

#Let'sTalkFacts

Who gets our homes?

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Let's Talk Facts - Who Gets Our Homes Toolkit

Audiences



Identifying your audiences

Who Gets Our Homes – Let's Talk Facts is not aimed at a single audience.

The myths and misconceptions this campaign responds to show up:

- In customer conversations
- In online spaces
- In neighbourhoods
- Within our own organisations

To be effective, we need to recognise who we're talking to, what they need, and how they're most likely to engage, while keeping our core messages consistent.

This section sets out the three main audiences for the campaign, what typically matters to each, and how to approach them with clarity and confidence.

1. Customers

This might include:

- People on the waiting list
- Existing tenants
- People applying for a home for the first time
- Residents living near new developments

Customers are not a single group, but they often share similar questions, concerns and pressures.

What customers may be experiencing

Many customers might be living with:

- Long waiting times
- Uncertainty about their housing future
- Frustration or anxiety about how decisions are made
- Limited access to clear, understandable information

In this context, it's easy for myths to take hold, especially when people are relying on hearsay, social media or partial information.

What customers need from this campaign

Customers consistently say they want:

- Clear explanations of how allocations work
- Honesty about demand, supply and waiting times
- Plain English, not policy language
- Reassurance that decisions are fair and lawful
- The chance to ask questions and feel heard

They don't need to agree with every outcome, but they do need to understand the process.

How to communicate with customers

When communicating with customers, Let's Talk Facts should be:

- Accessible - Use everyday language, visuals and examples.
- Empathetic - Acknowledge that waiting and uncertainty are difficult.
- Direct - State facts clearly, without hedging or defensiveness.
- Consistent - Use the same explanations across letters, web, social media and face-to-face conversations.
- Two-way - Wherever possible, create space for questions, online or in person.

2. Colleagues

This includes:

- Lettings and allocations teams
- Neighbourhood and housing officers
- Customer contact centre staff
- Community engagement teams
- Communications and digital colleagues
- Senior leaders and board members

Colleagues are both an audience and delivery partners for this work.

What colleagues are experiencing

Colleagues often:

Deal directly with frustration, confusion or hostility.
Feel pressure to explain complex systems quickly.
Worry about saying the wrong thing.
Experience abuse linked to wider misinformation.

If colleagues aren't confident in the message, the campaign won't land externally.

What colleagues need from this campaign

Colleagues need:

- Clear, agreed messages they can rely on
- Confidence that the organisation will back them
- Simple explanations they can use consistently
- Guidance on setting boundaries around abuse
- Visible leadership support

For many teams, Let's Talk Facts is as much an internal confidence-building exercise as an external campaign.

How to communicate with colleagues

When engaging colleagues, the campaign should:

- Equip, not overwhelm - Provide short, usable explanations and crib sheets.
- Reassure - Make it clear there is no expectation to debate or tolerate abuse.
- Align - Ensure internal messages match what's being said publicly.
- Acknowledge - that these conversations can be hard and that's not a failure.
- Show leadership - Senior visibility signals that this work matters.

3. Stakeholders

Stakeholders may include:

- Local authorities and housing options teams
- Councillors and MPs
- Community organisations and partners
- Voluntary and advice agencies
- Local media
- Sector partners and peer organisations

Stakeholders often shape the wider narrative, intentionally or not.

What stakeholders are experiencing

Stakeholders may:

- Receive queries or complaints from residents.
- Be asked to comment publicly on allocations or developments.
- Work with partial or outdated information.
- Feel pressure to respond quickly to local concerns.
- Influence public understanding through their own channels.

Without alignment, mixed messages can undermine trust.

What stakeholders need from this campaign

Stakeholders need:

- Clarity on how allocations work locally.
- Confidence in the organisation's values and approach.
- Simple explanations they can repeat accurately.
- Reassurance that concerns are being taken seriously.
- Early visibility of emerging issues or narratives.

How to communicate with stakeholders

With stakeholders, Let's Talk Facts should be:

- Proactive - Share explanations before issues escalate.
- Consistent - Align messaging across partners wherever possible.
- Transparent - Be open about pressures, limits and trade-offs.
- Collaborative - Frame this as a shared challenge, not an organisational problem.
- Reputationally aware - Recognise that how stakeholders talk about allocations influences public trust.

MPs, councillors and the local authority have the capacity to amplify your message and advocate for your campaign, so make sure you keep them informed of the campaign launch and its progress.

One campaign, multiple audiences, one shared approach

While customers, colleagues and stakeholders have different needs, the campaign should never feel fragmented.

The goal is:

- One clear set of messages
- Adapted in tone and format
- Delivered through trusted channels
- Rooted in shared values

Let's Talk Facts works best when everyone, inside and outside the organisation, understands not just what we're saying, but why we're saying it.

Quick planning prompt

Before launching your campaign, ask:

- Which audiences are most affected by current myths in our area?
- Where are misunderstandings showing up most clearly?
- Which colleagues will need the most support?
- Which stakeholders influence local narratives?
- How can we sequence activity, so messages reinforce each other?

Answering these questions early will make the rest of the toolkit far more effective.



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