



Ministry of Housing,
Communities &
Local Government

The Charter For Social Housing Residents

Communications Toolkit

#CharterForSocialHousing

A new Charter for Social Housing Residents

Our new Charter sets out what every social housing resident should be able to expect:

- 1. To be safe in your home.** We will work with industry and landlords to ensure every home is safe and secure
- 2. To know how your landlord is performing,** including on repairs, complaints and safety, and how it spends its money, so you can hold it to account.
- 3. To have your complaints dealt with promptly and fairly,** with improved access to a strengthened complaints procedure (Housing Ombudsman) which will give you swift and fair redress when needed.
- 4. To be treated with respect,** backed by a strong consumer regulator and improved consumer standards for tenants.
- 5. To have your voice heard by your landlord,** for example through regular meetings, scrutiny panels or being on its Board. The Government will provide help, if you want it, to give you the tools to ensure your landlord listens.
- 6. To have a good quality home and neighbourhood to live in,** with your landlord keeping your home in good repair.
- 7. To be supported to take your first step to ownership,** so it is a ladder to other opportunities, should your circumstances allow.



How we will ensure this Charter is met

This White Paper sets out what we will do to ensure landlords live up to this new Charter. The most important step we will take is to work with the Regulator of Social Housing to create a stronger, consumer regulatory regime, strengthening the formal standards against which landlords are regulated and requiring them to:

- Be transparent about their performance and decision-making – so that tenants and the regulator can hold them to account
- Put things right when they go wrong
- Listen to tenants through effective engagement



“Social landlords have a key role to play in supporting their residents to feel safe in their homes. For residents, knowing you live in a safe, secure building is of paramount importance, for your physical safety and for your mental Health.”

The Charter For Social Housing Residents

Get Involved

With the launch of the Charter for Social Housing we are keen to ensure we provide timely and comprehensive guidance on the new Charter, and how both stakeholders and the public can engage with the activity we share.

The Charter can be found in full [here](#).

In order to make sure they get the information they need, we would suggest the following actions:

- Post on your social media channels sharing ways to engage with the communications activity on the Charter.
- Communicate via established channels including internal or stakeholder communications and digital channels.
- Support and share social media posts from government departments and engage with content that affects your business and wider networks.
- Share the press release with your network, calling for stakeholders and the public to engage with the new measures.

Social Media

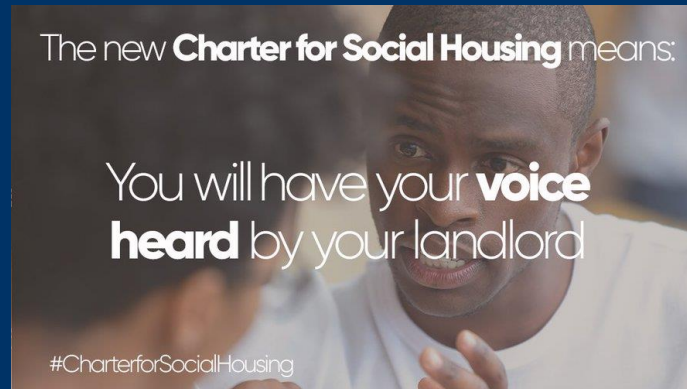
We encourage you to post any of the supplied assets that are appropriate for your organisation and we would appreciate your support through the launch of the Charter for Social Housing.

The official hashtag is #CharterForSocialHousing.

Example messaging has been provided, with links included to the Charter itself.

You can download assets [here](#).

#CharterForSocialHousing



"We are committed to developing more beautiful homes and communities. It should be an aspiration for all new developments. It helps to create a sense of place and foster a sense of community."

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Social Media

Use your social media channels to share key messages:

- Create your own content and include #CharterForSocialHousing in any posts.
- Use animations, graphics and suggested tweets found in the link [here](#).
- Amplify government posts – follow @MHCLG for updates.
- Tag @MHCLG in any of your activity on the Charter for Social Housing.
- The call to action should be the link to the Charter [here](#).

#CharterForSocialHousing

Example Social Media Posts

EXAMPLE TWITTER POST

The #CharterForSocialHousing residents means decisions will be more transparent and landlords will be held to account. Read the Charter [here](#).

EXAMPLE FACEBOOK POST

@MHCLG have published the #CharterForSocialHousing this week, giving social residents a stronger voice and raising standards across the sector. Read the Charter [here](#).

EXAMPLE LINKEDIN POST

The new #CharterForSocialHousing reforms will ensure your voice is heard by your landlord, through regular meetings, scrutiny panels or being on its Board. The Government will provide help, if you want it, to give you the tools to ensure your landlord listens. Read the Charter [here](#).

“The conversations we have had with residents in creating this White Paper have been fundamental to our understanding of what is important to people living in social housing.”

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