

Would you like to be a tackling stigma pioneer traveller?

The Stop Social Housing Stigma campaign is working with the University of Durham, Sheffield Hallam University, the Chartered Institute of Housing and TPAS to develop a **tackling stigma journey planner**.

The team were previously planning to produce a *toolkit*, but consultation through a survey and further consideration led us to the conclusion that another toolkit was not the right way to help landlords and tenants tackle stigma.

Stigma is an intangible concept that affects tenants in many ways and there are not right or wrong ways to tackle it. Tackling stigma is a journey. Different landlords and tenants are at different stages of the journey. We therefore concluded that the best way we could help tenants and landlords on that journey was to provide a *journey planner* – a set of themes and questions that will help you plan your journey.

During July/August 2024, we are holding focus groups to examine whether our draft journey planner is what it needs to be.

And then the next stage of our journey is to work with a set of approximately 9 landlords who wish to travel with us from September 2024 to March 2025 – ie. pioneer travellers!

What will being a pioneer traveller involve?

Being a pioneer traveller involves:

- a) discussing your general approach to tackling stigma with our researchers
- b) holding an introductory session which brings together your stakeholders – tenants, staff, contractors and whoever else you think could usefully input into discussions about social housing stigma
- c) considering the tackling stigma journey planner at that introductory session. The journey planner consists of a set of themes and questions within those themes, which will lead to solutions. We are not saying that you have to consider all the themes or all the questions. Each landlord and their tenants will consider what is right for them. If you wish us to, we may be able to attend and/or facilitate the introductory session or sessions.
- d) developing an action plan to take forward issues arising from the introductory session. We know that landlords have full agendas at the moment ensuring that they are compliant with new regulatory standards and so your action plan can be designed to sync with other work you are doing. Forthcoming standards on conduct and competency and existing standards on fairness and respect will fit neatly with our journey planner on stigma.

- e) we will track what you are doing locally to develop and implement your action plan over the following six months.
- f) working with you, we will produce a “case study” of what you are doing. It may be that your journey is already well advanced – in which case we could produce and publicise a case study at the start of the programme to give other pioneer travellers ideas to move forward with, or we could produce case studies at other stages of the programme. CIH and TPAS are also keen to publicise good practice with us in the form of case studies.
- g) we will produce an overall research report at the end of the programme in Spring 2025. We will be producing other resource materials – videos of tenants talking about stigma, role play videos, and other material that occurs as the programme develop, which will support your journey.

What are we looking for in pioneer travellers?

We are seeking a set of approximately 9 landlords with a range of characteristics:

- landlords from different parts of the country
- landlords who own homes in urban and rural areas
- landlords of different types – ie. local authorities, housing associations, ALMOs, tenant-controlled landlords
- landlords who are different stages of the tackling stigma journey – some have already left the station and are well on their way to a destination; some are just setting out; some are still on the platform; some are still trying to find the station; some don’t yet know they need to go on a journey!
- landlords and tenants who have some time to give us so that we can go on the journey with you.
- We don’t want to over burden landlords, so the tackling stigma journey needs to fit with your other workloads, but we will need some communication and interaction with you, your tenants and other stakeholders.

What will you get from being a pioneer traveller?

You will get good publicity about what you are doing. Just by volunteering to be a pioneer traveller tells us that you are keen to do something about tackling social housing stigma and we value that. Any approach aimed at tackling stigma is worthy of good publicity!

You will be part of a wider partnership with SSHS, Universities of Durham and Sheffield TPAS, CIH and YD Consultants, and we will ensure you get a mention in our final public report (should you wish – this is optional).

And our aim is that you, your partners and tenants and we will all learn from our journey together! We will be able to bring you the latest ideas going around about tackling

stigma and you will be bringing us your wonderful ideas and your practical knowledge and experience of what works!

If you are interested in being a pioneer traveller...

... just get in touch with us at info@stopsocialhousingstigma.org or by phone:

Dr Mercy Denedo (from the **University of Durham**) **0191 3345107** or **Nic Bliss** (**SSHS Campaign Director**) **07947 019287**

If you are not interested in being a pioneer but will be a supporter by using our journey planner – we will keep in contact with you at the start and end of your journey so we can pick up improvements to our planner from everyone who is/has used it. Please also let Mercy or Nic know if you will be a supporter.