

#Let'sTalkFacts

Who gets our homes?

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Let's Talk Facts - Who Gets Our Homes Toolkit

Events



Planning an in-person event

While digital content plays an important role in challenging myths, some of the most valuable conversations about who gets our homes happen face to face.

As part of Let's Talk Facts - Who Gets Our Homes, we found that small, informal community events created the right conditions for people to ask questions, hear the facts clearly, and feel listened to especially on an issue that can feel personal or emotive.

Our approach

We kept events small, local and welcoming, with a maximum of around 20 people. This helped create a calm, respectful environment where people felt comfortable speaking openly.

Each session followed a simple structure:

- An accessible community venue that people perceived as 'neutral territory'.
- An informal welcome, with tea, coffee and biscuits.
- A short presentation explaining:
 - how homes are allocated.
 - why waiting lists are long.
 - and how decisions are made in practice.
- An open Q&A, giving attendees the chance to ask questions and hear answers publicly.
- Time at the end for one-to-one conversations, allowing customers to raise personal questions privately and in confidence.

This combination of group discussion and individual follow-up was particularly important for people with specific circumstances or sensitive concerns.

Why this works

Small, in-person sessions:

- Humanise what can otherwise feel like an abstract or mistrusted process.
- Reduce the temperature around difficult topics.
- Build trust through visibility and openness.
- Give customers confidence that their questions are valid and welcome.

They also provide invaluable insight for teams, helping to surface misunderstandings, language issues and information gaps that aren't always visible online.

Who to involve

These events work best when delivered as a shared organisational effort, not a communications exercise alone.

We found the following roles were key:

- Chief Executive – to demonstrate leadership commitment and set the tone
- Senior manager from lettings/allocations – to provide authority and accuracy
- Communications team – to support clear messaging and facilitation
- Community engagement team – to connect with residents and support delivery

This visible mix of leadership, expertise and approachability helped reassure attendees and strengthened the credibility of the conversation.

A flexible format

These events don't need to be large, formal or resource-heavy. They can be delivered:

- In community centres or local venues.
- As standalone sessions or alongside other engagement activity.
- Once, or as a small programme across different neighbourhoods

What matters most is creating a safe, respectful space where facts can be shared, questions can be asked, and people feel heard.

To help this happen we advise you to be prepared for some difficult questions and set some boundaries at the start of the session, so attendees clearly know what is and isn't acceptable.

And finally - don't worry

Be prepared but don't worry - you will find that people behave very differently in a real room rather than the digital space, particularly if you foreground mutual respect from the outset. Good luck!



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