

Our Purpose:

The Benefit to Society project has been created to tackle the stigma social housing tenants experience.

To achieve this, led by our steering group, we will engage with tenants to gather their experiences and share their stories digitally to a highly targeted audience.

Our Objectives:

1.) We will encourage the British public to better understand the stigma associated with social housing tenants and the impact this has on their lives.

2.) We will inspire the public to see social housing tenants in fairer, more balanced way.

3.) We will change the way our own sector and the wider media communicates stories and news involving social housing tenants, their homes and their communities.

Scope of the Project:

Negative public attitudes and perceptions have an impact upon social housing tenants. We believe these negative stereotyping is underpinned by a general lack of understanding of the social housing tenant demographic. We want to change this, by understanding who is most likely to hold negative opinions and how they express them, directly challenging the media and the public who are responsible for driving negative stereotyping of social housing tenants and creating opportunities for more positive portrayals of social housing tenants in the media.

Key Outcomes:

- Practical style guide distributed through the NUJ and sent to media including the Daily Mail, Channel four, Channel Five, The Sun, Huffington Post, Guardian, The Mirror and Inside Housing –

The guide is intended for journalists, communication professionals and members of

the general public who are seeking the appropriate and accurate language to use when writing or talking about people living in social housing.

- A You Gov Research dataset that the public attitudes of social housing tenants and a sense of what might change negative views.
- An LSE research report exploring the causes and impact of stigma
- 2.1 million social media accounts reached through digital campaign aimed at key demographics identified in research report.

The Challenges:

As well as the general public, we believe the media, government and the social housing sector itself all need to be challenged in the way they represent social housing tenants.

Our Approach:

Through qualitative and quantitative research techniques we will uncover the realities of social housing tenants being stigmatised. We aim to identify the behaviours and attitudes towards people that live in social housing compared to homeowners and those that private rent. Based on the research insight we will run an intervention campaign that will seek to deter the public from negatively stereotyping social housing tenants and focussing on the positive benefits people who live in social housing bring to their communities.

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Discussed with the Project Steering Group
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