



Department for Levelling Up,
Housing & Communities

It's now easier to



Make things right

**Social Housing Complaints Campaign
Landlord Partner Toolkit**



Department for Levelling Up,
Housing & Communities

Working together to keep tenants safe and informed

Together we can rebuild trust and drive better standards in social housing

The Department for Levelling Up, Housing and Communities (DLUHC) is working together with social housing providers across the country to drive better housing standards.

Everyone deserves a home that is safe, secure and well maintained. However, many social housing residents either don't know what to do if they have an issue with their home or lack confidence in how to go about tackling it.

DLUHC is launching a campaign to inform social housing residents that if they have a problem, it's now easier to make things right. The campaign will include radio and social media advertising and partnership activity and direct people to the campaign page gov.uk/social-housing-complaints.

We're asking you to be part of the campaign, to help make sure your tenants know how to make a complaint and how to take it to the Housing Ombudsman, if necessary.



Make things right



Why is this important?

We recognise that many social housing landlords are currently facing challenges in adopting the new Complaint Handling Code, especially where there are issues around unfair treatment to address. However, good complaint handling is key to providing an efficient service, as well as promoting a positive landlord and resident relationship.

The campaign resources have been designed to help you tell your tenants:

- How the complaints process has changed; and
- How to use your organisation's own complaints system.

By ensuring your organisation's complaints system is clear and easy to understand, you'll enable your residents to follow the process correctly first time. This will enable you to put things right without delay and help to rebuild trust.





Campaign Assets

To make it easier for you to pass on this information, we've created a number of campaign assets, which will also be available in Panjabi, Bengali, Polish, Urdu and Romanian. These include:

- 6 x A3 and A4 posters to display in communal areas
- A3 'empty belly' poster, for space to include details of your own complaints process
- Social posts to share through your channels (both static and video ads). More information on social ads can be found on the following slide.

These assets can be found [here](#)





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Campaign Assets - Social

Both static and video ads are available to download on the campaign site. Suggested wording to use alongside the ads is:

If you have an issue with your social housing provider, it's now easier to make things right.
Make things right
[Learn more](#)

Example of the ads on social:





For your reference

Here is a reminder of key changes to the complaints process and how they affect you as a landlord.

Improved complaints process

In 2020 landlords signed up to a new Complaint Handling Code of practise. You have agreed to prioritise residents, including making it easier to complain, responding to residents more quickly and being more proactive.

Easier escalation

It is now quicker and easier for your residents to escalate a complaint to the Housing Ombudsman if they are unhappy with your response, thanks to new government legislation that removes an 8 week wait.

More enforcement

From April 2023 all landlords are being measured on resident satisfaction. This means residents and regulators will know which landlords need to improve. Regulators can inspect and sanction failing landlords.

Help and support for anti-social behaviour

The government has published new guidance to clarify which organisations should address anti-social behaviour, to help you quickly find the best solution for problems affecting your properties or neighbourhoods. Find out more:

[Anti-social Behaviour, Crime and Policing Act: anti-social behaviour - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/guidance/anti-social-behaviour-crime-and-policing-act)





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Thank you for your support

Together we can help ensure everyone has the safe, secure and well-maintained home they deserve.

For any information on the campaign please contact externalaffairs@levellingup.gov.uk

We'd also like to hear how you've used the campaign materials to support your local community – please send case studies to socialhousingcomplaintscampaign@23red.com



Make things right