



HM Government

Social Housing Partner Toolkit





Contents:

1. Campaign summary and partnerships opportunity

2. Campaign creative

3. Partnership assets:

Boilerplate copy

Animated social

Static social

Post copy

Posters

Leaflets

Accessible materials

Signatures

4. Contact details & thank you

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 launched 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 and accessible materials, 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.



Mould

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 £6m in compensation to residents.

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

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](#)



Mould animated 9:16



Broken window animated 9:16



Mould animated 1:1



Leak animated 1:1



Leak animated 16:9



Broken window animated 16:9

Static social

We have developed a suite of static social assets in English and six translated languages. They are available for you to 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](#)



Condensation static 9:16



Mould static 9:16



Condensation static 1:1



Mould static 1:1



Condensation static 16:9



Mould static 16:9

Post copy

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



If you've got an issue with your social housing, know the steps to make things right. Visit gov.uk/social-housing

Is a social housing issue giving you sleepless nights? Find out how you can have your complaint heard. Visit gov.uk/social-housing

Everyone deserves a safe and secure home. Know your rights. Visit gov.uk/social-housing

Posters

We have developed A3 posters which you can display in areas with high foot fall or dwell times. These are available with both the mould graphic or in a more accessible format.



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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



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



[Download here](#)

Leaflets

We have created a multi language leaflet which provides a clear, simple overview of the social housing complaints process and how tenants can make things right. The leaflet sets out the process in eight of the most spoken languages in the UK: Romanian, Polish, Arabic, Somali, Bengali, Punjabi, Gujarati and Urdu.

[Download here](#)



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

Find out more on page:

- 4. اللغة العربية
- 6. বাংলা
- 8. ગુજરાતી
- 10. polski
- 12. ਪੰਜਾਬੀ
- 14. Română
- 16. Af-Soomaali
- 18. اردو

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

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 www.gov.uk/social-housing



 HM Government 

Social housing

Speak to the Housing Ombudsman



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



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



Last year the Housing Ombudsman made landlords pay over **£1 million** to people who had problems in their homes.



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](http://www.easy-read-online.co.uk).
The poster includes images licensed from Photosymbols & Shutterstock.

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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.



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](http://www.easy-read-online.co.uk).
The poster includes images licensed from Photosymbols & Shutterstock.

Signatures

These email 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.

[Download here](#)



Social housing issue?
Know how to complain.

Visit gov.uk/social-housing



Social housing issue?

Visit gov.uk/social-housing



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.

socialhousingpartnerships@23red.com

