

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** @natfednews

Our Exec Director @WRhysM talks to @BBCfileon4 about quality issues in #SocialHousing and challenges facing social landlords. Housing associations spent £6.5bn on repairs last year, up 20%, but some homes are beyond repair & need govt funded #regeneration

bbc.co.uk/sounds/play/m0...



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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/>