

#Let'sTalkFacts

Who gets our homes?

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Let's Talk Facts - Who Gets Our Homes Toolkit

Your team



## Identifying your campaign team

One of the key lessons from delivering Who Gets Our Homes – Let's Talk Facts was:

*The campaign cannot sit with communications alone.*

Questions about who gets a home don't just appear on social media. They come through contact centres, housing officers, repairs and maintenance teams, neighbourhood conversations and emails to councillors. Trust is built or lost through everyday interactions.

That's why this campaign works best when it's delivered by a small, cross-functional team, with clear roles and visible leadership support.

### What we mean by the “campaign team”

Your campaign team doesn't need to be large, but it does need to bring together colleagues who:

- Shape messages
- Deliver services
- Answer questions
- Set the tone for the organisation
- Help deliver face-to-face events

Each colleague or team plays a different role in building credibility.

## Key roles in the campaign

### Communications

Role:

- Shape clear, consistent messages
- Plan channels and timing
- Support colleagues with templates and guidance

Comms teams coordinate the campaign but shouldn't be the only voice responding to difficult narratives.

## Lettings and allocations

Role:

- Provide accuracy and real-world insight.
- Shape FAQs, myth-busting content and case studies.
- Build internal confidence in the message.

These teams are often the most trusted voices on allocations.

## Customer service / contact centre

Role:

- Surface common questions and emerging myths.
- Stress-test whether explanations make sense.
- Reinforce messages in day-to-day conversations.

They are often the first to feel the impact of misinformation.

## Neighbourhoods / housing management

Role:

- Bring local context and community insight.
- Support face-to-face conversations.
- Help manage tensions on the ground.

Their involvement keeps the campaign grounded in lived experience.

## Executive leadership team

Role:

- Show visible commitment.
- Back colleagues when conversations get difficult.
- Set clear organisational boundaries.



Great homes | Strong communities | Bright futures