, including:

Static 9:16
(suitable for Instagram stories)

Static 16:9
(suitable for digital screens)

Static 1:1
(suitable in-feed across social channels)

[Download here](#)



static 9:16



static 9:16



static 1:1



static 1:1



static 16:9



static 16:9

Post copy

Please use the following copy alongside the social media statics or animations when sharing across your social media channels.



Social housing issue?
Know the steps to complain.
Know your rights. Visit gov.uk/social-housing

Is a social housing issue giving you sleepless nights? Have your complaint heard. Visit gov.uk/social-housing

Social housing issue? Escalate it to the Housing Ombudsman. Know your rights, visit gov.uk/social-housing

Posters

We have developed A4 and A3 posters in digital and printable formats which you can display in areas with high footfall or dwell times.

Download the key pack of A4 digital posters, or the full pack of A3 and A4 digital and print posters.

[Download key pack](#)



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Social housing issue? Know how to complain.

- 1** Report it to your landlord.
- 2** Complain to your landlord, if you're still not happy.
- 3** Escalate to the Housing Ombudsman, if you're not happy with your landlord's final response.

Everyone deserves a safe and secure home. **Know your rights.**

Visit gov.uk/social-housing



Make things right



HM Government

Social housing issue? Know how to complain.

- 1** Report it to your landlord.
- 2** Complain to your landlord, if you're still not happy.
- 3** Escalate to the Housing Ombudsman, if you're not happy with your landlord's final response.

Everyone deserves a safe and secure home. **Know your rights.**

Visit gov.uk/social-housing



Make things right

Leaflets

We have created two leaflets which provide a clear, simple overview of the social housing complaints process and how tenants can make things right. The simple language leaflet sets out the process in English and the multilingual leaflet sets out the process in eight of the most spoken languages in the UK: Romanian, Polish, Arabic, Somali, Bengali, Punjabi, Gujarati and Urdu. These are available in print or digital formats.

[Download here](#)

HM Government

Social housing issue? Know how to complain.

Everyone deserves a safe and secure home.
Know your rights.

Visit gov.uk/social-housing



HM Government

Social housing issue? Know your rights, know how to complain.

Find out more in:

- Arabic
- Bengali
- Gujarati
- Polish
- Punjabi
- Romanian
- Somali
- Urdu

Know your rights.

Visit gov.uk/social-housing



Accessible materials

We have created accessible materials so the message is accessible to a wide range of audiences. Easy Read content lay it out using visual cues and very accessible language. Large print posters explain the process in a visually accessible way. You can download or print to share them with your audiences.

[Download here](#)

 HM Government **Large Print**

Social housing issue? Know how to complain.

- 1 Report** it to your landlord.
- 2 Complain** to your landlord, if you're still not happy.
- 3 Escalate** to the Housing Ombudsman, if you're not happy with your landlord's final response.

Everyone deserves a safe and secure home. **Know your rights.**

Visit gov.uk/social-housing



 HM Government **Easy Read**

Social housing

How to complain if there is a problem



 HM Government **Easy Read**

Social housing

If your landlord will not fix your problem



If you are not happy with the way your landlord deals with your complaint, you can tell the **Housing Ombudsman**.



The **Housing Ombudsman** is an independent service that looks into complaints about social housing and landlords.



Safe They will look into your problem. They will be fair. It is your right to have a safe home.



To find out more, you can look at our website here:
www.gov.uk/social-housing

This Easy Read poster was produced by easy-read-online.co.uk. The poster includes images licensed from Photosymbols & Shutterstock.



Signatures

These email and letter signatures can be used on your communications to show your support for the campaign and to direct residents to where they can receive more support. For letters please use the version with the QR code.

[Download here](#)



4. Contact details & thank you



Thank you for supporting this campaign.

Everyone deserves a home that is safe, secure, and well maintained.

By using these partner assets, you can help share the campaign's message and make a real difference to people living in social housing who may have issues with their home.

We'd love to hear from you about how you used these materials and the impact they had.

If you would like to discuss additional ways in which you can use this toolkit or provide any feedback, please get in touch.

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