

#Let'sTalkFacts

Who gets our homes?

2

Let's Talk Facts - Who Gets Our Homes Toolkit

Key messages



Key messages and tone of voice

Talking about who gets social housing can be emotive. People may be anxious, frustrated, or angry, often because they're living with insecurity, long waits, or uncertainty about their future.

How we communicate in this space matters just as much as the information we share. Clear facts delivered in the wrong tone can inflame tensions. Equally, empathetic language without clarity can leave myths unchallenged.

Let's Talk Facts - Who Gets Our Homes is built on the belief that we can be honest, calm and human at the same time.

Our key messages

These messages should underpin all Let's Talk Facts content, whatever the channel or format. They don't need to appear word-for-word every time, but the meaning should always be present.

1. Homes are allocated based on need, not background

Decisions about who gets a home are made using clear criteria that prioritise people in the greatest housing need. Ethnicity, nationality or immigration status do not determine who is offered a home.

This message should be stated plainly and confidently.

2. There is far more demand for homes than there are homes available

We are operating in a housing shortage. Waiting lists are long because there are not enough affordable homes to meet demand.

Being honest about scarcity helps people understand why waiting times can be long and why difficult decisions have to be made.

3. The process is structured, lawful and transparent

Allocations are not random or informal. Housing associations must follow the law and agreed policies, often working closely with local authorities.

Explaining how decisions are made helps counter the idea that homes are allocated “behind closed doors”.

4. New homes and existing homes may be allocated differently

How homes are allocated can vary depending on whether they are new-build or existing properties, and on local agreements such as nominations or local lettings plans.

Being upfront about these differences prevents confusion and suspicion.

5. Questions are welcome. Harmful language is not

It's normal to have questions or concerns about housing allocations. We're open to those conversations and want people to understand the system better.

However, racist, abusive or dehumanising language causes harm and isn't acceptable. Setting this boundary clearly protects communities and staff.

6. Talking openly builds stronger communities

When people feel informed and listened to, trust grows. Clear, honest conversations help reduce tension and create more welcoming neighbourhoods.

This campaign isn't just about information, it's about relationships.

Our tone of voice

The Let's Talk Facts tone of voice is deliberately chosen to de-escalate, include and build trust.

Be calm and confident

- Use plain, direct language.
- Avoid defensive or apologetic phrasing.
- State facts clearly, without over-explaining or justifying.

Confidence reassures people that the process is fair and understood.

Be empathetic, without validating myths

- Acknowledge that waiting is hard and uncertainty is stressful.
- Recognise frustration without agreeing with misinformation.
- Separate feelings from facts.

Example:

"We know waiting for a home can be incredibly frustrating. The reality is that there are far more people in need of housing than homes available."

Be open and human

- Use "we" and "let's" to signal shared responsibility.
- Avoid jargon where possible.
- Explain things as you would in a face-to-face conversation.

This isn't about broadcasting, it's about dialogue.

Be firm on boundaries

- Don't soften or sidestep racism or abuse.
- Set expectations clearly and calmly.
- Avoid public arguments or point-scoring.

Boundaries protect everyone involved and help keep conversations constructive.

Be consistent

- Repetition is not a failure — it's reassurance
- Use the same explanations and framing across channels
- Align internal and external messaging

Consistency builds credibility over time.

Do/avoid quick guide

Do:

Use plain English
Share clear facts and real examples
Acknowledge emotions
Repeat key messages calmly
Invite questions and listening

Avoid:

Sounding defensive or dismissive
Using technical or legal jargon without explanation
Debating hostile comments publicly
Over-promising outcomes or timeframes
Framing the conversation as “us vs them”

A quick sense-check before publishing

Before sharing Let's Talk Facts content, ask:

- Does this explain the facts clearly and simply?
- Does it acknowledge people's concerns without reinforcing myths?
- Is the tone calm, respectful and confident?
- Are boundaries around harmful language clear?
- Does this sound like a conversation we'd be comfortable having face-to-face?

If the answer is yes, you're likely on the right track.



Great homes | Strong communities | Bright futures