



UK Government

Social Housing Partner Toolkit



Contents

1. Campaign summary and partnerships opportunity

2. Awaab's Law

3. Campaign creative (Awaab's Law vs standard Make Things Right assets)

4. Awaab's Law assets

Boilerplate copy

Animated social

Static social

Post copy

Posters

Leaflets

5. Make Things Right assets

Boilerplate copy

Animated social

Static social

Post copy

Posters

Leaflets

Accessible materials

Signatures

6. 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 wellbeing, 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 UK 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 currently 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.

In October 2025, Awaab's Law came into effect to help make things right more quickly, by setting strict timeframes in which landlords must investigate and fix hazards in homes, and will be a key focus for the next burst of the campaign.

We are asking partners to support the campaign by sharing the vital 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. Awaab's Law

Awaab's Law is named in memory of two-year-old Awaab Ishak, who died tragically due to prolonged exposure to mould in his home. The first phase of the new law came into effect on 27 October 2025 to provide more protection to social housing tenants.

The important change for tenants is that landlords now have to follow strict timeframes for responding when a tenant reports an issue.

- Emergency hazards (e.g. dangerous electrical faults, damaged external doors or windows and major leaks) must be investigated and made safe within **24 hours**.
- Significant damp and mould hazards must be investigated within **10 working days** and then must be made safe within a further **5 working days**.

Ensuring social housing residents are aware of these important changes is a vital part of supporting them and making things right quicker.



3. Campaign creative

We have created a range of materials for partners to use in your communications with people who live in social housing.

By using both creative campaigns, people in social housing who need help, will be supported and empowered to make things right.

Awaab's Law assets

First, the new 'Awaab's Law' campaign creative which will help raise awareness of the new law. The two different assets communicate the new 'Make Things Right' within which landlords must investigate and fix emergency and significant hazards in homes.



Make Things Right assets

Secondly, the 'Make Things Right' campaign materials help raise awareness of the social housing complaints process. 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.



4.

Awaab's Law assets

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

- Draft copy which can be used to create resources in your own branding such as newsletters, blog posts or web content.
- Social media assets including videos, images and copy.
- Physical assets such as posters and leaflets which can be printed and distributed.



[Download the essentials here](#)

4. Awaab's Law assets

Boilerplate Copy (long)

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](#)

A new law in social housing

Everyone deserves a home that is safe, secure, and well maintained. Living in hazardous conditions can have a substantial impact on your health and wellbeing. Awaab's Law is a new law to help make things right more quickly by setting the time landlords must investigate and fix hazards in homes.

What is Awaab's Law?

Awaab's Law is named in memory of two-year-old Awaab Ishak, who died tragically due to prolonged exposure to mould in his home. The first phase of the new law came into effect on **27 October 2025** to provide more protection to social housing tenants.

What does it mean?

The important change for tenants is that landlords now have to follow strict timeframes for responding when a tenant reports an issue.

- Emergency hazards (e.g. dangerous electrical faults, damaged external doors or windows and major leaks) must be investigated and made safe within **24 hours**.
- Significant damp and mould hazards must be investigated within **10 working days** and then must be made safe within a further **5 working days**.

From October, Awaab's Law will cover all emergency hazards and all damp and mould hazards that present a significant risk of harm. In 2026 and 2027, a range of other hazards will be brought under the new law.

continues on next page...

4. Awaab's Law assets

Boilerplate Copy (long) continued...

[Download here](#)

What to expect from your landlord

If you have an issue with your home, particularly if you think it may pose a risk to your health and safety, report it to your landlord immediately. There are a number of ways to report it – for example directly from your landlord's website, by email, over the phone or in person.

Landlords will consider the issue and determine if it is covered by Awaab's Law and if so, they must respond to your issue within the new timeframes.

Emergency hazards that pose an immediate and significant risk of harm to your health must be investigated and made safe **within 24 hours**. Significant damp and mould hazards must be investigated within **10 working days** and your home then made safe within **5 working days**.

A landlord must also take tenant circumstances into account when assessing the risk of an issue. Tenants should make sure they say how the problem is impacting their household when reporting the issue.

Unhappy with the landlord's response?

If you've reported an issue and it hasn't been sorted or you're not happy, complain to your landlord through your landlord's complaints process. If you're not happy with your landlord's final response to your complaint, you can escalate it to the Housing Ombudsman. They are free to use, impartial and will investigate fairly.

Alternatively, you can go through the Pre-Action Protocol for Housing Conditions Claims. This is a process that helps tenants and landlords try to fix issues before going to court. You can find out more about this [here](#).

For more information on what a significant and emergency hazard is and further details on timeframes, please visit gov.uk/socialhousing-law

Making things right, quicker

4. Awaab's Law assets

Boilerplate Copy (medium)

[Download here](#)

A new law in social housing

Living in hazardous conditions can have a substantial impact on your health and wellbeing. Awaab's Law is a new law, to help make things right quicker by setting clear timeframes in which landlords must investigate and fix hazards in the home.

What does it mean?

Awaab's Law will come into effect on 27 October 2025. From this date, it will cover all emergency hazards (e.g. dangerous electrical faults, damaged external doors or windows, and major leaks) and all damp and mould hazards that present a significant risk of harm.

What to expect from your landlord

If you have an issue with your home, particularly if you think it may pose a risk to your health and safety, report it to your landlord immediately. There are a number of ways to report it – directly from your landlord's website, by email, over the phone or in person.

- Landlords must investigate an emergency hazard, like dangerous electrical faults, that pose an immediate and significant risk of harm to your health and make your home safe within **24 hours** of becoming aware.
- Landlords must investigate a significant damp and mould hazard that poses a significant risk of harm to your health and safety within **10 working days** and then must make the **home safe within 5 working days**.
- A landlord must also take your circumstances into account when assessing the risk of an issue. You should make sure you say how the problem is impacting your household when reporting the issue.

For more information on what a significant and emergency hazard is and further details on timeframes, please visit gov.uk/socialhousing-law

Making things right, quicker

4. Awaab's Law assets

Boilerplate Copy (short)

[Download here](#)

A new law in social housing

This new law is helping to make things right more quickly by setting the time landlords must investigate and fix certain issues. It will address all emergency hazards and all damp and mould hazards that present a significant risk of harm.

What to expect from your landlord

If you have an issue with your home, report it to your landlord immediately. There are a number of ways to report it – directly from your landlord's website, by email, over the phone or in person.

- Landlords must investigate and undertake work on an emergency hazard (e.g. dangerous electrical faults, damaged external doors or windows and major leaks) that poses an immediate and significant risk of harm to your health and make your home safe within **24 hours** of becoming aware.
- Landlords must investigate a significant damp and mould hazard, that pose a significant risk of harm to your health and safety, within **10 working days** and then make the **home safe within 5 working days**.

For more information on what a significant and emergency hazard is and further details on timeframes, please visit gov.uk/socialhousing-law

Making things right, quicker

4. Awaab's Law assets

Animated social

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

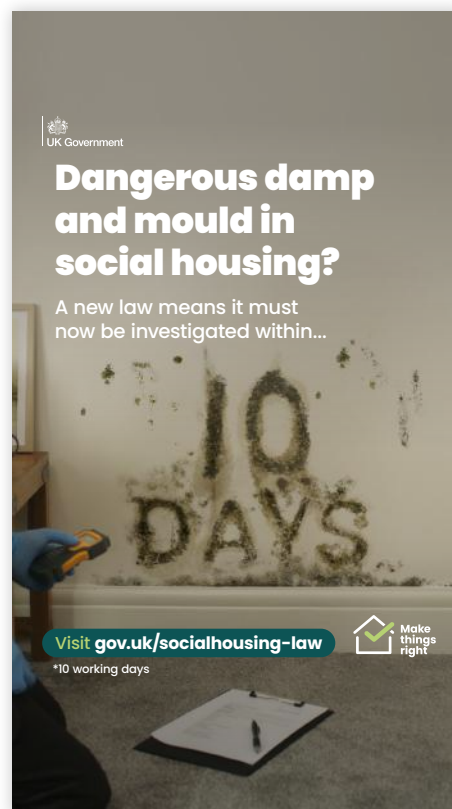
Animated 9:16
(suitable for Instagram stories)

Animated 16:9
(suitable for digital screens)

Animated 1:1
(suitable for in-feed posts)

[Download here](#)

Mould animated 9:16



Leak animated 16:9



Mould animated 1:1



4. Awaab's Law assets

Static social

We have developed a suite of static social assets in English and eight translated languages. They are available for you to use across your social media and digital platforms, including:

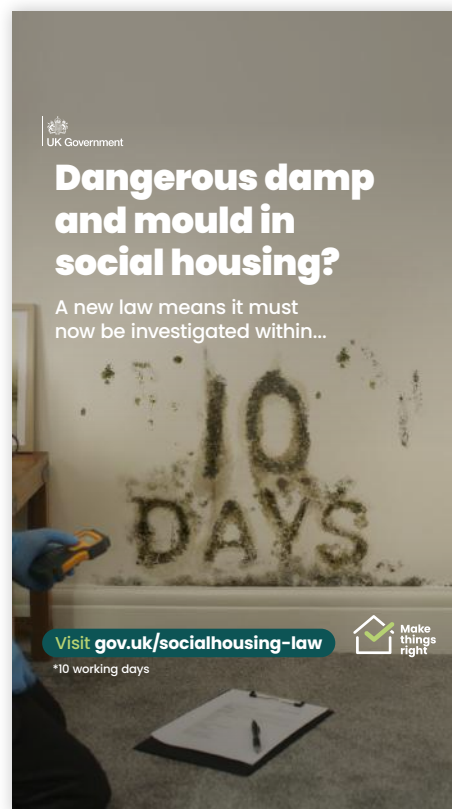
Static 9:16
(suitable for Instagram stories)

Static 16:9
(suitable for digital screens)

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

[Download here](#)

Mould static 9:16



Leak static 16:9



Mould static 1:1



4. Awaab's Law assets

Post copy

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

[Download here](#)



Mould and Damp copy

A new law means that once you report dangerous damp and mould, landlords must now investigate within 10 working days and then make it safe within 5 working days.

To find out more about what the new law covers, visit gov.uk/socialhousing-law



Leak copy

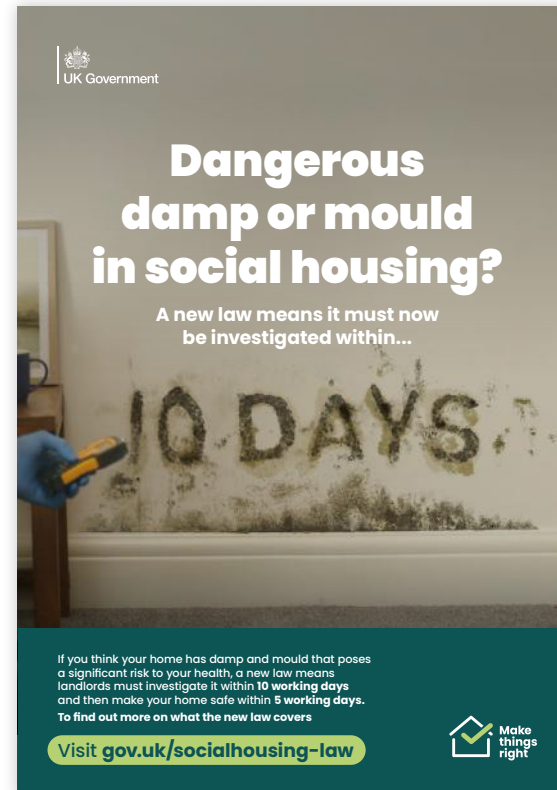
A new law means that once you report an emergency hazard, like a serious leak, landlords must now investigate and then make it safe within 24 hours.

To find out more about what the new law covers, visit gov.uk/socialhousing-law

4. Awaab's Law assets

Posters

We have developed A4 posters which you can display in areas with high footfall or dwell times. These are available with both the mould graphic or in a more accessible format.



[Download here](#)

4. Awaab's Law assets

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 widely spoken languages in the UK: Romanian, Polish, Arabic, Somali, Bengali, Punjabi, Gujarati and Urdu.

We have also created an information sheet which sets out the law change in more detail.

[Download here](#)



5. Make Things Right 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](#)

5. Make Things Right assets

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 for 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 free to use, 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.

In 2023, the Housing Ombudsman ordered landlords to pay over £6m in compensation to residents.

Know your rights, visit gov.uk/social-housing

5. Make Things Right assets

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)

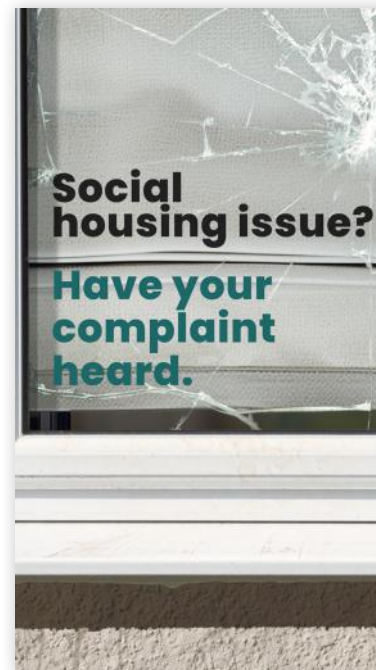
Animated 16:9
(suitable for digital screens)

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

5. Make Things Right assets

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

5. Make Things Right assets

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

[Download here](#)

5. Make Things Right assets

Posters

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

[Download here](#)



5. Make Things Right assets

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 widely spoken languages in the UK: Romanian, Polish, Arabic, Somali, Bengali, Punjabi, Gujarati and Urdu.

[Download here](#)



5. Make Things Right assets

Accessible materials

We have created accessible materials so the message is accessible to a wide range of audiences. Easy Read content layouts out the process 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](#)



5. Make Things Right assets

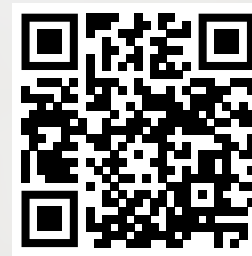
Signatures

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](#)



6. Contact details & thank you



Thank you for your continued support of this campaign.

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

By using these partner assets, you can help raise awareness of 'Awaab's Law' 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