

# Stigma in Social Housing

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What is Social Housing Stigma?

How does it affect tenants?

How can we change attitudes?



### What is social housing stigma?



- The negative judging and discrimination that takes place against people who rent from social housing landlords.
- It can be in written form, spoken word or actions.
- Stigma can be seen in planning, everyday interactions and operational systems.
- Everyone involved in social housing should be aware of stigmatization, including tenants and their households





#### Grenfell

'Residents' complaints were dismissed and devalued.'

'There is a wider societal change that needs to take place towards those living in social housing, stopping the stigma towards this important tenure.'

The Housing Ombudsman, Richard Blakeway



#### Social & Self Elevation

They come from the estate

All the same that council house lot

They live in a council house and earn more than me

She is a council house girl
I was brought up in a council house
Some of my best friends live in council houses

#### Myths & Mindsets

Scroungers

Tenants don't pay for repairs

On benefits

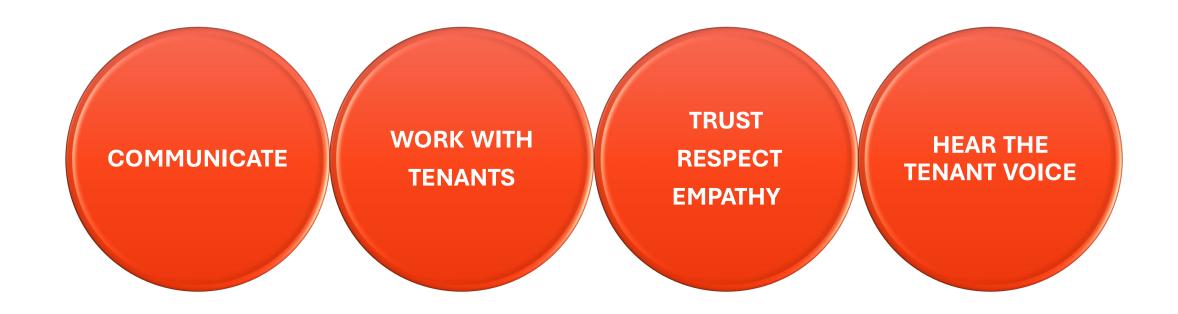
What do you expect, it's a council house

At home all day

We don't need an appointment



#### Ways to reduce stigma



## "Working together in partnership"