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TENANT ENGAGEMENT EXPERTS

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who are we?



We're Tpas, England's leading tenant engagement experts. Our membership is made up of local tenants and landlord organisations, covering over 2.2 million homes.

TPAS: Creating the conversations that matter

TENANT ENGAGEMENT EXPERTS

We specialise in...

- Regeneration
- Stock transfers
- Mergers
- Demergers
- Structural or governance changes to organisations and communities



Some of our regeneration projects

- Canning Town & Customs House ITA (LB Newham)
- Carpenters Lane Estate ITA (LB Newham)
- LB Havering ITA
- Pendleton PFI ITA(Salford City Council)
- Serpentine Court ITA (Milton Keynes Council)
- Foxhill Estate ITA (Curo HA, Bath)
- Montague Road Estate ITA (LB Waltham Forest)



Tpas National Engagement Standards

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What are they?

A set of flexible, practical and clear principles of how tenants, landlords and contractors can find smarter solutions to improve services, save money and bring long-lasting change to communities.

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What they cover?

1. Engagement strategy
2. Resources for engagement
3. Information and insight
4. Influence and scrutiny
5. Community engagement
6. Valuing engagement



The engagement thread 1

- Engagement is planned to improve services and develop communities and also achieve accountability and transparency.
- Sufficient resources are allocated to engagement to ensure its effective in delivering planned outcomes.
- Appropriate levels of support are provided so tenants, leaseholders and community members can be effectively engaged.
- Volunteers are recruited, supported and trained, so they can influence, co-design and scrutinise.

The engagement thread 2

- The organisation understands preferred channels of engagement and links their approach to a digital inclusion strategy.
- Information gathered is used to gain insight and influence services so that they reflect tenant, leaseholder and community profiles and preferences.
- Engagement is planned, monitored and measured and has clear aims, objectives and outcomes.



Tpas Good ITA Guide

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What is it?

- A guide that sets out what tenants, leaseholders, residents and landlords should expect from an Independent Tenant Advisor (ITA)



Why appoint an ITA?

- A good ITA should operate to raise the standard of advice on offer and help make the process of change as straightforward and transparent as possible.

The 6 best practice principles

1. A clearly defined project plan
2. Excellent communication and multiple ways tenants can get in touch
3. Approachable recognisable advisors
4. A focus on raising capacity – informed and participate fairly
5. Support in decision-making to be robust and impartial
6. Never make promises that can't be delivered and act with integrity at all times

Need-to-reach groups

Some assumptions to start with

1. The landlord has a customer relationship management system with a database that is updated, daily.
2. The landlord has carried out analysis of the make up of its communities and in relation to the 9 equality strands
3. An Equality Impact Assessment will be carried out for the project in question.

The basics

The approach to engagement is planned, monitored and reviewed regularly with tenants, leaseholders and communities. Engagement methods used reflect the profile of the organisations tenants, communities and housing types.

The basics 2

Opportunities to develop the capacity of the community are offered, monitored and measured so that projects are sustainable and result in the increased take up of opportunities locally and improved outcomes.

The basics 3

- New technologies are used
- Preferred channels of engagement are understood
- Appropriate engagement methods are used
- Information gathered is used to gain insight
- Help communities to look outward and learn from others
- Customer insight and profiling is applied
- Changes are evaluated with tenants, leaseholders etc

We haven't talked about.....

.....Stakeholders

- Community groups
- Faith groups
- Communities of interest
- Shop owners
- School
- Police, Health, Social Services



In-fill sites

The issues

- Where do you draw the boundaries?
- Who do you offer services and advice too?
- Who do you involve?
- Avoiding an atmosphere of 'Us & Them'
- Understanding the various impacts an infill will have on surrounding neighbours and businesses

Possible solutions

- A number of hard and soft boundaries spreading out from the centre
- Be prepared to talk with anyone
- Take an inclusive approach – tenants, L/H, owner-occupiers
- Be tenure blind and business-friendly
- Demonstrate understanding and empathy for those affected by the uncertainty and the physical works
- Provide excellent resident liaison through well trained staff



The Green Paper

Empowering residents and strengthening the Regulator



- Friends and family test extended to social housing
- A ‘consumer’ rating alongside existing ratings on governance and financial viability – league tables
- Linked to development funding?
- New KPI for complaints performance
- Regulator be given stronger ‘teeth’ to ensure consumer standards are met – reviewing “Serious Detriment Test”

Tackling stigma & celebrating thriving communities



- It is committed to reducing stigma
- Seeks views on investing in community initiatives and events, like street parties
- Invites suggestions
- Flags up Benefit to Society

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The Green paper and resident engagement



- **For the sector:**
- Raising of the profile and importance of engagement and listening to residents
- Backed up by the possibility of regulating and enforcing and even linking to funding



Questions