

#Let'sTalkFacts

Who gets our homes?

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Let's Talk Facts - Who Gets Our Homes Toolkit

Evaluation



Measuring success – post campaign evaluation

One of our biggest learnings from Let's Talk Facts - Who Gets Our Homes is that the work doesn't stop when the last post is published or the final event is delivered.

Conversations about who gets social housing, and the myths that surround them, don't operate on a campaign timetable. They resurface in response to:

- New developments
- Changes in demand
- Individual housing decisions
- Wider political or media narratives

That means the real value of this campaign lies not just in what was delivered, but in what is learned and carried forward into business as usual.

Post-campaign evaluation helps you understand:

- Whether understanding has improved
- Which messages landed clearly
- Where confusion or tension remains
- How colleagues experienced the campaign
- And what support they need going forward

This isn't about proving success for its own sake. It's about learning what will make future conversations clearer, calmer and more confident.

What to look for

When reviewing your campaign, consider both quantitative and qualitative insight, such as:

- Changes in the types of questions customers are asking.
- Engagement with FAQs, web pages or events.
- Feedback from frontline colleagues.
- Tone and sentiment in online or face-to-face conversations.
- Recurring themes that may need clearer explanation.

Small shifts in understanding or confidence can be just as meaningful as headline metrics. Campaigns like this are as much about resonance as they are about reach.

From campaign to business as usual

Perhaps the most important step is deciding what happens next.

You may find that:

- Key explanations from the campaign become standard website content.
- FAQs are reused in everyday customer communications.
- Tone of voice principles inform how difficult conversations are handled more broadly.
- Colleagues feel more confident addressing myths when they arise.
- Engagement approaches, such as small in-person sessions, are repeated when needed.

In this way, Let's Talk Facts becomes less of a campaign and more of a shared way of working.

A final takeaway

Talking openly about who gets our homes will always require care, clarity and confidence. The aim isn't to eliminate disagreement or frustration, but to ensure those conversations are grounded in facts, fairness and respect.

By reflecting on what you've learned and embedding it into day-to-day practice, you help ensure that the effort invested in this campaign continues to benefit customers, colleagues and communities long after the initial activity ends.

Because when it comes to who gets our homes, the conversation is ongoing and so is the responsibility to talk facts.



Great homes | Strong communities | Bright futures