



Stigma in Social Housing

Melvyn Utley – Involved Tenant NFDC

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

She is a council house girl

All the same that council house lot

I was brought up in a council house

They live in a council house and earn more than me

Some of my best friends live in council houses

Myths & Mindsets

Scroungers

What do you expect, it's a council house

Tenants don't pay for repairs

At home all day

On benefits

We don't need an appointment



Ways to reduce stigma

Four red circles are arranged horizontally, each containing text. The first circle contains 'COMMUNICATE'. The second circle contains 'WORK WITH TENANTS'. The third circle contains 'TRUST', 'RESPECT', and 'EMPATHY' stacked vertically. The fourth circle contains 'HEAR THE TENANT VOICE'.

COMMUNICATE

**WORK WITH
TENANTS**

**TRUST
RESPECT
EMPATHY**

**HEAR THE
TENANT VOICE**

“Working together in
partnership”