



SLHD Embedding Respect – Tackling Stigma in Social Housing Strategy

Our Commitment to Tackling Social Housing Stigma

Providing homes in neighbourhoods where people are proud to live.

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Our Commitment to Tackling Social Housing Stigma

St Leger Homes is committed to challenging social housing stigma. We have established a joint Customer and Staff Working Group that brings together tenant lived experience and cross-directorate staff expertise. This ensures our work is both authentic and practical, embedding dignity and respect into service delivery.

Our approach aligns with the national Stop Social Housing Stigma Campaign and supports our wider commitment to fairness, inclusion, and respect. By combining professional insight with lived experience, we are shaping actions that challenge negative stereotypes, change perceptions, and promote dignity for every customer.

Purpose and Aim of the Stigma Strategy

To provide a clear framework for challenging and reducing stigma associated with social housing by:

- Reshaping public perceptions
- Empowering tenants and staff
- Embedding respect, fairness, and inclusion into all services

Defining Stigma

Stigma refers to negative attitudes, assumptions, and behaviours directed towards individuals or groups based on factors such as housing status, background, or personal circumstances. It creates barriers to equality, dignity, and inclusion.

In social housing, stigma may manifest through assumptions about tenants, disrespectful language, or unfair treatment. Our strategy aims to challenge these perceptions and ensure every customer is valued.

The Chartered Institute of Housing (CIH), with the See the Person campaign, defines social housing stigma as:

A stigma attached to social housing as a “product”, to the organisations providing it, and to the people living in it.

Our Stigma Mission Statement

Our mission is to eliminate stigma in social housing by creating a culture of respect, inclusion, and equality. We commit to challenging stereotypes, amplifying tenant voices, and promoting positive narratives that celebrate diversity and lived experience. Through education, engagement, and partnership, we aim to build communities where every individual feels valued, empowered, and free from prejudice.

Strategic Foundations

1. National Alignment – Stop Social Housing Stigma Campaign

Our strategy aligns with this national, tenant-led movement established after the Grenfell tragedy. The campaign provides tools such as the Stigma Journey Planner, which we use to:

- Identify where stigma occurs
- Set organisational commitments
- Co-produce solutions with tenants

We also participate in the Social Housing Stigma Officers Group, sharing best practice, learning from sector-wide initiatives, and strengthening our approach.

2. Respect Standard and Commitments

Co-produced by the Customer and Staff Working Group, the Respect Standard sets clear expectations for how colleagues interact with tenants. It supports SLHD's CORE values and represents a cultural shift towards fairness, inclusion, and dignity.

Why It Matters

Stigma isn't just a word, it impacts real lives, undermining trust, confidence, and dignity. It can damage trust and confidence in our services and creates barriers to dignity, fairness, and inclusion. In a nutshell, Stigma is not fair and brings negative stereotypes which harm tenant confidence and can damage relationships with service providers such as SLHD. By standing up to stigma and embedding respect in everything we do, we create stronger relationships and more inclusive communities.

But collectively and standing up to stigma we have the power to change that.

Our Co-Created Respect Standard

Respect means treating every individual, customer, colleague, or partner with dignity, fairness, and compassion.

Our Commitments

- ✓ Listen actively and without judgement
- ✓ Communicate clearly, kindly, and without bias
- ✓ Value lived experience
- ✓ Ensure consistency and transparency
- ✓ Uphold every person's right to feel safe, heard, and valued

Organisational Commitments

- ✓ Foster belonging in all communities
- ✓ Build a diverse workforce free from discrimination
- ✓ Engage customers meaningfully
- ✓ Understand and support customer needs

- ✓ Model excellence in inclusion and fairness

This Standard is not a set of guidelines, but a cultural shift that strengthens relationships and builds confidence in our services.

A Call to Action

Respect Starts Here – Together We End Stigma.

Every conversation matters. Every action counts. Let's build communities where respect is the norm.

#EndStigma #RespectStartsHere.

3. Good Neighbourhood Charter

The Charter defines shared standards and responsibilities that promote respect, pride, and inclusion across neighbourhoods. Together with the Respect Standard, it supports community cohesion and challenges stigma by promoting kindness, accountability, and collaborative problem-solving.

(See Appendix 1 for full Charter.)

Introducing Our Strategic Actions

Our actions embed respect and challenge stigma across all services. They focus on co-creation, lived experience, and cultural change through training, engagement, and communication.

These include:

- ✓ Embedding the Respect Standard and Good Neighbourhood Charter
- ✓ Delivering anti-stigma awareness training
- ✓ Storytelling and lived experience campaigns
- ✓ Recognition initiatives that celebrate respect and empathy

Our Key Strategic Actions

Embedding Respect Across Everything We Do

Respect is woven into every interaction, service, and initiative. By aligning the Respect Standard with the Good Neighbourhood Charter, we build dignity, fairness, and pride in social housing.

A. Storytelling Campaign

- ✓ Sharing real-life stories from tenants and staff across:
 - ✓ Social media
 - ✓ Internal platforms
 - ✓ SLHD Spotlight articles

This challenges stereotypes and amplifies lived experience.

B. Standing Up to Stigma Day

A flagship event featuring:

- ✓ Lived Experience Video Campaigns (“This Is Me”)
- ✓ Standing Up to Stigma Star Award

C. Training and Awareness: Tackling Stigma Together

A comprehensive training programme for staff, tenants, contractors, and partners.

Staff training will cover:

- ✓ Understanding stigma and its impacts
- ✓ Embedding the Respect Standard and CORE values
- ✓ Challenging bias
- ✓ Communicating with empathy
- ✓ Real-life scenarios and roleplay

Delivered through workshops, e-learning, and reflective team sessions.

D. Customer Engagement

Tenants will be able to participate in:

- ✓ Workshops on stigma and respect
- ✓ Peer-led lived experience sessions
- ✓ Co-design of service improvements and messaging

E. Contractor and Partner Induction

A required Stigma Awareness Induction including:

- ✓ Respect Standard
- ✓ Expected behaviours on site
- ✓ Safeguarding dignity and privacy
- ✓ How to report concerns

Monitoring and Evaluation

Progress will be reviewed through:

- ❖ Working group feedback
- ❖ Tenant surveys
- ❖ Campaign impact measures
- ❖ Updates to EMT, SLHD Board, and partners

The strategy remains a live, evolving document.

Success Framework

Our framework sets measurable outcomes, indicators, and actions that ensure we achieve

meaningful impact. This supports continuous improvement and compliance with regulatory standards, ensuring transparency and accountability.

Success Measure	Key Actions	Indicators
Higher tenant satisfaction on respect & neighbourhood quality	Embed Respect Standard and Good Neighbourhood Charter in service delivery.	Annual tenant satisfaction survey scores show improvement in respect-related questions.
Reduction in stigma-related complaints	Deliver anti-stigma training and monitor complaint trends.	Year-on-year decrease in complaints citing stigma or discrimination.
Strong engagement from campaigns & events	Launch storytelling campaigns and host community-led events.	Social media engagement metrics, event attendance figures, and feedback ratings.
Evidence of co-designed solutions implemented	Facilitate tenant-staff working groups and track agreed actions.	Documented action logs and implemented solutions reported in quarterly updates.

Communications Plan

Communications Objective

To challenge negative perceptions of social housing and promote dignity, fairness, and respect through consistent, inclusive, and tenant-led messaging.

Purpose

Reshape perceptions by:

- ✓ Challenging stigma through storytelling and visibility.
- ✓ Empowering tenants and staff to speak out.
- ✓ Embedding fairness, dignity, and respect in all communications.
- ✓ Promoting the Respect Standard and Tackling Stigma Strategy.

Communications Approach

1. Messaging Framework

Align with the national Stop Social Housing Stigma campaign and CIH toolkit. Use consistent language around respect, inclusion, and tenant voice.

2. Content Streams

3. Storytelling Campaign: Share real-life tenant and staff stories via video, articles, and social

media.

4. National Campaign: Publicise our commitment and use toolkit resources.

5. SLHD Spotlight: Showcase milestones and lived experience features.

6. Respect Standard: Promote standards and commitments.

7. Stand Up to Stigma Day: Launch event with video campaign, awards, and community engagement.

Channels

Internal: Intranet, team briefings, email banners.

External: Website, social media, local press, community boards.

Key Actions & Timeline

Action	Details	Timeline	Lead/Owner
1. Set up Comms Group	Form a cross-functional group including Housing Management, Comms Team, and tenant representatives. Define roles for messaging, content creation, and campaign oversight.	August 2025	HOHM/ Comms Team
2. Audit Existing Messaging	Review all current channels (website, social media, printed materials, internal comms) for tone, language, and alignment with Respect Standard and anti-stigma principles. Identify gaps and inconsistencies.	March 2026	Comms Sub Group
3. Develop Messaging Framework	Create a set of key messages aligned with the Respect Standard and the national <i>Stop Social Housing Stigma</i> campaign. Include language guidelines for dignity, fairness, and tenant voice.	January 2026	Comms Sub Group
4. Launch Lived Experience Video Campaign	Roll out “This is Me – Tackling Stigma Together” campaign. Collect stories from tenants and staff, produce short videos, and share across social media and internal channels.	October 2025 & ongoing	Comms Group
5. Promote	Build awareness through SLHD Spotlight,	November	Comms Team

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Action	Details	Timeline	Lead/Owner
Stand Up to Stigma Day	social media teasers, and community boards. Share event details and encourage participation.	2025 & ongoing	
6. Deliver Stand Up to Stigma Day	Host the event featuring video showcases, community engagement activities, and “Stigma Star” recognition awards. Include live updates on social media. Publish highlights, feedback, and next steps.	March 2026	HOHM/ OD/ Comms Sub Group
7. Share Outcomes & Legacy	Archive videos and campaign materials for future use. Report impact metrics internally and externally.	April 2026	Comms Team / Comms Sub Group

Why this matters:

This plan ensures consistent, visible, and inclusive communications that embed respect and challenge stigma across all platforms.

Appendix 1 – Good Neighbourhood Charter

Good Neighbourhood Charter



Our Good Neighbourhood Charter is a co-created agreement that sets out clear standards and shared responsibilities for creating safe, clean, and inclusive communities. Developed with tenants and staff it reflects our commitment to partnership, accountability, and mutual respect.

At St Leger Homes of Doncaster (SLHD), the charter guides how we work together to maintain neighbourhood quality, respond to concerns, and promote wellbeing across our estates.

Through this Good Neighbourhood Charter, we aim to:

- Define Standards
- Empower Residents
- Promote Collaboration
- Provide Clear Routes for action

Together, we will build neighbourhoods that are inclusive, well-maintained, and resilient places where people feel heard, supported, and proud to call home.

SLHD Commitments

Respect and Responsiveness

- ✓ We will treat all tenants with dignity and respect in line with our CORE values and RESPECT Standard (detailed at appendix 1), tackle stigma by promoting inclusion and lived experiences, respond promptly and empathetically to concerns, foster positive neighbourly relationships through early intervention, and take a zero-tolerance approach to discrimination, harassment, and hate incidents.

Visibility and Accessibility

- ✓ We will maintain a visible presence in our neighbourhoods through regular estate walks, community engagement, and proactive outreach.
- ✓ We will ensure our services are accessible to all, including those with additional needs, and make reasonable adjustments where required.

Collaboration and Co-Design

- ✓ We will work in partnership with tenants, community groups and agencies to co-design local solutions, share updates, listen to feedback, and improve services through active participation in joint meetings and working groups.

Accountability and Transparency

- ✓ We will be transparent and accountable by clearly defining roles and decision-making processes, and regularly reporting on performance, action plans, and neighbourhood outcomes.

Safety and Wellbeing

- ✓ We will take reasonable steps to keep communal areas safe, clean, and welcoming through regular inspections.
- ✓ We will act quickly on anti-social behaviour, hate incidents, and safeguarding concerns in partnership with relevant agencies.
- ✓ We will handle low-level noise issues separately from ASB, encouraging tenants to speak with their neighbours in the first where appropriate.

Continuous Improvement

- ✓ We will commit to continuous improvement by learning from feedback, adapting practices, and contributing to policy and service reviews.

Neighbourhood and Housing management

- ✓ We will carry out specific actions related to the upkeep of neighbourhoods, such as managing green spaces, enforcing tenancy conditions, dealing with noise nuisance and addressing anti-social behaviour.
- ✓ We will involve residents in design planning housing or regeneration projects

Tenant Commitments

As tenants, we commit to working with SLHD and the wider community to create safe, and respectful neighbourhoods by sharing responsibility for positive behaviours and community standards, this includes:

Respecting Our Community

- ✓ Treating neighbours, staff, and visitors with respect, courtesy and consideration.
- ✓ Discouraging anti-social behaviour and promoting tolerance.
- ✓ Taking pride in our homes, communal areas and shared spaces by keeping them clean, safe, and well-maintained.
- ✓ Tenants living in flats or maisonettes to be considerate of everyday noise, such as the use of washing machines, and to be mindful of how lifestyle choices may affect neighbours
- ✓ Reporting repairs, hazards, or concerns promptly

Engaging and Communicating

Providing feedback, ideas, and concerns to help shape services and make our neighbourhoods better.

- ✓ Taking part in surveys, forums, and consultations where possible including the One Voice Forum and tenant-led reviews.

Supporting Each Other

- ✓ Looking out for vulnerable neighbours and contribute to a culture of kindness and mutual support.
- ✓ Promoting positive stories and challenge stigma around social housing.

Being Accountable

- ✓ Understanding and following the terms of the tenancy agreement.
- ✓ Working with staff and partner agencies to resolve issues and improve services where required

Championing Inclusion

- ✓ Respecting diversity and ensure everyone has a voice in shaping neighbourhoods.

SLHD are committed to ensuring our Neighbourhood Charter delivers real impact by:

Monitoring and Evaluation

- ✓ **Using Key performance indicators (KPIs)** to track delivery of the charter, including:
 - Response times to ASB reports (low, medium, and high risk)
 - Satisfaction with complaint handling
 - Timeliness of tenancy support assessments
 - Accessibility and responsiveness of services
- ✓ **Gathering Tenant feedback:** through surveys, forums, and complaints analysis to monitor satisfaction with neighbourhood services
- ✓ **Key Learning:** using insights from complaints, Ombudsman reports, and tenant engagement to review policies and services, ensuring alignment with the Housing Ombudsman's recommendations and the Regulator of Social Housing's Neighbourhood and Community Standard.

Fact sheets

- ✓ We provide a range of fact sheets available to help our tenants manage their homes more confidently, offering practical information and guidance on a variety of topics. These can be found on our website at www.stleger.homes.co.uk

Working Group Addendum

Co- created by the Tackling Social Housing Stigma Customer & Colleague Joint Working Group

SLHD has heard clearly that some tenants and customers don't always feel comfortable, content or valued, and we are committed to changing that.

We have joined the National Stand Up to Stigma campaign; to recognise and see the positive impact this can have for both staff and customers.

We are proud and happy to work in equal partnership with customers as we continue to normalise social housing and challenge outdated perceptions.

Our Stigma Group is an accomplished team of staff and customers who feel content, respected, safe, settled and comfortable working together and who are driving this culture change across SLHD.