



WILLIAMSBURGH
HOUSING ASSOCIATION LTD

Tenant Engagement and Participation Strategy





At Williamsburgh Housing Association, we believe that tenants are at the heart of everything we do.

Everyone has a role to play in shaping and delivering the services we provide.

Tenants can highlight areas for improvement, suggest solutions and work with staff to implement them.

Our staff will listen to tenants' feedback, provide information, support, and deliver on what has been agreed. This strategy sets out how we will achieve this together.



Introduction

This Tenant Engagement & Participation Strategy has been designed as a guide for tenants and staff to develop and support engagement opportunities and work in conjunction with our Community and Regeneration Strategy.

- ❖ **We are setting out an ambitious and exciting plan for the next three years.**
- ❖ **We want to strengthen the opportunities for tenants to get involved. We want to continue developing the different ways tenants and the landlord can communicate.**
- ❖ **We want to embrace available technology to ensure that all tenants have the appropriate access to the information they need and to participate.**

What is tenant engagement and participation?

Information + Consultation + Feedback = Tenant Engagement and Participation

Tenant engagement involves a range of ways that we will encourage our tenants to become actively involved in how we shape and deliver our services.

- ❖ **We will inform our tenants of the services we currently provide.**
- ❖ **We will advise them of our targets and standards.**
- ❖ **We will ask for their thoughts and ideas.**
- ❖ **We will ask what their aspirations are.**
- ❖ **We will include them in delivering services and changes.**
- ❖ **We will provide them with feedback.**
- ❖ **We will tell them what has been learned from listening to them.**
- ❖ **We will provide as many opportunities and benefits as possible through our Community Regeneration Strategy.**

Ways that we will communicate with our tenants

- ❖ Meetings in person or through technology
- ❖ Creation of local community groups.
- ❖ Telephone calls
- ❖ Social media
- ❖ Text messages
- ❖ Email messages
- ❖ Newsletters

Why do we engage with you?

The Housing (Scotland) Act in 2010 introduced a Scottish Social Housing Charter that set the standards and outcomes social landlords, such as Williamsburgh Housing Association, should aim to achieve when performing their housing activities. The Charter establishes what tenants should expect from their landlord and how to hold them to account. It also sets out how landlords should focus their efforts on achieving outcomes, with 16 different outcomes within the Charter itself. For tenant engagement and communication, there are two specific outcomes that we need to focus on:

Social landlords manage their businesses so that tenants and other customers find it easy to communicate with their landlord and get the information they need about their landlord, how and why it makes decisions and the services

Social landlords manage their businesses so that tenants and other customers find it easy to participate in and influence their landlord's decisions at a level they feel comfortable with.

To assess us for how well we are doing with these, the Scottish Housing Regulator reviews how our tenants respond to the following two questions:

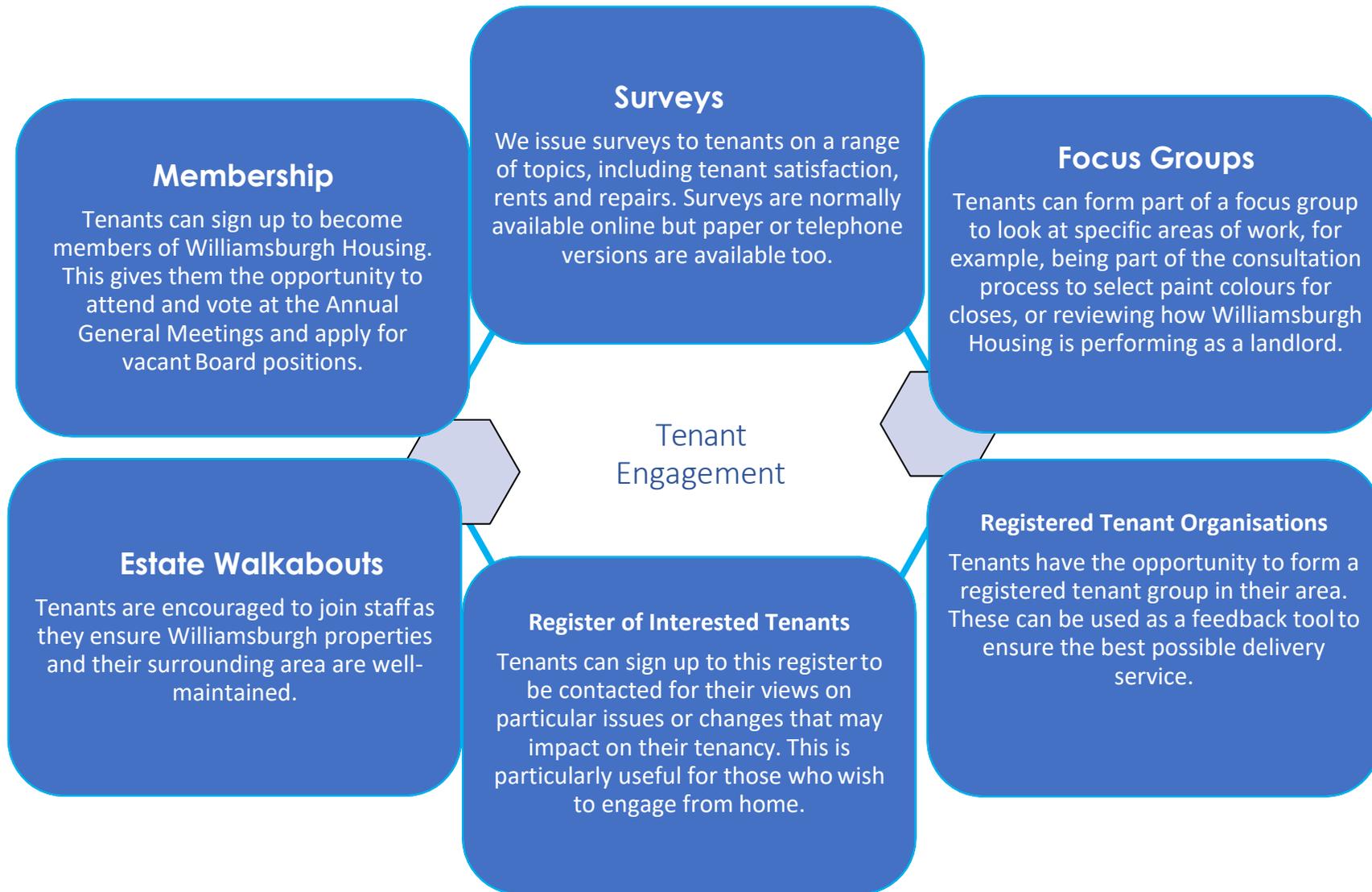
How good or poor do you feel Williamsburgh is at keeping you informed about their services and decisions?

How satisfied or dissatisfied are you with the opportunities given to you to participate in Williamsburgh's decision making processes?



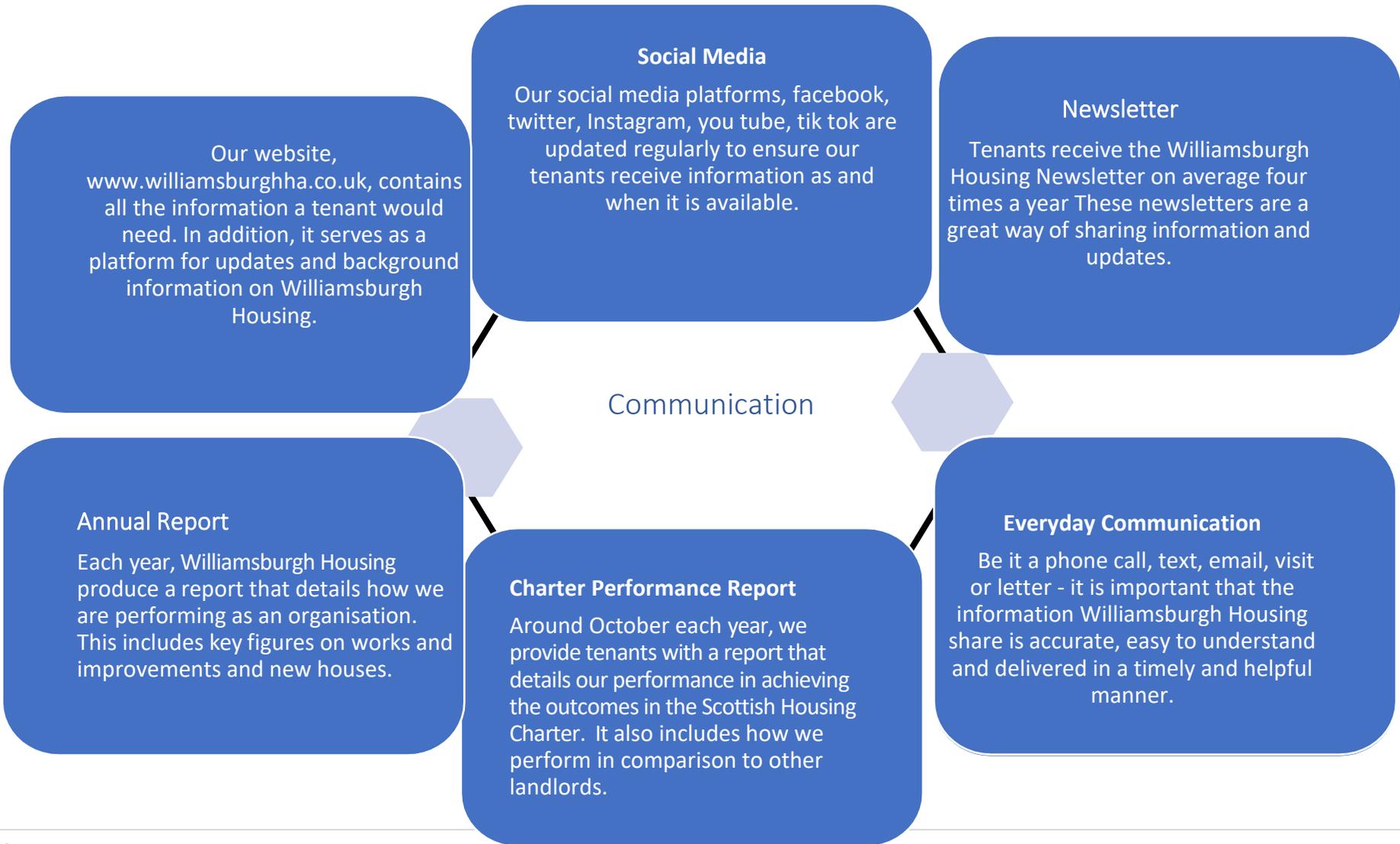
How do we engage?

At Williamsburgh Housing, we have a range of engagement opportunities available for tenants to have their say:



How do we communicate?

Here are just some of the different methods Williamsburgh Housing use to communicate with tenants:



Engaging, participating, and receiving your views using social media and digital technology

Utilising social media and technology is now vital in delivering successful engagement, communication and participation.

- **Improve the customer service for our tenants**
- **Increase awareness of the work we prepare**
- **Highlight important updates or changes within the Association**
- **Help to encourage engagement, communication and participation through the reply to options in our surveys.**
- **Reflect well on the Association and its ethos of being open and transparent when sharing information**

At Williamsburgh, we have two key social media outlets.
Our Facebook and Twitter pages contain the following:

News and information on upcoming projects and events being organised by the Association

- **Engagement opportunities arising within the Association advising tenants on how to get involved**
- **Job opportunities**
- **Links to stories and information out with the Association. This can be items such as local events, support groups, relevant national information, awareness days etc.**
- **Links to new documents produced by the Association, such as the Annual Report or our Newsletter**
- **Good news stories and photos from events**
- **Details of upcoming estate visits and walkabouts.**

Technology is playing an increasingly important role in how we engage and communicate with one another. At Williamsburgh Housing we will utilise this technology to broaden our range of engagement opportunities. This includes meetings through Microsoft Teams, online surveys, and consultations with tenants. In doing so, this will make it easier for some tenants to participate in helping Williamsburgh Housing deliver the best possible services.

Training and Support

It is vital that tenants are given all the guidance and support they need in order for them to be confident in bringing their knowledge and skills when engaging with us.

Williamsburgh Housing will ensure that training and skills development opportunities will be available to tenants. This training could be for tenants wishing to establish their own tenant body or for those who wish to be more involved working in partnership with the Association to deliver the best possible services.

We want to ensure that there are no barriers to engagement and participation within the Association. This includes, among others:

- **Arranging transportation to meetings where necessary**
- **Making meeting or event venues fully accessible**
- **Providing hearing loops when needed**
- **Providing large print documents**
- **Providing text in different languages or formats**

Everyone is equal at Williamsburgh Housing

We do not discriminate on the grounds of ethnic origin, disability, gender, marital status, sexuality, age, language, political and religious beliefs, social class, or any other form of discrimination. We respect all tenants' rights to privacy and confidentiality.



ACTION PLAN FOR TENANT ENGAGEMENT AND PARTICIPATION 2022 -2025

Task	Objective	Timescale
Promote and encourage membership of a Register of Interested Tenants.	To secure a group of tenants who are keen to engage on a range of issues.	June 2023
Regularly request up to date email and mobile telephone numbers using CX, newsletters and social media.	To build the number of tenants that we can contact electronically.	Ongoing
Explore and develop the opportunities to engage with tenants using the 'Near Me' portal.	Enable an effective communication channel with tenants who may not use Zoom or Teams.	Ongoing
Promote and encourage membership of a tenants Focus Group.	To secure a group of tenants who would like to meet on a regular basis providing feedback on our services, ideas for prioritising services in our areas, and discuss how we can improve what we do.	December 2023
Review the methods of encouraging membership of the Association.	This will help to create better awareness of the benefits of becoming a member, improve the level of tenant attendance at AGM's and, potentially, tenant representation on the Management Committee.	September 2023
Introduce tenant area walkabouts with staff from Tenancy and Estates Teams.	To hear the tenants' views on the work that is being done in the areas, also for them to provide feedback and ideas for improvements.	December 2023

Task	Objective	Timescale
Develop a method for engaging with tenants on our complaints process and how we learn from the issues raised.	By working with tenants on how the complaints process is delivered and its objectives met, we can identify any areas for improving the service.	2024
Develop a range of regular competitions for tenants to participate in.	By having this range of competitions, we can engage with tenants on a broad scale, through the likes of a survey, to targeting more specific groups, such as children, keen gardeners etc.	2024/2025
Ensure all newsletters have a section highlighting what tenant/community engagement activities have taken place with an option to become involved.	This ensure tenants are aware of activities have been happening and see that they have opportunities to become involved.	Ongoing
Create, produce, and manage information postcards both in paper and electronic format.	This may be particularly useful for new tenants. Each postcard could relate to a specific topic – i.e., ways to get involved, repairs, fuel and energy information, benefits advice etc.	2023/2024
Work in partnership with our Community Regeneration Officer.	This will maximise opportunities to engage with tenants.	Ongoing