Reputation of the housing sector

Jo Allen

Head of Member Relations, National Housing Federation



Today....

- Sector reputation where are we now?
- Better Social Housing Review
- Changing perceptions ideas and challenges
- Discussion



Sector reputation – the challenges

- Lack of widespread public support/ understanding of the housing associations
- Inconsistent quality and performance in the sector
- The government has significant control over our sector but no comprehensive long-term plan

Long term initiatives:



- Build public support for, and understanding of, housing associations.
- Support housing associations to address issues of inconsistent performance.
- Develop an outcomes-based housing strategy for low income families.



Quality and scrutiny

- Intense mainstream and social media scrutiny
- Strained relationships with politicians and stakeholders
- Michael Gove legacy mode
- Tragic death of Awaab Ishak defining moment for the sector









Better Social Housing Review

- The report is already turning the dial on external views of the sector
- We can't start a strategic conversation with government and other stakeholders on the need to address the quality of homes without first





Key recommendations for the sector

Core purpose

Social housing audit – knowing our homes

Repairs and maintenance standards

Promotion of housing officer role

Tenant voice and influence

Local community presence/ community hubs



BSHR action plan

- Action plan to support real change in the sector
- Seeking member feedback
- Due for publication late May
- Focus on 'knowing our homes'





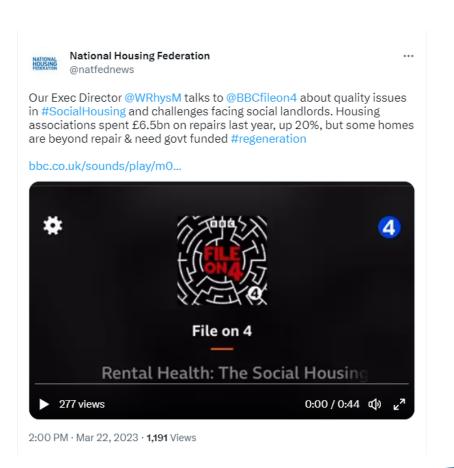
To consider...

- What does being accountable and transparent mean to you? How will you demonstrate this? How will you communicate with residents?
- With increased transparency will come questions about performance.
- Don't underestimate the importance of systems and data.
- Increased expectations on complaints need to gear up.
- Professionalisation



Changing perceptions

- Media change of tone
- Conversations with politicians
- Select Committee inquiry into finances and sustainability of the social housing sector
- Long term plan for meeting housing need



NATIONAL HOUSING FEDERATION

Practical ideas and actions

- MPs and candidates visits and 'hard hat' moments
- Emphasis on community impact
- If/ when things do go wrong be proactive and responsive
- Get involved:
 - NHF Smaller HA Network
 - Look out for our general election campaign
 - Starts at Home
 - Rural Housing Week





Discussion

- Reflections on the Better Social Housing Review
- What role do smaller housing associations have in changing perceptions of the sector?
- What changes are you making in your organisation as a result of the current scrutiny – changes to systems and processes, culture, stakeholder and customer communications?
- What is your approach to your relationships with politicians, candidates and stakeholders?



Contact

jo.allen@housing.org.uk

07919 111060

@natfedjo

https://www.housing.org.uk/about-us/member-offers/smaller-housing-associations/

