

# Social Housing Fraud Communications Toolkit



Posters



Leaflets



As part of the national initiative to tackle social housing fraud, Communities and Local Government have produced a toolkit of leaflets and posters that can be used by social housing landlords to raise awareness and reporting of incidence locally.

All of the leaflets and posters can be adapted to include landlord logos and contact details. Amending, printing and distribution of the posters and leaflets are the responsibility of the social housing landlord.

## Stop Housing Cheats - Messages

Messages focus on the unfairness of social housing fraud and encourage people to report suspected incidence. The leaflet gives information on the types of social housing fraud.

For those social housing landlords who are offering the bounty incentive, the toolkit contains posters and leaflets which include a reward stamp. This uses the monetary incentive to encourage reporting of suspected fraud.

## Toolkit contents

Examples of the toolkit contents are available to view in PDF format at [www.communities.gov.uk/socialhousingfraud](http://www.communities.gov.uk/socialhousingfraud). They include two creative options of 'Referee' and 'Blurred man' which can be used either with or without the reward incentive stamp. We encourage use of either or both of these options.

## Materials consist of

### Poster A3

- 1x Referee creative
- 1x Referee creative with 'Reward' incentive
- 1x Blurred man creative
- 1x Blurred man creative with 'Reward' incentive

### Leaflet A5

- 1x Referee creative
- 1x Referee creative with 'Reward' incentive
- 1x Blurred man creative
- 1x Blurred man creative with 'Reward' incentive

### Newsletter/Press Adverts

Please adapt poster artwork size

## Using the toolkit

The toolkit is for use by Local Authorities and Housing Associations only and is specific to this campaign.

To adapt the leaflets and posters with your logo and contact details the toolkit will need to be ordered in 'InDesign' format.

## Ordering the toolkit

To order the free 'InDesign' format disk of the toolkit email [product@communities.gsi.gov.uk](mailto:product@communities.gsi.gov.uk). State the product code 978-1-4098-2053-6, the name of your organisation, the key contact in the organisation and the delivery address.

## Adapting the Poster and Leaflet

Amends to the leaflets and posters to include your logo and contact details will have to be made through a design agency unless you have in-house access to Adobe InDesign software. You must supply the design agency with the InDesign files and a copy of these guidelines.

## What you can't change

The toolkit content is copyright of the crown and amends to the main body of the text, strapline, font, images and layout and are not acceptable. Under no circumstances can the HM Government logo be moved or removed from the marketing materials

## What you can change

You are permitted to input specific branding and contact details for your organisation. These include:

- Input of relevant contact details for reporting incidence of social housing fraud. Contact information should only be added to the area as indicated in the creative by 'xxxxx'. In the leaflet the font used is Gill Sans Bold size 21 point. On the posters this information is in font Gill Sans Bold size 30 point.
- Input of your organisation as publisher on the poster and back page of leaflet
- Input of appropriate logo/s as in the area marked 'landlord logo' on all creative.
- The reward stamp can be adapted to include the amount of money offered as part of the bounty scheme. This is may be subject to legal considerations of the social housing landlord.

Permissions must be sought with the Department for any further inputs or amends.

## Printing and Distribution

Printing and distribution of marketing materials are the responsibility of the social housing landlord.

## Further Information

For further information on the use of the social housing fraud communications toolkit or to request artwork in another format please contact: [socialhousingfraud@communities.gsi.gov.uk](mailto:socialhousingfraud@communities.gsi.gov.uk)