



**TENANT  
PARTICIPATION**  
GROUP STRATEGY 2021-2023

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# CALEDONIA AND CORDALE HOUSING ASSOCIATIONS

Caledonia Housing Association is one of Scotland's leading providers of high-quality affordable homes for people in housing need. We own and manage over 4,600 homes in 8 local authority areas. A further 512 social rented homes are owned and managed in the Renton area of West Dunbartonshire by Cordale Housing Association – a subsidiary of Caledonia Housing Association.

Our strategy, across the Group, is based on providing homes and services that make life better.

We are a Registered Social Landlord and a Scottish Charity and provide homes for rent and also low-cost home ownership. We cater for many diverse needs, offering mainstream housing for families, couples, and single people, as well as supported accommodation, retirement, sheltered and amenity housing, and other specially adapted properties, including those specifically designed for wheelchair users.

# WHAT IS TENANT PARTICIPATION?

Tenant Participation is a two way process, enabling the sharing of information and ideas between tenants and housing providers, with the aim of improving services.

Caledonia and Cordale Housing strategy is to provide homes and services that make life better; we need tenants input and views to make sure we are delivering this consistently.

Our tenant participation activities provide open and honest two way communication creating opportunities for us to receive feedback from tenants and provide opportunities for tenants to scrutinise our performance.

This allows us to grow and learn as a business, to continuously improve the services we deliver to our tenants and their communities.

We have a wide range of options for tenants to get involved such as surveys, focus groups, scrutiny panel and asking for feedback. We want to widen the choices for tenant participation and more examples of how we will do this are later in this document.

# WHO IS TENANT PARTICIPATION FOR?

We want to ensure tenant participation is available for everyone. Equality, Diversity, and Inclusion (EDI) is central to everything we do. It is an essential part of delivering our commitment to provide homes and services that make life better.

As part of the Equality Act 2010 we are committed to ensure that all tenants are given equal opportunities to get involved and any barriers that may prevent them doing so are removed where possible.

Our commitment to EDI helps us deliver sustainable homes, flexible services to meet our customers needs and assists in developing vibrant communities that we all want.

We are committed to encouraging all tenants to get involved by offering flexibility on how they can. We can ensure how we communicate with you suits your needs and we will discuss all of the various options for participation throughout this strategy. We will ensure we have an array of participation options, to make sure everyone can get involved as all our tenant's voices are important to us.



# WHAT ARE THE BENEFITS OF TENANT PARTICIPATION?

There are many benefits to successful tenant participation for tenants, landlords and our communities.

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## TENANT BENEFITS

Alongside the benefits of getting involved, we will ensure that any training and support is provided to make it easy to engage with us.

We cover your expenses related to tenant participation activities, can provide any technology needed for participation and any support to help tenants engage with us.



## LANDLORD BENEFITS

It builds strong community links and networks who provide vital insight into our services to assist with strengthening our performance and the services we provide.



# OUR LEGISLATIVE COMMITMENTS



- ✓ There is a legal requirement for registered social landlords to have a Tenant Participation Strategy, promoting participation of tenants who live under a Scottish Secure Tenancy or a short Scottish Secure Tenancy.
- ✓ The legislation, in the Housing Scotland Act 2001, requires Social Landlords to consult with tenants and any registered tenant groups on a range of housing issues in line with the Tenant Participation strategy.
- ✓ The Scottish Housing Regulator is an independent regulator of social landlords in Scotland. they regulate to safeguard and promote the interests of current and future tenants. people who are or may become homeless and people who use housing services provided by housing associations and local authorities.
- ✓ The Housing Scotland Act 2010 established the Scottish Social Housing Charter, and this provided the Scottish Housing Regulator with a new structure of inspection and regulation for all Scotland's social landlords.
- ✓ We are required to meet the 16 standards set out in the Scottish Social Housing Charter which focuses on improving the quality of services tenants receive.

# OUR CHARTER COMMITMENTS

The Charter requires us to provide a report about our performance against these and other measures to the Scottish Housing Regulator every year through the Annual Return on the Charter, as well as reporting on this to our tenants and other customers.

## OUTCOME 2 - COMMUNICATIONS

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 the landlord provides.

## OUTCOME 3 - PARTICIPATION

Tenants and other customers find it easy to participate in and influence their landlords' decisions at a level they feel comfortable with.

## OUTCOMES 13 & 14 - RENT & SERVICE CHARGES

A balance is struck between the level of services provided, the cost of the services, and how far current and prospective tenants and service users can afford them. Tenants get clear information on how rent and other money is spent, including details of any expenditure above thresholds agreed between landlords and tenants.

This Strategy is about making sure tenants can influence the services they receive, utilising a forum or mechanism which suits tenants best. The Scottish Social Housing Charter sets out four outcomes that directly relate to Tenant Participation.

# HOW DID WE CREATE OUR TENANT PARTICIPATION OBJECTIVES AND STRATEGY?

## SURVEY

An E-Survey was completed as part of our Tenant Participation and Engagement Project. We worked with Tenant Participation Advisory Service (TPAS) to identify improvements as well as the creation of a tailored survey which provided us with insight into Tenant Participation and what it means to our tenants.



## TENANT FOCUS GROUPS

We worked with Knowledge Partnership on our large scale survey which we complete every three years.

We wanted to speak with tenants directly about the results which included a discussion around Tenant Participation and what opportunities could be available in the future. This provided insight into more digital opportunities and why these could work for tenants.



## CONSULTATION EXERCISE

The final draft of this strategy was then sent to all tenants who had said they would be willing to take part in consultation exercises digitally, providing an opportunity to feedback and provide ideas for improvements prior to being sent to staff and ultimately to the Board for approval.



# OUR OBJECTIVES

We believe we can create greater tenant participation by focusing on utilising digital technology, widening our opportunities and providing meaningful communications for tenants.

All of our actions will be categorised by these objectives.

## Our Objectives for Tenant Participation

**Encourage greater and more diverse tenant participation in all aspects of the Association's operations**

**Use digital technology to modernise tenant participation options however still allowing for traditional methods to be included**

**Continue to keep tenants informed of decisions and services which affect them and their communities**

**Ensure tenant participation is a core activity which is embedded across the organisation**

Our action plan is available on our website and will be updated quarterly. We have a three-year plan with specific actions aligned to our objectives. Years one and two are focused on developing our opportunities for tenant participation and upskilling our staff with year three on evaluating and assessing the impact of our actions.

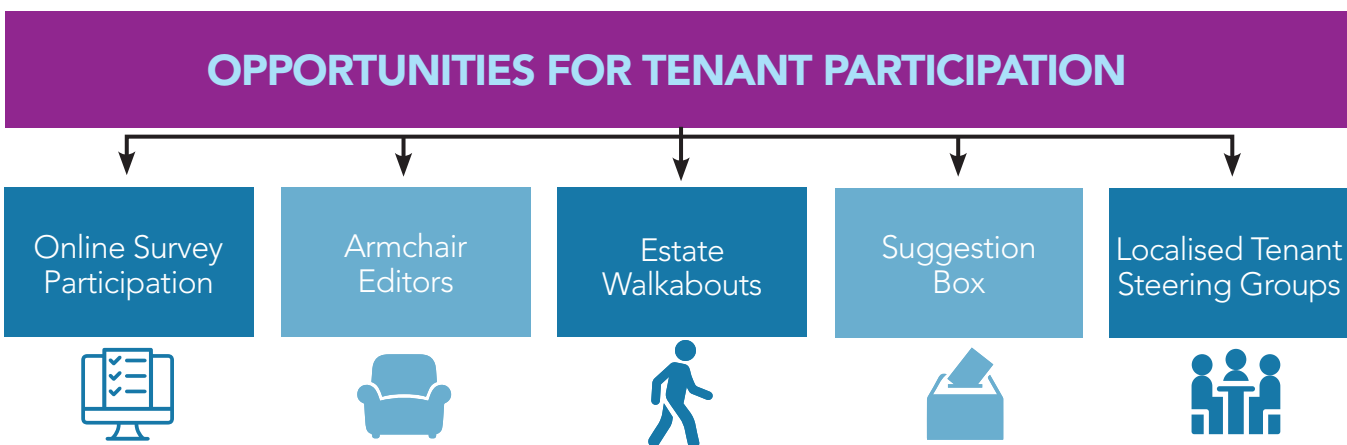


# OPPORTUNITIES TO GET INVOLVED

There are many ways to get involved right now, with participation options that focus on your local area and participation options that focus on the services we provide across Scotland to all tenants.

The diagram shows all participation opportunities.

More detail on locally focused participation activities can be found below, with all other participation activities detailed over the page alongside the new ways of participating we will be introducing.



## ONLINE SURVEYS

Online surveys are a tried and tested method by quickly gathering feedback and information.

We will make online surveys easy to understand and to navigate without taking too much of your time.

If you have an email address registered with us we will send you surveys to complete, providing feedback on the services we deliver.



## ARMCHAIR EDITORS

We take pride in the communications we send to tenants and we want to make sure these are fit for purpose.

If you are interested in reviewing our correspondence, we want to hear from you.

We would send you a copy of our newsletters and updates for you to review before we send out to all tenants.



# OPPORTUNITIES TO GET INVOLVED

## EXPLORING ESTATES

Tenants and staff take pride in our communities and we want to make sure our estate reflects this. You can get involved on estate visits, speaking with tenants who live in the area, identify improvements and ensure we take action where we can. It is also an opportunity to identify any community improvements for your landlord to consider.



## SUGGESTION BOX

Creating a suggestion box allows tenants to tell us their ideas for the improvements you'd like to see in your communities and estates. We will showcase completed suggestions in the newsletter.

The suggestion box will be both paper and electronic to ensure we provide the opportunity to make suggestions in a way that everyone is comfortable with. We will then use our newsletter and steering groups to communicate outcomes from suggestions made.



## LOCAL TENANT STEERING GROUPS

We understand everyone has busy lives however we want to ensure there is an opportunity for people to meet face to face if this is what works for them. This allows for discussions to be had with your local neighbourhood team on the matters that mean the most to you and allow for you to feedback on our performance as your landlord. Alternatively, this can be done digitally supported by technology if you are not comfortable face to face.



Local steering groups will be consulted with on topics such as;

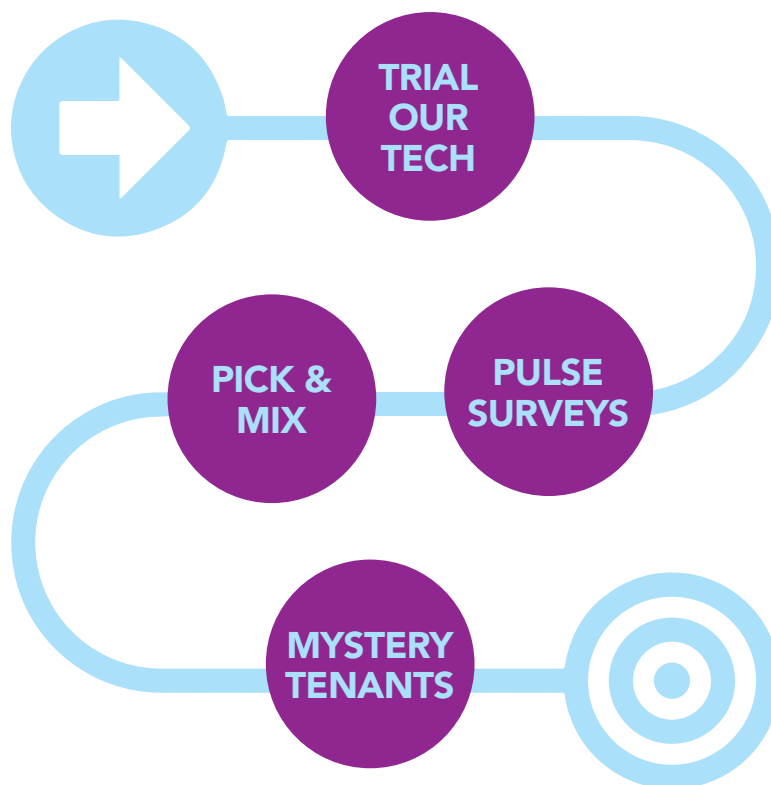
- any changes to policies which affect tenants
- the participation strategy and action plan and performance against defined targets
- any changes to housing law being proposed by the Scottish Government. Any other issues which might affect tenants or their community which are proposed by CHA

Steering groups provide great insight as to how changes or strategies impact on our tenants and they provide local voices which can influence the direction of change.

We will use various communication tools to feedback to staff and tenants on the impact and influence of steering groups through internal and external publications, for example newsletters and social media posts.

# OPPORTUNITIES ROADMAP

Some of our planned opportunities for tenant participation are not available at the moment. However as part of our action plan, we are working on modernising our approach and offering some innovative options to ensure we can cater for those who want to get involved if the traditional methods don't suit or interest you. Our overall strategy will be reviewed every three years.



## TRIAL OUR TECH

We are always looking to improve our services with the use of technology. We would like the tenants who use our digital services to test them.

If you are interested in technology and want to learn more about how technology effects housing services, this is a great opportunity to be able to get involved.

We would provide the technology you require and you would provide feedback to help us deliver new digital services that suit your needs.

## PULSE SURVEYS

Online surveys are a great way to gather feedback on services we have delivered. We want to expand this using pulse surveys to check in with tenants via text messages.

## PICK & MIX

We know not everyone has the time or is interested in every topic therefore that is why we want to ensure that tenants can choose what they want to hear about and they can opt out of what they don't want to be involved with.

## MYSTERY TENANTS

Similar to mystery shopping, mystery tenants would test our services to ensure we deliver the standard of services we are committed to.

It is about using real life scenarios to assess how well we deliver solutions and information.

We will gather the results and analyse the feedback; celebrating success, assisting with staff training and identifying improvements where necessary.

# HOW TO GET INVOLVED

We believe offering a range of different methods of tenant participation will lead to better outcomes for our tenants and communities. Some of the tenant participation opportunities require additional technology and some new processes however they are on our action plan for the future.



## DIGITALLY

using video conferencing, online surveys, emails and chat forums



## ON YOUR PHONE

surveys, discussions and suggestion can also be done over the phone. with text messaging surveys



## PAPER COPIES

we will have paper copies available of all communications and surveys



## FACE TO FACE

with walkabouts, face to face meetings and discussions

# HOW DO WE KEEP YOU UPDATED?

We recognise the importance of feeding back to tenants on their suggestions and ideas taking pride in providing effective and engaging updates for our tenants.

As part of our tenant participation reporting we will continue to communicate with tenants, providing regular updates on tenant participation opportunities, improvements and outcomes.

As we start to develop tenant participation, we will discuss progress against our action plan with our newly formed steering groups for feedback and suggestions.

**Tenant Participation links to our overall strategic direction meaning it is linked to various other strategies which can be found on our websites**

**Group Service Standards Policy Group Customer Service Strategy**

**Group Rent and Service Charge Policy**

**Group Equalities, Diversity and Inclusion Charter**

**If you would like more information on tenant participation, there are many places to find it, including the following:**

## Contact Us

Caledonia Housing Association

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Perth PH1 5SU

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E-mail: [info@caledoniaha.co.uk](mailto:info@caledoniaha.co.uk)

Web: [www.caledoniaha.co.uk](http://www.caledoniaha.co.uk)



Cordale Housing Association

167 Main Street

Renton

West Dunbartonshire G82 4PF

Tel: **0800 678 1228**

E-mail: [info@cordalehousing.org.uk](mailto:info@cordalehousing.org.uk)

Web: [www.cordalehousing.org.uk](http://www.cordalehousing.org.uk)



TPAS Scotland

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3rd floor, 1 North Avenue

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Clydebank G81 2DR

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E-mail: [enquiries@tpasscotland.org.uk](mailto:enquiries@tpasscotland.org.uk)

Web: [www.tpasscotland.org.uk](http://www.tpasscotland.org.uk)



Tenants Information Service (TIS)

Clockwise, Savoy Tower, 77 Renfrew Street

Glasgow G2 3BZ

Tel: **0141 248 1242**

E-mail: [info@tis.org.uk](mailto:info@tis.org.uk)

Web: [www.tis.org.uk](http://www.tis.org.uk)



Scottish Housing Regulator

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Web: [www.scottishhousingregulator.gov.uk](http://www.scottishhousingregulator.gov.uk)



# TENANT PARTICIPATION ACTION PLAN 2021-23

## Encourage greater and more diverse tenant participation in all aspects of the Associations operations

Action	Timeframe
Create suite of marketing information working with tenants	Year 1
Create localised steering groups to review the Association's' performance and be consulted with regarding service changes, providing tenants an opportunity to discuss local issues effecting communities	Year 1
Provide digital opportunities to enable greater participation online and create a hybrid model of participation	Year 1
Create suggestions and solutions box online, email address and drop boxes at schemes	Year 1
Create opportunity for all localised steering groups to meet to discuss organisational issues and meet with staff at Caledonia	Year 2
Review and assess participation opportunities and survey tenants for feedback	Year 3

## Use digital technology to modernise tenant participation options however still allowing for traditional methods to be included

Action	Timeframe
Create opportunities for testing our tech; providing opportunities for tenants to influence how we progress our digital offering	Year 1
Review our online portal for TP potential opportunities	Year 2
Create pulse surveys through text messaging thereby creating opportunities to feedback easier and quicker	Year 2
Create mystery tenant opportunities to test our services	Year 2
Review potential opportunities on Website for tenant participation opportunities	Year 3

**Continue to keep tenants informed of decisions and services which affect them and their communities**

Action	Timeframe
Enhance our communications by developing armchair editor options for tenants to review and feedback	Year 1
Enhance our website presence to dedicate an area solely for tenant participation	Year 1
Website review to ensure easy to navigate and find relevant information	Year 2

**Ensure Tenant Participation is a core activity embedded across the organisation**

Action	Timeframe
Annual staff training to educate and upskill our workforce on tenant participation	Year 1

