



Hillcrest

# Engagement Team

Tenant Engagement Summary

2025–2026



Hillcrest



# Introduction

The Hillcrest Engagement Team had a strong year in 2025–2026.

Nearly 25,000 invites were sent out to tenants to take part in a wide mix of engagement activities, and almost 4,000 of you got involved. This represents 15% of everyone invited and a 15% increase in engagement from the previous financial year.

Tenants were most engaged when they could have a real impact on decisions about rent, services, policies and community improvements. Digital and face to face engagement played a big role, helping the team reach more tenants and helped involve a wider range of tenant voices.

We've created this summary report for you to showcase just how valuable tenant insight is.



# Feedback Forum

An essential element of tenant engagement is the **Feedback Forum**. The Forum grew a lot this year, increasing by 29% from 910 members in 2024/2025 to 1,172 members in 2025/2026.

The Forum is a group of tenants who want to get involved in engagement opportunities. We encourage tenants to join through e-mailers, newsletter articles and referrals from staff members.

The Feedback Forum lets us build a stronger connection with tenants like you, and helps support our continuous improvement, and makes sure you can play an active role in shaping the services you receive.

| Activity                                                            | Numbers participated | % response rate (CX Feedback) |
|---------------------------------------------------------------------|----------------------|-------------------------------|
| Photography Competition                                             | 58                   | 7%                            |
| Tackling Poverty Together 2025/2026                                 | 213                  | 25%                           |
| Code of Conduct Contractors                                         | 107                  | 2%                            |
| Net Zero Strategy and Climate Change Strategy delivery consultation | 198                  | 21%                           |
| Feedback Forum logos                                                | 91                   | 9%                            |
| Christmas saving tips                                               | 107                  | 11%                           |
| Damp, mould and Condensation Scrutiny Project (still ongoing)       | 32                   | 4%                            |

## In-person engagement

Not everyone is digitally confident - some people don't have access to suitable devices or data. Where tenants are struggling with digital communications, we'll continue to provide face to face opportunities to ensure that everyone is able to participate.

Hillcrest Engagement Team continues to organise community events. This year we co-hosted a community event in partnership with Dundee City Council, and around 500 Coldsides residents came to enjoy a fun day. This was a valuable opportunity to engage directly with the community and connect with a range of third sector organisations operating locally.

In addition, we organised a face to face engagement session for tenants at Weavers Yard, giving residents the opportunity to meet the local artist developing artwork for the site and contribute to the design process.

Using a special programme called CX Feedback has helped us and the wider organisation to gain a clearer understanding of tenants' digital engagement capabilities.

During the recent rent consultation, 140 tenants were found to have incorrect email or SMS details, and a further 212 had no registered email address or mobile number at all. The team will use this insight to proactively contact these tenants and identify digital barriers.



# CX-Feedback Engagement Plus

Engagement Plus covers digital communication through email and SMS. These channels delivered very strong results across the year.

- Email click-through rate averaged around 62% across all projects.
- SMS click-through rate averaged around 69%, making it the strongest digital channel.
- Tenants most often clicked on updates about services, rent and cost-of-living help.
- Messages about local projects and community activities also performed well.
- Digital pushes led to real actions - Activity Tracker.

## CX-Feedback Surveys

Engagement was strongest when issues directly affected residents' homes, finances or neighbourhoods.

CX Feedback helped us reach lots of people in all areas quickly, and the wider range of insights allowed us to gather more varied and meaningful feedback.

### Customer Experience Feedback

Customer Experience (CX) engagement means giving tenants easy ways to share their views and help shape services. It includes surveys, consultations, local projects, and quick feedback activities.



Easy to take part in – simple surveys, texts or emails



Relevant – focused on things that affect tenants' homes, money or neighbourhoods



Inclusive – reaching different groups of tenants, not just the most active ones



Helpful for decision making – tenants' views are used to improve services and guide future plans

Overall, CX-Feedback helps organisation understand what tenants need, improve services more effectively, and build.



Top and right: Our mural unveiling picnic at Weavers Yard, Dundee.

Below left: Our Derby Street Dundee event, which saw around 500 residents attend.

Below right: Our Brown Constable Street Dundee event, which marked the successful upgrade of the outdoor areas.

Bottom of page: The winners of our 2025 photography competition.



# Case study

## Rent consultation

This year's rent consultation saw a 2% increase in responses, supported by a shift toward digital engagement. A total of 6,056 email, 991 text, and 263 paper surveys were issued, resulting in a 25% overall response rate. Email surveys performed strongest at 27%, while text surveys saw a 16% response. Being able to email everyone helps us get important information to you quicker, so a priority for us is still getting as many email addresses as possible.

The team analysed 694 comments, with your main concerns being:

- Cost of living and rent affordability
- Rent increases compared with wage growth
- Energy efficiency issues (windows/doors)
- Requests for kitchen and bathroom replacements

# Case study

## Weaver's Yard

Hillcrest Homes, Caledonia Housing Association, and the Stobswell Forum worked together to redo three art panels at the entrance to Weavers Yard. The project set out not only to revitalise the space but also to ensure local residents played an active role in shaping the final design.

Tenant engagement was notably strong: 41 of 71 Hillcrest tenants voted for their preferred artist, achieving a 58% engagement rate, mirrored by a 58% response rate through SMS. Fourteen artists responded to the open call, with a joint panel from Hillcrest, Caledonia and the Stobswell Forum shortlisting three. Tenants ultimately selected Abi Baikie as the chosen artist.

The new mural is a fantastic new addition to the entrance at Weavers Yard, creating a vibrant and meaningful artwork that reflects the area's evolution. The mural was unveiled on 9 May at a community celebration, where local residents were invited to a spring picnic to mark the new piece.



# Reflecting on 2025/2026

Hillcrest Engagement Team has had a highly successful year, and our focus now is on building on that momentum.

We remain committed to expanding meaningful engagement opportunities and strengthening tenant involvement across all areas of Hillcrest Homes. The team has reflected on what has worked and where further development is needed.

Over the coming year we will focus on:

## 1. Broad and balanced engagement programme

A wide range of topics—strategic, operational, and community-based—ensured varied and representative engagement across the year.

## 2. Local engagement

Neighbourhood specific projects consistently had the highest level of tenant engagement, reinforcing the value of area specific approaches.

## 3. Digital engagement

Email and SMS continue to outperform traditional engagement methods, offering a reliable way to reach as many of you as quickly and easily as possible.

## 4. Strong tenant voice in strategic decision-making

High engagement in the Rent Consultation and the Tackling Poverty programme demonstrates tenants' willingness to participate in major organisational decisions.

## 5. Opportunities to build on momentum

Further investment in targeted engagement, digital channels, and community-focused activities could strengthen participation even more in the coming year.

## 6. Collaboration with peers

Collaboration with colleagues across housing and other departments continues to strengthen and gain momentum. We will remain focused on providing support, guidance, and training where needed. We will continue to work closely with teams to ensure tenant feedback is heard, valued, and meaningfully incorporated into service improvements.

# The team



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