

#Let'sTalkFacts

Who gets our homes?

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Let's Talk Facts - Who Gets Our Homes Toolkit

Read this first



Read this first – What is Who Gets Our Homes?

Why Who Gets Our Homes – Let's Talk Facts exists

Across the country, housing associations are operating in the context of a severe housing shortage. Demand for affordable homes far outstrips supply, waiting lists are long, and difficult decisions are made every day about who is prioritised for housing.

In this environment, it's entirely natural for people to have questions, and frustrations, about who gets a home, how decisions are made, and why waiting times can be so long.

The challenge we're facing

We're seeing, both online and in our communities, a growing number of myths and misconceptions about social housing allocations. These often include beliefs that:

- Homes are allocated unfairly or "behind closed doors".
- Immigration status or ethnicity influences who gets a home.
- Local people are being pushed out of new developments.
- Waiting lists are manipulated or meaningless.

These narratives are not only inaccurate; they can cause real harm.

They fuel mistrust, increase tension between neighbours, and can spill over into racist or abusive language that makes people feel unwelcome or unsafe in their own communities. They also place additional strain on frontline staff, who are left dealing with confusion, anger or hostility that could have been avoided with clearer communication.

Why silence isn't a neutral option

When housing organisations don't actively explain how allocations work, it doesn't mean the conversation stops. It simply moves elsewhere, often into online spaces and private conversations, where misinformation spreads quickly and without challenge.

Avoiding the topic can unintentionally reinforce the idea that decisions are opaque or unfair, even when they are made through clear, lawful and transparent processes.

Not talking about who gets our homes leaves a vacuum and myths are very good at filling it.

What Let's Talk Facts is about

Let's Talk Facts – Who Gets Our Homes is a response to that challenge.

At its heart, the campaign is about:

- Explaining clearly how homes are allocated, in plain English.
- Being honest about scarcity, demand and waiting times.
- Challenging myths that cause division or misunderstanding.
- Setting boundaries on racist or abusive language.
- Creating space for questions, listening and dialogue.

It's not about winning arguments or shutting down debate.

And it's not about pretending the housing system is simple or painless.

It is about treating people with respect, trusting them with the facts, and recognising that open, honest conversations, even when they're difficult, are essential to building strong, welcoming communities.



Great homes | Strong communities | Bright futures