

G<sup>15</sup>



# Taking the Stigma out of Social Housing: The Residents View

G15 research report

January 2024

#roomtogrow



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## Foreword by Daisy Armstrong (G15 Resident's Group Chair)

**Drawing on insights from over 2,800 residents' perspectives, this G15 report confronts the harsh reality of how stigma shapes the lives of social housing residents. It reveals something many of us have known for years—our value is too often defined by the type of housing we live in.**

Having lived in social housing in London all my life, I know first hand the weight of stigma that comes with it. There's a certain judgment that follows when people learn where you live. It's reflected in their assumptions they make about your circumstances and worth.

As someone with a disability who has experienced homelessness, social housing provided me with a lifeline - an accessible and affordable home. It marked a turning point in my life, transforming my wellbeing and prospects. Yet, despite this invaluable support, I've still felt the sting of shame that comes with stigma. It's a strange contradiction: being grateful for a home that offers safety and stability, while feeling judged for needing it in the first place.

For people living in social housing, this stigma transcends individual reactions and becomes part of how we are perceived and treated by wider society. Reflecting on her own experience, MP Florence Eshalomi spoke to this reality in Parliament:

**"Grenfell laid bare the truth, the sad truth, around the stigma attached to social housing. It is the stigma I still remember when people made assumptions because I lived on a council estate. It is the stigma attached to people who are actually from all walks of life—teachers, doctors, firefighters—people who pay their rent on time but yet are treated with disdain by housing providers."**

We cannot forget that this same stigma led to the tragic deaths of Awaab Ishak and the 72 residents of Grenfell Tower. Their stories are part of a larger group of people living in unfit homes, whose voices have been ignored for too long. Growing up in the shadow of Grenfell, I feel deeply that the tragedy must serve as a turning point for us all.

This Stigma in Social Housing report, brings much-needed attention to the lived experiences of social housing residents and the stigma we endure every day. The G15 Resident's Group has played a crucial role in ensuring our voices

guide the direction of this report, bringing a human-centred perspective to the table. What never leaves me, and what I know other residents feel, is that we're 'lucky.' Lucky that we've managed to navigate the system, or lucky that someone finally listened to us. But luck should not be the measure of whether we live with dignity. Safe, secure housing should be a basic human right, not something we feel fortunate to have.

The findings in this report deliver a clear call to action: stigma must be addressed at every level, starting with those who provide and manage our homes. Grenfell's aftermath has reshaped how social landlords operate, with new consumer standards requiring more resident involvement.

But to enact real change, this involvement must be genuine—not a tick-box exercise. Housing providers must embed residents' perspectives into every decision, humanising their services to improve lives. Regulatory changes alone won't solve stigma; it will require a deeper cultural shift across individuals and organisations alike.

The change we need won't happen overnight, but it begins with listening. It begins with seeing us—not as labels or stereotypes, but as people who deserve respect, empathy, and dignity. Stigma has silenced and sidelined us for too long; now is the time to break that silence. Together, we must work to build a future where social housing is seen not just as a place to live, but as a vital part of a fairer, more inclusive society.





## Introduction

The G15's Room to Grow campaign has looked at different ways that housing associations create social and economic value. Through the provision of affordable homes, social landlords can claim to be generating social value on a large scale. But in truth, however much good work they may do, landlords can only really claim to be the ones laying the foundations for that value to be realised. The people who are really adding value in social housing are its residents.

Unfortunately, this value is often overlooked. Following the Grenfell Tower tragedy in 2017, the Government embarked on a mission to uncover the issues in the social housing sector. Their engagement with around 8,000 social residents revealed a variety of concerns about things like safety, quality, and complaints processes. But the most consistent theme raised by residents was stigma. Time and time again, social residents told officials that they felt 'demonised', that they were treated as 'second class citizens' and 'benefit scroungers'.

Sadly, this perception is nothing new, and in fact has been around for decades. While Grenfell brought the issue back to the forefront of public discourse, social housing has long been portrayed as the least desirable tenure to live in, with those that live in it being looked down on.

This stigmatisation is deep-rooted and not something that can be solved easily; by the time of the publication of the Social Housing White Paper in 2020, stigma had almost completely vanished from the policy agenda, with government unable to offer a solution.

But even if there is no quick fix to such a complex problem, social landlords still have a responsibility to consider what they can do to affect a change in attitudes. The research in this report suggests that the most frequent way that social residents experience stigma is through interacting with their landlord: even if social landlords are not solely responsible for the causes of stigma, they are perpetuating it.

In researching this report, the G15 carried out a survey of nearly 3,000 residents across 11 member landlords, and carried out a series of qualitative interviews with residents. As the results show, stigma is still a huge problem, and a barrier that can affect the way people feel about their lives, and even alter their life choices.

The report examines the reasons behind this and what could be done about it, and looks at the reality about people who live in social housing and their enormous contribution to society.

## Social housing residents as a force for good

Like wider society, people who live in social housing are a diverse and varied group who come from a range of backgrounds.

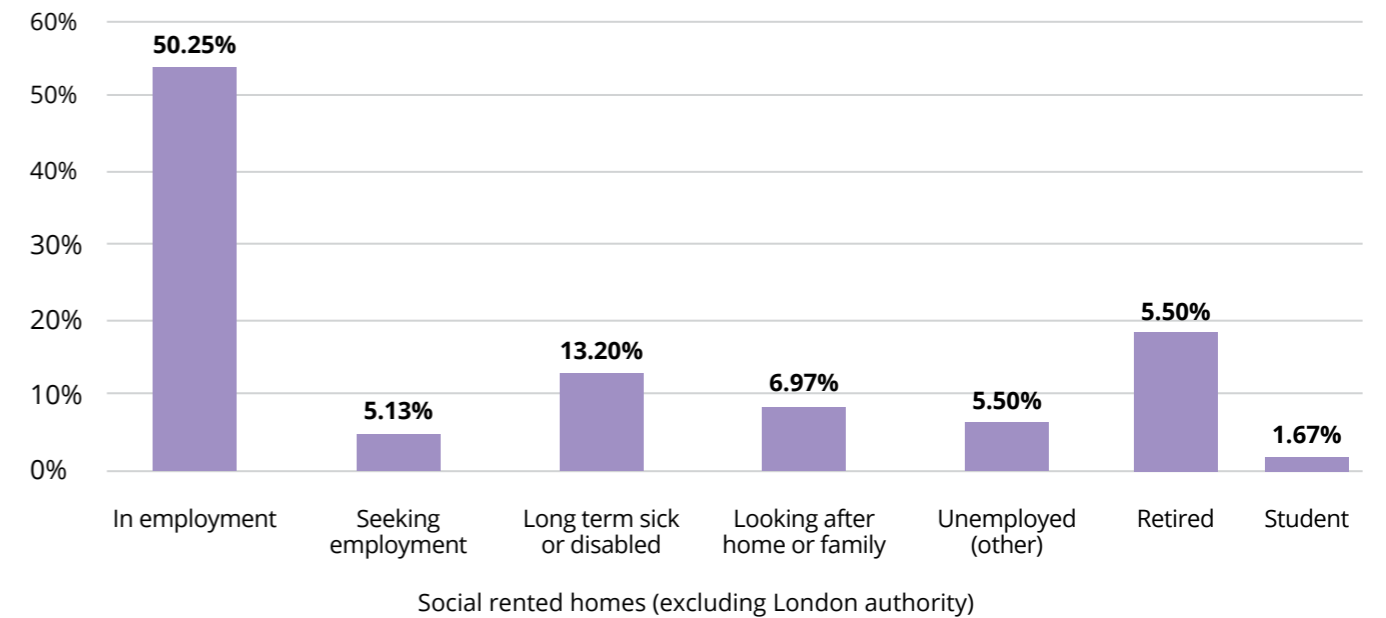
Social housing residents perform a wide variety of jobs that are essential for the healthy functioning of the country. Research by our member Peabody <sup>1</sup> has found that one third of London's police officers, ambulance staff and care-workers live in social housing, as well as 31% of workers in 'elementary jobs' such as security staff, cleaners, postal workers, kitchen assistants, and bar and waiting staff.

Over half of all those living in social housing are in work, with a further 17% retired and 13% unable to work due to disability. In 2015, it was estimated that residents living in social housing contributed £15 billion to London's economy <sup>1</sup>.

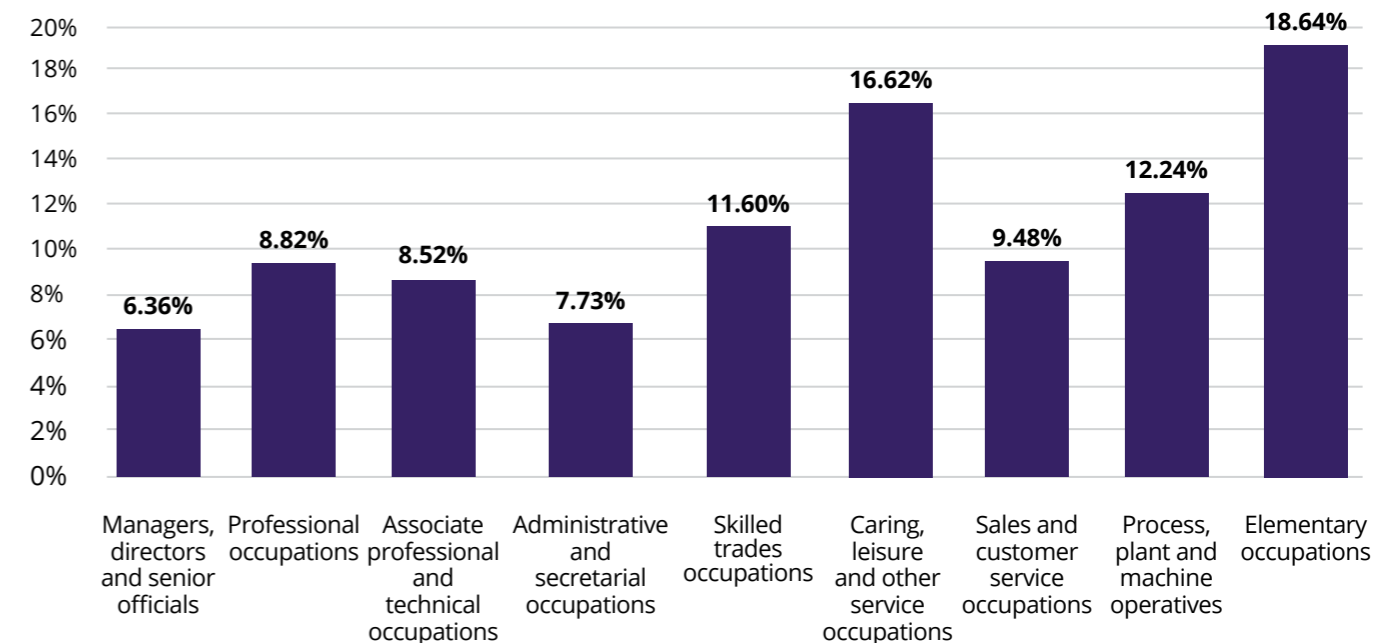
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Those living in social housing are also often involved in volunteering or unpaid work, or have caring duties, which are 'hidden' but hugely important contributors of social value, and reduce the burden on public services and the NHS. It's questionable whether this would be possible without the stability of a social home.

**Social residents economic activity (London)**



**Resident occupations**



For over forty years, Margaret has been a beacon of strength and support in her community, navigating life's ups and downs with determination and turning personal challenges into opportunities for growth and service to others.

She dedicated herself to the community in many ways over the years, involved in local politics, founding a resident association, and spearheading multiple fundraising projects. Her commitment went beyond official duties. She recalled noticing the local children on her estate having little to do in the summer so took it upon herself to organise days out for them, she shared "I'd scoop up as many kids as I could at the time and take them to the local park or seaside to eat chips on the beach".

During the 1980s, when Margaret was married to an Iranian man, her home "became the local community centre for all the people fleeing the regime change in Iran". Her home became a sanctuary, where she helped refugees navigate the complexities of life in a new country, from accessing education and employment to finding accommodation.

**"We worked alongside them to get into college, to get visas sorted out and find accommodation. For about 10 years we were running a community of probably about 50 or 60 families, helping them settle into the town."**

When Margaret unexpectedly became a single parent to four young children, it was the stability of her social home which allowed her to continue giving to the community.

**"It's given me a breathing space where I have been able to raise my children and stay alive for long enough and well enough to rebuild my life", she commented, "social housing saves people who are falling."**

In 2006 she met a young boy fulfilling his community payback through her fundraising work with the local church and soon after became his mentor. She relayed their conversation, "I said to him, what do you do in your spare time, and he told me he was a rapper, I asked if he ever recorded himself but was quickly told that this was far too expensive".

Margaret being not one to quit, contacted her local council, and with some investment from the local police and probation service, and after contributing some of her own funds, set up a rapper's group for young adults serving anti-social behaviour orders.

"17 young guys would come along every week, all of them known by police and probation. In the end they were recording tracks and selling them at local fundraisers"

The group was a blaring success, she added "out of 17, 16 had returned to full-time education, one went off to university, 15 reunited with their families, and one got custody back of his son".

Amidst all this, Margaret pursued her own education, completing her A-levels aged 35, and earning a law degree in 2020.

Her goal is to offer legal support to those navigating divorce and custody issues, particularly in cross-cultural marriages.

She credits the role of social housing in enabling her to achieve so much. "I've been able to put my time to good use, I've re-trained, done a degree, volunteered".

Today, she continues to be a full-time caregiver for her disabled daughter while also volunteering as a community development advisor for a local group working to set up a community hub.

"I recognise how thankful I am," she says, "Without social housing, I could not have raised my family, or kept my family together" Margaret's work reflects a deep commitment to making the world a better place, one act of kindness at a time. Her journey is a testament to resilience, compassion, and the power of giving back.



### Social housing as a springboard

Social housing is often unfairly stigmatised, yet it has a profoundly positive impact on society that should be celebrated.

**“I was made homeless after domestic violence, I would never have passed checks or have a deposit to rent privately so this was the best thing to happen to me and my kids”**

57% of residents felt that living in social housing had a positive impact on their lives. Overall, the most important factor in this

was the ability to save money on rent. However, there was some regional variation in this: residents in London were more likely to cite economic reasons such as money saved and better career prospects, whereas those living outside London more frequently cited health reasons or family life as the most important reasons.

Interestingly, there was also a split between those who had experienced stigma and those who hadn't. 53% of all those who had experienced stigma felt negatively about the role social housing had played in their lives, compared to 34% of those who hadn't.

The money saved on rent was particularly important for residents living in London where private rents are on average 70% more expensive than social rents.

Recent G15 research found that if all of London's housing association social renters were to pay market rents, they would be liable for £4.85 billion a year in extra rental costs <sup>2</sup>.

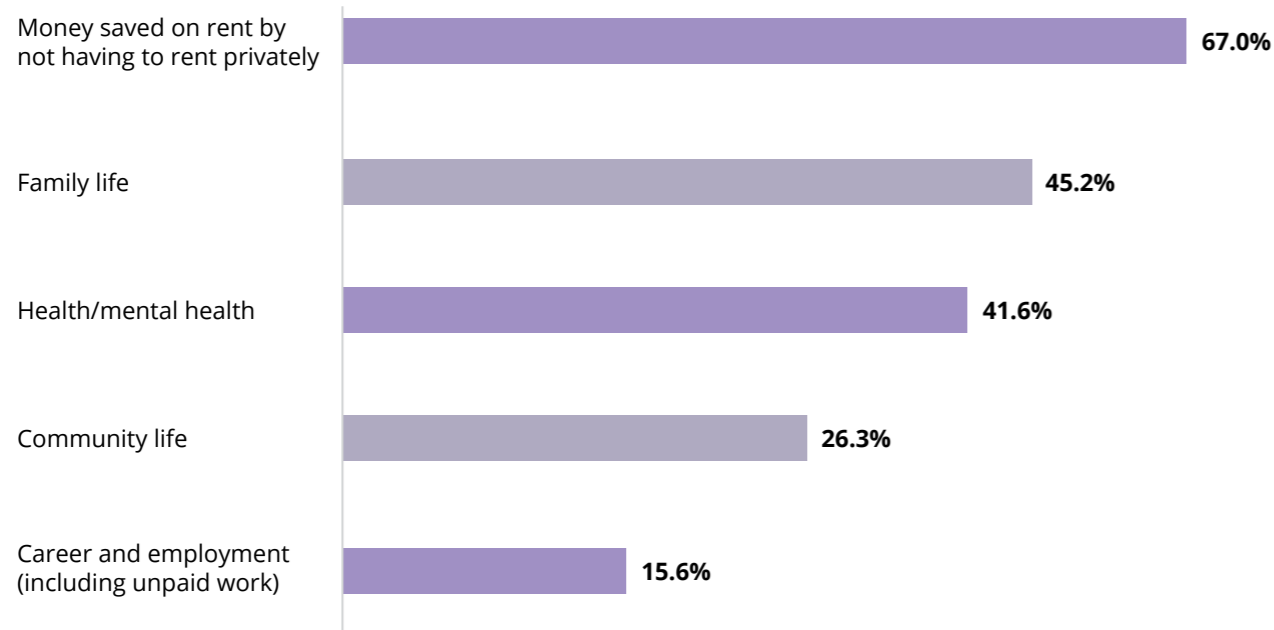
**“My health and mental health is (the most important thing) because I was extremely worried about finances while living in the privately let house. It was very overwhelming. My financial situation improved (since moving into social housing) and I can finally breathe and stop worrying everyday!”**



**57%**

of residents felt that living in social housing had a positive impact on their lives.

### Ways Social Housing has a positive impact on people's lives



Survey of G15 residents (2,815), Summer 2024.



Through our interviews with residents, a clear and consistent message emerged: **the stability and security provided by social housing is vital.**

# Stigma and its impacts on residents

'Stigma' refers to the negative perceptions, attitudes, and stereotypes that society associates with a group of people or place. In England, there are many harmful stereotypes about those who live in social housing, and social residents are often depicted negatively.

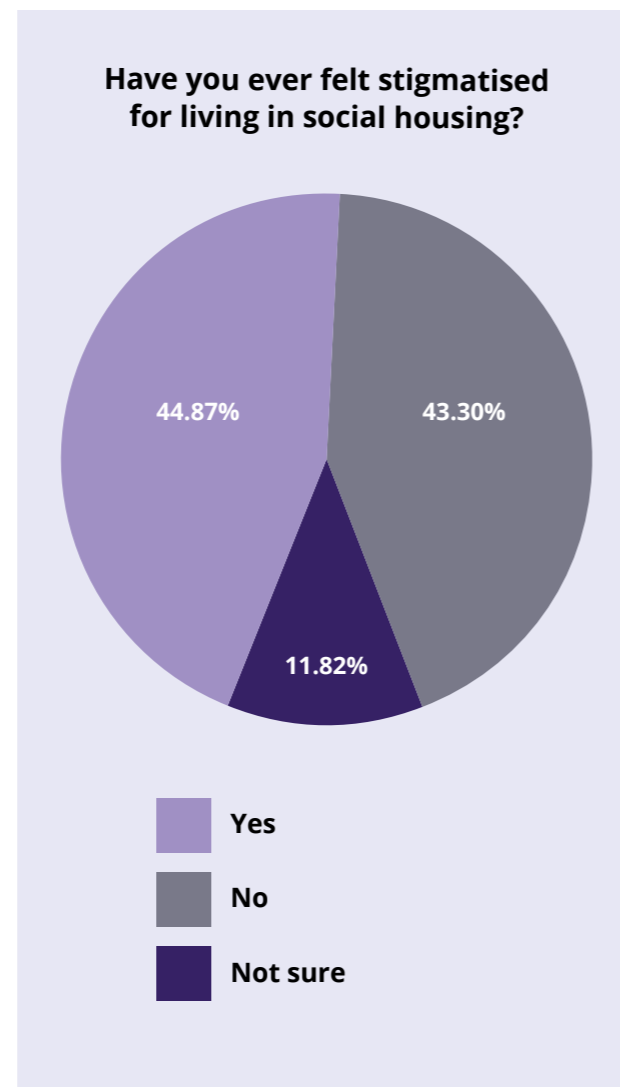
These negative associations often lead to people being labelled or marginalised, or seen as having lower social status. This, in turn, can lead to prejudice and discrimination from others, and ultimately result in unequal outcomes in a range of areas.

Being stigmatised due to living in social housing is a reality for many residents. **45% of G15 residents reported in our survey that they had felt stigmatised for living in social housing**, and 35% had worried about the reaction from someone when disclosing where they live.

Residents referred to the territorial stigmatisation that occurs. How "geographical flags" would signify that they lived in social housing, or peers and colleagues would not want to visit their home because it was on a social housing estate.

They shared how damaging it was once their estate had become labelled or "renowned", as once this had taken place the stigma would worsen and was impossible

to avoid. The unfair demonisation of social residents is a serious issue and something that Government must consider how it addresses, to meet its' stated mission to 'break down barriers to opportunity'.

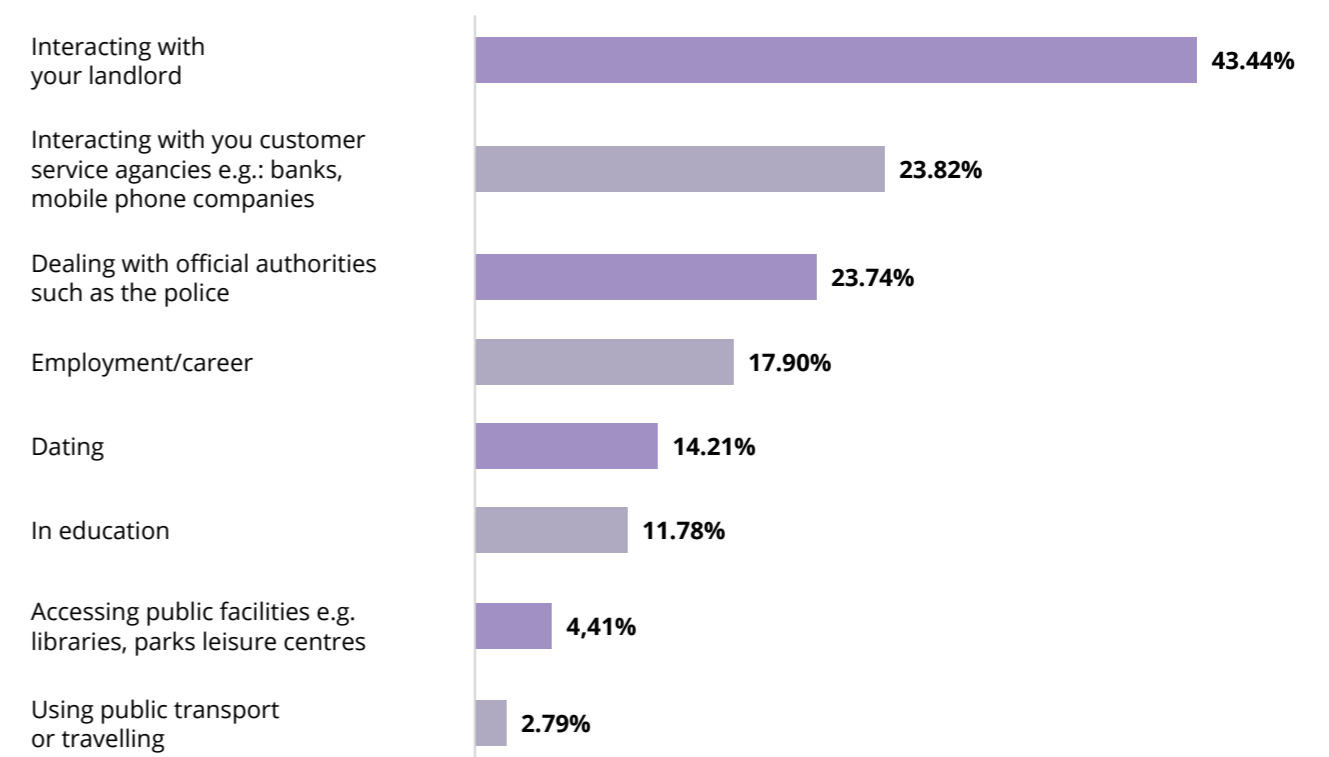


**"From the outside, the feeling that it leaves the person of not being equal or as valid, that lack of equality. Being pre-judged, that label of social housing, whatever it might be, well that means you're a scrounger, you got it because you had baby, there's all these different things that go with it. There's such a loaded statement when actually you just needed a roof over your head because you didn't have one. It's such a loaded statement that's not accurate to that reality".** (G15 resident)

Stigma manifests itself in a variety of ways. In survey responses and in the interviews, residents expressed how people often treat them differently once they find out they live in social housing, and more often than not respond negatively.

As a result of these interactions, residents reported feeling ostracised or actively hiding where they lived, which can be tiring and frustrating.

## Ways residents report feeling stigmatisation in their lives - (%) of all residents reporting stigmatisation



Survey of G15 residents (2,815), Summer 2024.

**35% of social housing residents said they would be worried to tell someone they lived in social housing. The reasons for this varied, but the most popular response was ‘I was embarrassed’.**

One resident spoke about wanting to sign up for a newspaper subscription but when asked where they lived the shopkeeper responded “oh no, I’m sorry, we don’t, you can’t. We don’t deliver to that street”. People’s social relationships with peers and colleagues can also be impacted. Residents gave examples of colleagues making inappropriate jokes or harmful comments around them, often obviously unaware that they were speaking to someone who lived in social housing.

“I brought [my colleague] to my house, and my wife always said after that he never treated us the same way again.”

For children growing up in social housing, the stigma experienced in a school setting can be particularly difficult. One resident commented that “none of my kids ever wanted to invite their friends back to the home”.

“The children have grown up thinking it’s something to be ashamed of and it doesn’t matter what I’ve done as a mother, it’s the peer understanding that people who live in council housing are different to those who don’t”.

Residents talked of having to mask, hide or lie when interacting with others, out of fear of their reaction to learning that they live in social housing.

**“For me I’ve just had to lie a lot. Avoiding questions about where I live. I have had to spend a lot of time camouflaging myself, you live a lot of your life in camouflage”**

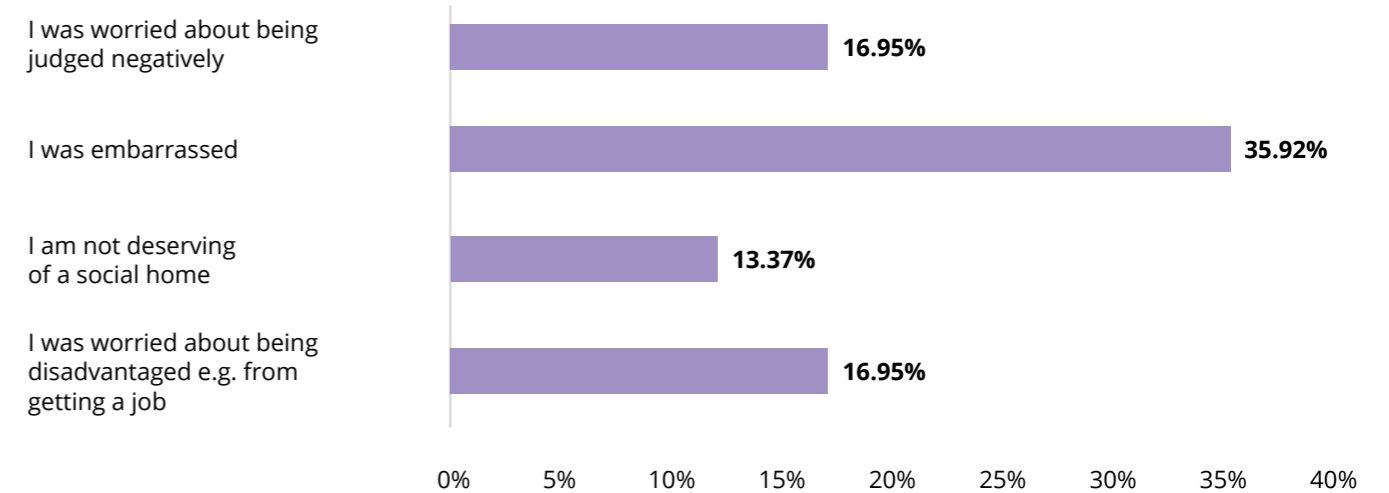
**“You have different personas for different things, it’s a really hard way to live”**

**“For me personally from the inside out, it’s where you have to pretend to be something different to fit in, you can’t show your real experience or real you. You have to cover, to mask.”**



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**Reasons residents were worried to tell someone they live in social housing**



Survey of G15 residents (2,815), Summer 2024.

## Case study: Carl

As the Programme Director of a rail firm, Carl is a senior and respected figure in the rail industry. He credits social housing as the enabler which gave him the stability to be able to progress his career.

**“I would not have been able to achieve what I have today building a successful career had it not been for the secure tenancy which social housing gave me all those years ago,” he says.**

In 1990, the introduction of the Poll Tax combined with rising interest rates forced Carl to sell the family home, where he lived with his wife and daughter. For the years following this his family lived in accommodation tied to his job, but a period of depression led to Carl experiencing a breakdown and having to leave his job, and subsequently his home. As a result, the family moved into a very small rented flat whilst he tried to get his life back on track.

“We moved into a very small privately rented flat which had rats running around, since that was all what we could afford. We had to climb up iron stairs over wheelie bins at the back of a pizza shop to get into that flat.”

Hoping to leave this precarious living situation behind, Carl applied to the local council for social housing without high expectations. To his surprise, the council offered him a one-bedroom flat, and he has remained in social housing for the past 25 years.

The stability afforded by social housing when he faced pressing needs now serves as his drive and impetus to help other residents, and he has subsequently become involved with his landlord, L&Q.

“I do not mind giving up my time to help the social housing sector, since it gave me the stability to rebuild my career”, he explains.

This began when Carl put his name forward to join the local neighbourhood committee after L&Q wrote to residents asking for volunteers. On that committee, he liaised with the relevant contacts, helping to resolve local issues raised by his neighbours. Subsequently, he served in the regional residents committee. Since 2020, Carl has sat on L&Q’s Resident Services Board which involves scrutiny on governance and holding L&Q senior executives accountable.

**“I think my role is to hold the people who manage social housing to account, making sure that they do their job properly. At same time it is also to inform the wider public about the importance of social housing and how necessary it is for a cohesive society.”**

Carl confessed his immense gratitude from being able to benefit from a social housing tenancy that give him the security he needed to settle and build a successful career, and while he has never been ashamed of this, has “always been conscious that some people treat me differently when they find out where I live.”



## The creation and reproduction of stigma

### How has social housing been seen historically?

Before the 1970s, while there is some evidence of social housing residents being stigmatised, this was not believed to be widespread. However, in the decades since, the way social housing has been financed, constructed, and allocated has changed and this has altered society's perception of social housing and those who live in it.

The Right to Buy policy, introduced by the Conservative Government under the 1980 Housing Act, gave tenants of at least three years the right to buy their homes at a significant discount. Those homes that were sold off were never adequately replaced: in 1980, 5.4 million households lived in socially rented homes, but today that figure is around four million.<sup>3</sup> Social housing has become an increasingly scarce resource.

The allocation of social housing based on need is a policy that pre-dates the Right to Buy. Nonetheless, the scarcity that the policy led to has accelerated the allocation of social housing towards those with the highest need or vulnerability. Unfortunately, harmful societal attitudes towards these groups have been magnified and extended to social housing residents as a whole.

In addition, the changing physical characteristics of social housing could also be argued to have contributed to negative

perceptions of the tenure. In the second half of the twentieth century, increasingly large housing estates became the new norm. Media depictions of such estates tended to be negative: references to 'sink estates' or 'estates from hell', for example, reinforced the idea of social housing as undesirable.

When surveyed, residents identified media coverage and stories about social housing as the most influential factor in causing and reproducing stigma.

#### What do residents think are the main causes of social housing stigma (ranked in order of importance):

1. Media coverage and stories about social housing
2. Language used by politicians
3. Government housing policy
4. Discussions/portrayals on social media
5. Social landlord's behaviour/treatment of residents

**“If you are watching TV on a criminal or police programme, if they go and interview a criminal, they are always living in a social housing tower block, they're always living in a council flat.”**

(G15 resident)

One resident spoke about how TV programmes deliberately depict the “stereotypical social housing resident” and how damaging this is in reinforcing a certain image in public consciousness. They noted that the watching public ends up having a “warped view” of social housing and those who live in it.

Residents felt that the second most influential cause was language used by politicians. In recent history, there are numerous examples of politicians using derogatory language about social residents, particularly in the early 2010s with the onset of austerity and welfare reform. In an interview, one resident spoke about this narrative around welfare spending and taxation, and how social residents are presented as a burden to the taxpayer. She described being made to feel like the “common enemy”.

Residents also emphasised the power politicians hold to be able to change the way social housing is viewed, and in turn how harmful it is when they pursue negative narratives rather than counteracting them. Government policy, too, plays a role: as well as the Right to Buy, the promotion of homeownership as the most desirable tenure over several decades has contributed further to the idea that social

housing is inferior. Housing associations must also acknowledge our own role in reinforcing this stigma. The culture of many providers has shifted over time as organisations have increased their commercial activity, towards building private sale homes, for example. There are many reasons for this – previous government's regulatory and fiscal policies have heavily incentivised HAs to prioritise strong fiscal self-sufficiency and increasingly generate their own money.

While this commercial focus should not mean that social residents receive a poorer service or are treated any differently, it is difficult to dispute that some landlords have become distant from their residents. The media has highlighted many examples of poor service or maintenance standards, experiences which have understandably led to anger among residents, and further consolidate the idea that they are being poorly treated because of the type of housing they live in.

Staff working for social landlords and their contractors are not immune to the wider stereotypes and negative attitudes towards social housing residents. This can lead to stigmatising treatment in individual interactions.

**“I'm glad they can get the house fixed when they actually fix it, but I've had 18 months of trying to get a roof fixed, with them not communicating properly. I have problems with them getting stuff done, so I find that really hard. To me, we are treated differently because we live in social housing. They think that people in social housing don't want to work, don't wanna do this, don't wanna do that... that's not the way it is. There's a few of us that do work, there's a few that can't work due to being disabled, but they look at us as if we're very low graded, don't need to worry about us.”** (G15 resident)

## Case study: Helene

In 2001, Helene moved into a social home that would become the bedrock of stability and opportunity for her and her children, aged just six (twins) and nine at the time. Over the years, the home served as a constant amid life's challenges, allowing her to create a stable, nurturing environment where her children could thrive. Now in their 30s, all three have graduated from university and pursuing careers they love.

Before moving into her current home, she and her children lived in precarious, overpriced private rented accommodation, where she often slept on the sofa to ensure her children had their own room. Her family was frequently uprooted, leaving them with little sense of community belonging or security.

**“For me, the most critical thing was having a safe space that I could call home,” she explains. “Social housing provided that secure base, that static space, which is so essential for human development.”**

This stability also gave her the opportunity to focus on her career aspirations. With the support of her landlord, she founded ‘Cocoon Kids’, a children’s creative play and counselling community interest company. Her journey into entrepreneurship began with a simple email from her landlord asking if she’d like to start her own business. Despite her lack of business experience, she applied and won a spot in an enterprise programme, securing £2,760 in funding. After going through business training, she launched her company in March 2021.

“I had always dreamed of setting up a charity, but I never saw it as a real possibility,” she says. “The springboard to a change of life came from my landlord. They believed in me and gave me the chance to make it happen.”

Helene herself experienced a childhood marked by instability and adversity, which served as her personal drive to help others. The social enterprise provides trauma-informed creative counselling and play therapy for local children from under-resourced backgrounds aged 3-19 years old. The team working there all having come from the community they serve, grown up in social housing and themselves experienced adverse childhood experiences. Today, they work in over 18 schools and collaborate with social services to support families in social housing or insecure housing.

The very ethos of her organisation is providing ‘a calm and caring cocoon where every child and young person reaches their true potential’. For Helene, it was the stability afforded by social housing that allowed her and her family to flourish, and now, the lives of others as well.

Reflecting on her journey, she emphasises the broader impact of social housing. “It’s not just about houses; it’s about futures,” she says.

**“Social housing enables people to propel forward, making dreams a reality—whatever those dreams may be.”**



## What can we do to dismantle stigma?

The stigmatisation of social residents, or indeed of any marginalised group, is something that requires action from many to address. The wider societal perception that 'others' social residents has complex causes and is tied up in other forms of deep-rooted prejudice, such as classism, racism and sexism. Unfortunately, there is no panacea which can solve it. However, in the policy void left by its absence in the White Paper, there is a responsibility for social landlords to consider what they can do to improve residents' experience, and perception of how they are treated.

### What do residents think landlords should do to tackle stigma (ranked in order of importance):

1. Provide better quality homes
2. Provide better quality services
3. Maintain communal spaces better so that neighbourhoods are more attractive
4. Treat residents more respectfully when interacting
5. Build more social housing
6. Give residents more of a say in the way they are run

Post-Grenfell, landlords have begun to take positive steps to this effect. G15 members, reflecting a wider trend across the sector, are increasingly tilting resources towards improving the condition of existing homes. Similarly, many landlords are investing in substantial change programmes to improve frontline services and the resident experience. This reflects the changing regulatory environment, and indicates that landlords are listening to residents. Nonetheless, the results of the survey and interviews indicate that there is still a long way to go.

Residents acknowledged how the current lack of social homes and rising waiting lists has affected how people view those who are living in social housing. As we have explored, there is an intrinsic link between scarcity and stigma.

It is unlikely we will ever return to the late 20th century, where social housing housed around 35% of the entire population. However, as a nation, we desperately need to build more social homes to make the tenure accessible to as wide a proportion of society as possible.

### When asked about tackling stigma, residents provided a number of different approaches / ideas:

"Raise awareness of why people need social housing."

"Be stricter when dealing with anti-social issues."

"Promote social housing in a positive way. Ad campaigns and engaging with other housing organisations such as Shelter."

"Ensuring that people can access the property size that they need by building more family homes of 3+ beds. So many people are overcrowded and there is little hope of upsizing even through swap sites."

"It really annoys me that when I receive my rent increase letter, directly underneath it says about informing the Social Services about it re benefits. Not everyone in Social Housing is on benefits yet this presents it as the norm."

My children are same sex but they have a big age gap of 5+ years, one is starting high school soon and the other starting primary school. Mental well-being and privacy are so important and I feel my children are disadvantaged for having no choice but to share a room when they are at completely different stages of childhood."

"By not allowing segregation in new build apartments where we share with private tenants."

"By showing that we too pay the same service charge so should have the same respect."

"Treating residents with respect and providing good homes."

"More of it, more availability, it's such a shame that to be able to get it you have to be at such a crisis point"

"Doing things that actually challenge/change opinions on stigma. Calling out politicians on language and attitudes. Visible campaigns in social media and physical media (news outlets) to challenge/break/disprove the stigma"

# Actively challenging stigma

As social landlords, we cannot control the political or media rhetoric about social housing. But we do play our part in contributing to it: the sector frequently runs campaigns and publishes thought leadership pieces which are covered in the press. We know that stigma is a priority for residents, and have a responsibility as organisations to actively challenge it wherever we can.

There have been several campaigns of this nature in recent years:

## **Made in Social Housing**

Was a campaign run by Shelter that aimed to shine a light on the platform that social housing can be for people to live successful and fulfilling lives.

## **L&Q's #iamsocial campaign**

Aimed to tackle the stigma around social housing, by sharing stories and photos of residents talking about their lives and the things which matter to them.

The campaign includes social housing residents from diverse backgrounds, celebrating their impressive and varied achievements.

## **Stop Social Housing Stigma**

Is a tenant-led campaign which aims to present a positive image of social housing in order to challenge misconceptions.

It is run by a national committee of tenant members, but is also supported by a number of landlords, including G15 members, and other sector bodies such as the NHF. The campaign has previously collaborated with the CIH to produce a landlord toolkit to influence professional practice.

As the sector considers what its policy asks of a new government are, we have a responsibility to residents to use our voice and influencing capital to talk about stigma.

## **The challenge to social landlords**

Now more than ever, we need change. Following the release of the final Grenfell Inquiry, the Prime Minister has acknowledged that there is a need for wholesale cultural change in the social housing sector that goes beyond regulation. Driving cultural change is not straightforward but needs to be a priority focus for landlords going forward. What should social landlords do to address the findings of

this report and begin to take action to address stigma? Ultimately there isn't a singular answer. The new Journey Planner created by the Stop Social Housing Stigma is one of the most comprehensive tools available to landlords at present and outlines the steps that landlords could take to help improve the culture within their organisations while acknowledging that change takes time, the routes to change look different and tackling stigma is an ongoing commitment.

### **Acknowledgements**

Lead author – Isobelle Connor (L&Q)

Contributors – Alex Jones, Kevin Zhang, Matthias Barker and Tamsin Cognan (all L&Q), Richard Kanareck, Ben Abbott, Jacob Rix and Maeve Hart (all Sanctuary Counsel).

Project Sponsor – Daisy Armstrong (G15 Resident's Group Chair)

Thanks to G15 landlords and residents for participating in the survey.

<sup>1</sup> Peabody, CBI and Cebr, *The Business Case for Affordable Housing* (2016)

<sup>2</sup> <https://g15.london/room-to-grow/funding-londons-affordable-homes>

<sup>3</sup> English Housing Survey 2022-2023

[https://assets.publishing.service.gov.uk/media/65785e250467eb000d55f5ea/2022-23\\_EHS\\_Headline\\_Report\\_Chapter\\_1\\_Profile\\_of\\_households\\_and\\_dwelling\\_tables.ods](https://assets.publishing.service.gov.uk/media/65785e250467eb000d55f5ea/2022-23_EHS_Headline_Report_Chapter_1_Profile_of_households_and_dwelling_tables.ods)

**For more information**

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