

#Let'sTalkFacts

Who gets our homes?

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Let's Talk Facts - Who Gets Our Homes Toolkit

Delivery



Delivering your campaign

Campaign action plan

All good campaigns start with a solid action plan. We've provided a template XLS file that you can adopt and adapt to suit your delivery of Let's Talk Facts. You can tailor this to suit the scope of your campaign, your teams and your objectives.

You will find a template Campaign Action Plan (XLS file) in the campaign pack.

Customer insight: starting with listening

Who Gets Our Homes – Let's Talk Facts begins with listening, not assumptions.

Before creating content or challenging myths, it's important to understand what people know, what they're confused about, and where misinformation may be taking hold. Insight gathered directly from customers helps ensure the campaign responds to real questions, not assumptions.

We've included a customer and a colleague survey that can be adapted and reused.. It's designed to:

- Gauge understanding of how homes are allocated.
- Identify common myths or gaps in knowledge.
- Highlight where clearer communication is needed.

Starting with insight helps ground the campaign in lived experience and gives teams confidence that they're addressing the issues that matter most to their communities.

You may wish to:

- Add your organisation's logo
- Adjust demographics to suit your stock profile
- Remove or amend any questions that don't fit your context

You will find both surveys in Section 8 (Resources) of this pack.

Campaign logos

You are free to use the Let's Talk Facts – Who Gets Our Homes logo in its original form on your campaign assets, website and other materials. We hope that it becomes a kitemark for honest, open conversations about housing allocations across the sector. If you want to use your own logo or no logo at all, that's okay too.

You will find the following in the campaign pack.

- Let's Talk Facts – Who Gets Our Homes logo (PNG, JPG, SVG, PDF formats)

Example campaign content - Mythbusters

It's important that you survey your customers and colleagues and use your own insights to find out what the pervasive myths are within your communities. However, here are some of the myths that we discovered through surveys and monitoring chatter on our social channels and other local groups. You are free to tailor these to suit your organisation and your audiences.

Example 1

Myth: "You don't have a clear process for deciding who gets a home."

Fact: Our policy follows legal and regulatory requirements and is based on clear criteria such as housing need, length of time on the waiting list, local connection, and other factors. The process has been scrutinised by tenants and is designed to be fair, transparent and consistent for all applicants.

Example 2

Myth "Immigrants or people from outside the area will get new builds before local families who have been waiting for years."

Fact: Homes are allocated based on need, waiting time, local connection and other transparent criteria - not nationality or place of birth. Local families are not deprioritised.

Example 3

Myth: "Only certain groups of people are prioritised for housing - locals are always pushed to the back of the queue."

Fact: We let homes according to need and eligibility, not background or certain groups of people. Local connection is one of the factors considered, and all applicants are assessed using the same criteria.

FAQs

Like our myths above, our frequently asked questions are based on the results of our survey and conversations we've had with customers online and in person. We'd encourage you to base your FAQs on your own insights, but these examples are likely to be universal and give you a solid start.

Example 1

Q: Who decides who gets a home?

A: Our allocations are based on a clear policy that prioritises people in greatest housing need. We follow national guidelines and work closely with Liverpool City Council to ensure fairness.

Example 2

Q: Do you give homes to people who aren't from the area?

A: We prioritise local people, but we also have legal duties to help those in urgent need - including people fleeing domestic abuse or homelessness. Every case is assessed individually.

Example 2

Q: Will migrants be prioritised for new builds?

A: No. Who gets housing depends on need, eligibility, and local housing policies. The vast majority of social housing in the UK is given to British citizens.

Boilerplate social media responses

You may find it useful to have a set of boilerplate social media responses to give you a head start when reply to comments on your channels. While these will always need adapting to suit the specifics of the comment or question, they give you a solid foundation for handling comments, as well as helping to ensure consistency of message and tone.

You will find some example social media responses, and guidance in Section 8 (Resources) of this campaign pack.



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