

Case Study

Engaging with Young People: Working with Fareham College and Hosting T-Level Placements

Tenant
insight

Landlord
actions

Fareham Housing is committed to ensuring that tenant engagement reflects the communities we serve. Through our engagement activities, we recognised that younger people were underrepresented in the feedback and involvement opportunities available within Housing Services. To help address this, we developed a partnership with Fareham College, attending college events and welcoming two T-Level placement students into our Housing Service. This has enabled us to better understand the views of younger people, raise awareness of careers in housing and challenge misconceptions about social housing.



Insight

Through our tenant engagement activities, we recognised that younger people were underrepresented in the feedback and involvement opportunities available within Fareham Housing. While we were adapting our approach to reach a broader range of tenants, we identified a remaining gap in younger voices and wanted to better understand their views, experiences and expectations.

Through conversations with students at Fareham College events, we found that many young people living in social housing were unaware that they or their families were social housing tenants, while others were reluctant to identify as such due to the stigma sometimes associated with social housing. This highlighted the importance of creating opportunities to engage directly with young people, improve understanding of housing services and challenge misconceptions about social housing.

Our Tailored Response

To address this gap, working with the Council's corporate HR team, Fareham Housing developed a partnership with Fareham College and welcomed two T-Level placement students into the Housing Service.

Alongside providing practical workplace experience, the placements give students an opportunity to share their views and perspectives on our services, communications and engagement activities. The Principal Tenant Engagement Officer, alongside the Council's Corporate Engagement Team, attends college events to raise awareness of careers in housing, promote tenant engagement opportunities and have positive conversations about social housing.

The students have helped us to:

- Better understand the communication preferences of younger audiences.
- Review how newsletters and tenant communications can be made more engaging for young people.
- Improve the way we present information and engage with younger people at events and community activities.
- Gain valuable insight into the experiences, expectations and priorities of younger residents.

- Challenge perceptions and stigma around social housing through open conversations with students.

The Impact

- Two students have gained valuable workplace experience and developed practical skills through their T-Level placements.
- Fareham Housing has introduced young voices into its engagement activity and gained insight from a previously underrepresented demographic.
- Student feedback has informed our thinking around communications, engagement activities and event promotion aimed at younger audiences.
- The partnership has helped raise awareness of careers in housing and strengthened links with Fareham College.
- Positive conversations at college events have helped challenge misconceptions about social housing and increase understanding of housing services among young people.
- The placements have demonstrated the value of involving young people in shaping housing services and ensuring their voices are reflected in future engagement and communication activities.

One of the students undertaking a placement lives in a Fareham Housing home. Through the placement, she has gained a greater understanding of how Housing Services operate and was able to share her and her family's experiences, providing valuable insight into how younger tenants view housing services.

"I really love it there, my manager is really lovely and is always really great at keeping me busy. She's also really focused on getting every skill checked off a list she made for me so I have loads of skills for when I have a job! I actually love the environment there too, everyone's super lovely and I just really love it."



➤ You can read more about [other case studies on 'Tenant Insight' ➡ Landlord Actions' here](#)

Ongoing Review

- First published: August 2026
- Check-in/review: due August 2027 to assess what's working, still happening, or needs reconsideration.