

#Let'sTalkFacts

Who gets our homes?

8

Let's Talk Facts - Who Gets Our Homes Toolkit

Resources



Resources to help you deliver your campaign

This section contains further resources to help you deliver your campaign to internal and external audiences.

- Customer and colleague surveys
- Guidance and boilerplate responses to social media comments
- An example email and response

Example customer survey

This is a critical step to help you assess your customers' understanding of your allocations process, around which you can plan your campaign.

Q: Do you know how [your organisation] decides who gets a home?

- Yes, I am confident I understand the process
- I have a rough idea
- No, I don't know
- I think so, but have questions

Q: Which of the following do you think influences who gets a home with [your organisation]? (Select all that apply)

- Homelessness
- Disability
- Ethnicity or nationality
- Length of time on the waiting list
- Local connection
- Immigration status
- Family size
- Other (please specify): _____

Q: Where do you currently get information about [your organisation] housing allocations?
(Select all that apply)

- [your organisation] website
- Social media
- Word of mouth from friends
- Local community groups
- SLH colleagues
- I don't get any information
- Other (please specify): _____

Q: Do you believe [your organisation] housing allocations are fair?

- Yes
- No
- Not sure

Q: If you answered "No" or "Not sure," what makes you feel that way? (open text)

Q: Do you feel SLH is committed to building inclusive communities?

- Yes
- No
- Not sure

Q: If you answered "No" or "Not sure," what makes you feel that way? (open text)

Q: Do you have any questions you'd like [your organisation] to answer about housing allocations? (open text)

Example colleague survey

Gauging your colleagues' understanding of your organisation's allocation policy is just as important as knowing what your customers think. Arguably more important, because colleagues should be the primary, trusted source of information about allocations, and all your policies and procedures.

Awareness and understanding

Q: How familiar are you with [your organisation] housing allocations process?

- Very familiar
- Somewhat familiar
- Not familiar

Q: Do you feel confident explaining the allocations process to customers?

- Yes
- No
- Not sure

Q: If no. What would help you feel more confident in communicating [your organisation] housing policy to your residents? (open text response)

Q: Which parts of the process do you find unclear or confusing? (open text response)

Perceptions and misconceptions

Q: Have you encountered any common misconceptions from customers about who gets a home?

- Yes
- No

Q: What myths or misinformation do you hear most often? (open text response)

Q: Do you feel equipped to challenge misinformation respectfully and accurately?

- Yes
- No
- Not sure

Q: What support or resources would help you feel more confident?

- FAQs
- Infographics
- Videos
- Training sessions
- Other (please specify): _____

Q: Do you have any suggestions for how [your organisation] can better support colleagues in understanding and communicating the allocations policy? (open text response)

Guidance and boilerplate responses to social media comments

Below is an example approach for managing responses to your campaign on your social media channels, together with some example responses to typical comments. Feel free to adapt it to suit your organisation's policies, values, and tone of voice.

Dealing with racist, abusive or harmful comments

Overtly racist, derogatory or hateful comments will be hidden and we will block the user from our social media accounts.

Covertly racist comments will be challenged where necessary. For example "Everyone arriving in boats will get a home in five minutes", "Homes should go to local people, not outsiders who don't have a legal right to be here".

Dealing with trolling (trolls intentionally antagonise others online)

We will not respond or engage in conversation.

Dealing with comments and questions

- Acknowledge concerns - thank people for sharing their views, even if they're critical.
- Stick to the facts – share clear, factual information to counter myths and misinformation.
- Link to your website – if you have a landing page for your campaign or a page detailing your allocations policy and procedure.
- Promote events – if you're running in-person events, use the opportunity to signpost customers to them, to have face-to-face conversations.
- Invite further discussion - only if really needed for more complex or personal cases. Offer to continue the conversation privately e.g. 'We'd be happy to discuss your situation in more detail. Please get in touch [link to your get in touch page or contact details]

Specific social media queries and responses

General questions or concerns

'How do you decide who gets a home?'

Response: Thanks for your question. We allocate homes based on need. Factors like local connection, housing situation, and medical needs are all considered. You can read more about our process here [\[link\]](#)

Misinformation or myths

'I've heard all the new homes are going to immigrants, not locals. Is this right?'

Response: We understand there are concerns and rumours about who gets our homes. The facts are that allocations are based on need and local connection, not ethnicity or nationality. Find out more about how it works [\[link\]](#)

Negative or frustrated comments

'My family has been waiting for years. It isn't fair.'

Response: We're sorry to hear about your frustration. We know waiting for a home can be difficult. Our process is designed to be fair and transparent, and we are building more new homes in the area to help meet demand. If you'd like to discuss your application, please get in touch [\[link\]](#).

Private/personal Cases

'My daughter has been on the list for years, can you let me know where she will get a home?'

Response: We can't discuss personal details publicly, but we'd be happy to look into this for you. Please get in touch [\[link\]](#) with your details.

Monitoring

- Track common questions or concerns – use comments to update our FAQs or campaign messaging.
- Report on engagement – share feedback with your executive and senior leadership teams throughout your campaign.

Example email

Hi, I've been on the waiting list for a new home for years and I've just heard that the majority of new homes you are building will go to immigrants. Is this true? I don't think this is fair at all!

Response

Dear [name],

Thank you for getting in touch and sharing your concerns about our allocations process. We understand that there is a lot of information, and sometimes misinformation, circulating about who gets our homes, and we appreciate the opportunity to clarify how things work.

How we allocate homes

Our homes are allocated to people based on need, not ethnicity, nationality, or immigration status. When someone applies for a home, they join a waiting list, and their position can be improved by factors such as:

- Strong connection to the local area (e.g. schools, work, family)
- Overcrowded or unsuitable housing
- Medical needs
- Experiencing hardship or welfare issues
- Homelessness

We know there are myths about who gets our homes. The truth is, no group is automatically prioritised over others. Our process is fair, transparent and regularly reviewed to ensure everyone is treated equally. We follow national guidelines and work closely with the local authority to ensure fairness.

We are committed to improving communication with all applicants. If you would like more information about your application or the allocations process, please let us know and we'll be happy to help. You can also find more details and answers to common questions on our website. [\[link\]](#)

If you have further questions or would like to speak to someone in person, we are holding some informal community events, please check our events calendar for details.

Kind regards
[name]



Great homes | Strong communities | Bright futures