

<b>Meeting:</b>	Customer Committee	
<b>Date of meeting:</b>	13 November 2025	
<b>Agenda number and title of report:</b>	Agenda item 4. Stigma Report	
<b>Author name and role:</b>	Jim Martin Involved Customer	Customer.engagement@thirteengroup.co.uk
<b>What do you want the Committee to do:</b>	Consider and discuss the matters included within the report and  1. Note the work that Thirteen are carrying out to stamp out stigma	
<b>The Committee is recommended to:</b>	Agree and acknowledge that this report will be used as evidence for compliance with the Transparency, Influence and Accountability Standard.	

## 1. Summary Report

- 1.1 This report demonstrates the work that Thirteen have carried out so far and the future plans to tackle and stamp out stigma in Thirteen and support the National Stop Social Housing Stigma (SSHS) campaign.

## 2. Background and context

### 2.1 Introduction

I am a member of Thirteens Tackling Stigma Customer Project Group and have also been successful in my application to become a member of the National Committee for the Stop Social Housing Stigma Campaign. This is a tenant led national campaign presenting a positive image of social housing and its customers, challenging the stigma attached to social housing. The National Committee meets regularly to plan and deliver the campaign. We are pleased that membership to our campaign has been increasing, and we are organising events across the country to raise awareness of how stigma can and does affect the way organisations and authorities deal with social housing tenants and their concerns. Thirteen are facilitating an event in June 2026 in their continued support with the national and their own campaign.

### 2.2 The story so far

Towards the end of 2024 Thirteen joined up with the SSHS Campaign and are one of eleven housing providers across the country who are supporting with the campaign. The campaign involves a 'Journey Planner' which is a framework set out by SSHS for customers and landlords to plan a journey to tackle stigma. This was developed with the University of Durham, Sheffield Hallam University, The Chartered Institute of Housing and Tpas. The framework also provides landlords and customers tools to comply with the Consumer Standards, which require landlords to treat their tenants with fairness and respect. Thirteen are at the beginning of this journey and as customers we are excited to be on this journey with them.

The campaign provides Thirteen with an opportunity to work alongside, support and collaborate with SSHS as well as other housing providers, customers and stakeholders. The campaign aligns to Thirteens business strategy, priorities and objectives, and it is the intention to continue to tackle

stigma and enhance the customer experience in committing to being proud to have a social housing home.

Thirteen are fully committed to working with SSHS on the campaign and their aims are:

- Breaking the Stigma – Thirteen championing Social Housing Pride.
- Changing Perceptions internally and externally.
- Looking to create Thirteen’s campaign on Restoring Pride in social housing in collaboration with customers, SSHS, stakeholders, colleagues and the Culture working group throughout 2026.

As involved customers and Thirteen colleagues we decided to focus on these areas:

- Tackling social housing stigma in service delivery
- Tackling social housing stigma in communications
- Stigma and governance – ensuring the governing body considers how stigma impacts tenants and can be tackled.

An event was held on 5<sup>th</sup> December 2024 to launch Thirteens involvement with the campaign. Members of SSHS, involved customers, colleagues from all levels within the business, contractors and partners were invited to attend. From the feedback provided at this event an action plan was created. The Customer Involvement team created the Tackling Stigma Customer Project Group with involved customers and as a group we have identified that during 2026 we are going to be focusing on the following actions:

- A “would your mam & gran be proud of you” culture.
- Ensure that the information we capture and that is shared with our customers is consistent.
- Review complaints handling annually with customers with a view to building confidence amongst customers to make complaints.
- Customers who have made complaints where Stigma has been identified, encourage those to tell us more around their experiences and capture lessons learnt.
- Use and embed the Remedy recommendations tracker to capture actions and recommendations.

A group of involved customers and senior colleagues attended Parliament in May 2025 for the launch of the Stop Social Housing Stigma Tackling Stigma Journey Planner.

The Campaign leader of SSHS Nic Bliss commented that he feels Thirteen are ahead of the game in how we are tackling stigma, and they are hugely grateful to Thirteen and other likeminded landlords for their support and together we can work to rid customers of this stigma that affects daily lives.

## 2.3 Future plans

In early 2026 the Tackling Stigma Customer Working Group will be working collaboratively with customers and Thirteens Culture Working Group to look at an internal programme for Thirteen that will embed how their colleagues can help us stamp out stigma in social housing and bring back pride.

The Tackling Stigma Customer Project Group are impressed with Thirteens proactive approach to stamping out stigma and will keep the Customer Committee updated on this progress as it develops. Involved customers and the Customer Involvement Team are helping to spread awareness of the campaign by attending the upcoming Customer Involvement Open Days and speaking to customers about the campaign whilst also encouraging them to complete a national tenant stigma survey so that feedback can be gathered and understood.

We were also proud to see that Thirteen’s Adele McLaren has been nominated and as a result named in the Housing Today’s Top 30 Housing Champions for 2025 which recognises the early work that Thirteen are doing and gives a platform to raise more awareness of the campaign to stamp out stigma.

**3. Which of our Strategic Priorities does this Support and How?**

Happy Customers – ensuring that customers are treated with fairness and respect.  
Brilliant People including strong foundations – ensuring compliance with the Transparency, Influence and Accountability Standard and strong guidance on how to treat customers.

**4. Appendices**

None

**5. Supplementary Documents**

None