



Tenant Engagement Strategy 2026-2031

Listen • Inform • Act • Involve

Tenant Engagement

Tenant engagement is an ongoing partnership where tenants are listened to, well informed, and meaningfully involved in shaping the services and decisions that affect their homes and communities. This helps improve services, deliver quality homes, and build thriving communities.

At Caledonia Housing Group, we recognise that tenant engagement is a cornerstone of excellent service delivery and strong community relationships. We are committed to tenant engagement and working with our tenants and partners to shape services, improve neighbourhoods and make informed decisions that deliver the best outcomes and value for money for our tenants and communities.

This strategy reflects our ongoing commitment to making tenant voices central to our operations, supporting the delivery of quality housing, responsive services and sustainable communities. We will do this through fostering meaningful engagement that ensures services are responsive, inclusive, aligned with tenant priorities and ensure value for money.

Our approach offers diverse, flexible opportunities for involvement. Whether it's through surveys, focus groups, or informal feedback, this strategy is designed to empower all tenants to engage in ways that suit them. Together, we can develop stronger relationships, deliver better services, and build vibrant communities where tenants feel confident their voices are heard and can make a difference.



Our Group Operating Model

References to “the Group” mean Caledonia Housing Group, comprising Caledonia Housing Association and its subsidiary, Cordale Housing Association.

Our operating model brings together shared governance, strategy and resources with locally informed, community-focused delivery through Neighbourhood Hubs. This approach ensures consistent standards and value for money, while responding to the differing needs of tenants and communities across our locations.



Vision and Purpose

Our Vision

Over the next five years, tenant engagement will continue to develop so it remains an integral part of how we design services, make decisions and improve neighbourhoods.

We will provide a range of simple, accessible and meaningful ways to engage, giving tenants confidence that their views are listened to, valued and acted upon.

Tenants will have clear opportunities to share feedback, influence decisions that affect their homes and their communities and choose how they engage in ways that suit them.

Our approach is grounded in respect, fairness and inclusion, ensuring all tenants are able to engage, be heard and influence decisions that affect their homes and communities.

Purpose

The purpose of the strategy is to strengthen tenants' voices and ensure engagement plays a central role in delivering high-quality, responsive services.

This strategy aims to:

- Ensure tenant engagement is consistent, coordinated and outcome-focused.
- Improve awareness of engagement opportunities and how tenants can get involved.
- Strengthen trust by clearly showing how tenant feedback influences decisions.
- Embed engagement into everyday services and organisational culture.
- Support the delivery of the Group's Business Plan and strategic priorities.

Our Strategic Priorities for Tenant Engagement (2026–2031)

Informed by tenant feedback and staff insight, we have identified three priorities that will guide how we engage with tenants over the next five years:

- 1) Local, neighbourhood-focused engagement
- 2) Modern, accessible ways to get involved
- 3) Building trust and strengthening tenant influence

1. Local, neighbourhood-focused engagement

We will strengthen local engagement by creating more opportunities for tenants to share their views about their neighbourhoods and communities. Tenants have told us that local issues matter most to them, particularly around repairs, estate management and community improvements.

2. Modern, accessible ways to get involved

We will make it easier for tenants to engage with us by offering simple, flexible and accessible engagement opportunities that fit into everyday life. This includes a balanced mix of digital and in-person engagement, recognising that tenants have different needs, preferences and confidence levels.

3. Building trust and strengthening tenant influence

We will strengthen the connection between tenant feedback and service improvement by being clear about what we do with tenant feedback and transparent about outcomes. We aim to build trust and confidence, showing that engagement is meaningful and worthwhile.

The Tenant Voice

Tenant engagement is embedded across many areas of our work. Tenants share their views with us through surveys and consultations, local Hub activity, feedback and complaints and everyday contact with staff. Digital channels, newsletters and local engagement activity all play an important role in keeping tenants informed and involved.

Our experience shows that the way tenants engage with us is changing. Tenants share feedback and engage with us, particularly where this feels relevant to their own home, neighbourhood

or everyday experiences. Digital engagement continues to grow, with tenants increasingly using online channels to access information, provide feedback and manage services.

We understand that tenant's awareness of engagement opportunities varies. Some tenants are unsure how or when they can get involved. This strategy recognises that tenant engagement is already happening in a variety of ways and we want to build on these successes.

This strategy aims to make engagement opportunities clearer, consistent, accessible and meaningful for tenants.

To inform the development of this five-year strategy, we engaged with our tenants to identify barriers, priorities and preferences to ensure we understand better what will support the delivery of a successful strategy.

Barriers to Engagement



Common barriers identified are:

- lack of time
- not being aware of opportunities
- not knowing how to get involved
- confidence and accessibility issues

These barriers are often practical rather than a lack of interest, reinforcing the need for simpler, more accessible engagement options and clearer information.

How Tenants Want to Engage



Tenants told us they value choice and flexibility.

Preferred methods included:

- email and online surveys
- in-person engagement at a local level
- text-based and short-form engagement

There is no single preferred method. Tenants want a mix of digital and face-to-face options that fit around their time, confidence and circumstances.

What Matters Most to Tenants



Tenants told us they want to be involved in discussions about:

1. repairs and maintenance
2. rent and affordability
3. estate management and anti-social behaviour
4. community improvements and energy efficiency

These priorities directly shape the focus of this strategy and our future engagement activity.

Our Tenant Engagement Framework

Tenant engagement is not a standalone activity or a single set of actions. It is a consistent way of working that is the foundation of how we plan services, make decisions and improve outcomes for tenants.

Our approach is guided by a commitment to clarity, inclusivity and transparency. We aim to make engagement straightforward, accessible and relevant to tenants' everyday lives, with a clear purpose and visible outcomes.

We will continue to invest in digital engagement tools to strengthen how tenant feedback is captured and used to inform service improvement, while maintaining accessible, in-person and locally based opportunities to engage.

This approach is brought together through our Tenant Engagement Framework, which focuses on four connected elements:

Listen • Inform • Act • Involve

Together, these form a simple engagement loop that helps us understand tenant experiences, keep people informed, turn feedback into action and involve tenants in shaping services. This strengthens trust, improves services and supports genuine partnership between Caledonia and our tenants.

Listen • Inform • Act • Involve

We Listen

We listen to tenants to understand their experiences, views and priorities. By taking time to hear what matters most, we ensure tenants feel respected, understood and confident that their voices are valued.

We Act

We use tenant feedback to inform decisions and make improvements to our services and neighbourhoods. By taking action where we can, and explaining our decisions, tenants can see that their views lead to real and meaningful change.

We Inform

We communicate clearly, openly and consistently with tenants. By sharing information in accessible and timely ways, we build trust and help tenants understand how and why decisions are made.

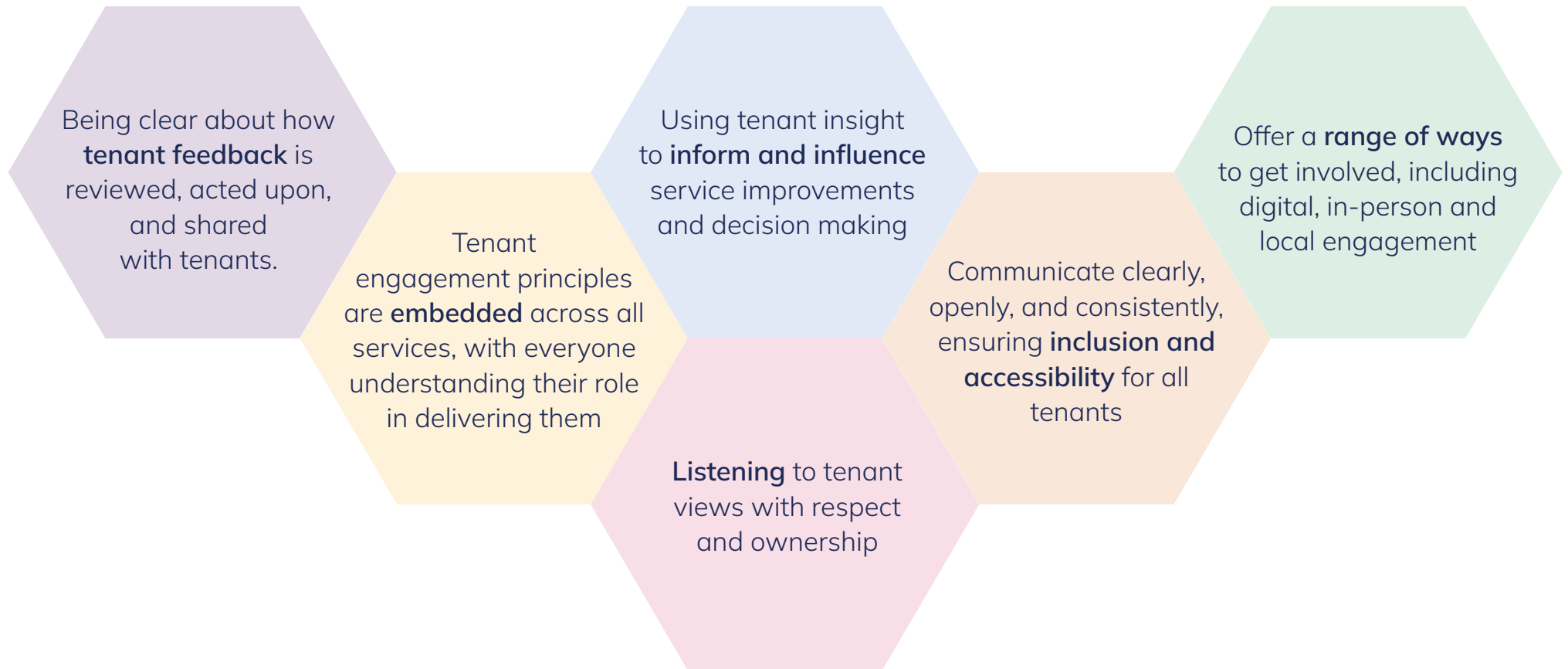
We Involve

We create opportunities for tenants to be involved in shaping services and decisions that affect their homes and communities. Through shared decision-making, tenants become active partners in improving services and neighbourhoods.

Our Engagement Commitment

This framework will be embedded into our services, decision-making and ways of working.

Embedding the framework supports the following commitments:



How We Will Deliver This

Delivered as part of our services, rather than as a standalone activity, our approach will ensure tenant engagement remains proportionate, consistent and aligned with our organisational priorities.

We will use a range of engagement tools and methods to support choice, accessibility and inclusion, such as:

 <p>digital engagement tools to capture and coordinate tenant feedback</p>	 <p>newsletters, email and text-based communication</p>
 <p>online and paper-based surveys</p>	 <p>our tenant app and website as engagement and feedback channels</p>
 <p>local engagement sessions, focus groups and drop-in events</p>	 <p>complaints, compliments and everyday service contact</p>

Engagement opportunities are clearly promoted across our communication channels, including newsletters and digital communications.

We use a range of engagement tools and methods to support choice, accessibility and inclusion, reflecting tenant preferences, service needs and emerging best practice.

Through this approach, we aim to help our communities thrive and ensure tenants' voices remain at the heart of decision-making.

We report on the impact of this work in our communications to clearly show the difference tenant engagement makes.

 <p>Tenant newsletters (Print & digital)</p>	 <p>Email, text & app notifications</p>	 <p>Website & social media channels</p>
 <p>Neighbourhood Hubs & face-to-face</p>	 <p>Surveys & consultations</p>	 <p>Direct service-led communication</p>



Accessible information

We want everyone to be able to access this information. If you would like this document in another format or language, please contact us and we'll be happy to help.

Caledonia Housing Association

Dundee Area Office:

Seabraes House, Ground Floor East,
18 Greenmarket,
Dundee DD1 4QB

Perth Area Office:

Suite 4, Saltire House,
Whitefriars Crescent,
Perth PH2 OPA

Cordale Area Office:

167 Main St, Renton,
Dumbarton G82 4PF

Our offices are open to
welcome tenants every Tuesday,
Wednesday & Thursday

www.caledoniaha.co.uk

info@cordalehousing.org.uk

 @ CaledoniaHA

www.cordalehousing.org.uk

info@caledoniaha.co.uk

 @ Caledonia_HA

Telephone: 0800 678 1228