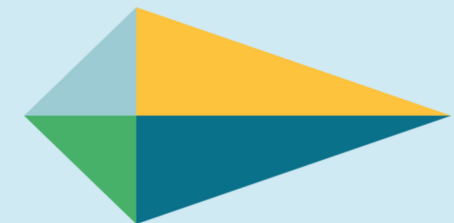




Tenant Engagement Strategy



EASTSUFFOLK
COUNCIL

This strategy seeks to create an environment where every tenant feels **VALUED** , **HEARD** , and **INVOLVED** in shaping the future.

By fostering open dialogue, using technology and implementing innovative approaches, we aspire to build stronger connections and enhance community well-being.



What is Tenant Engagement?

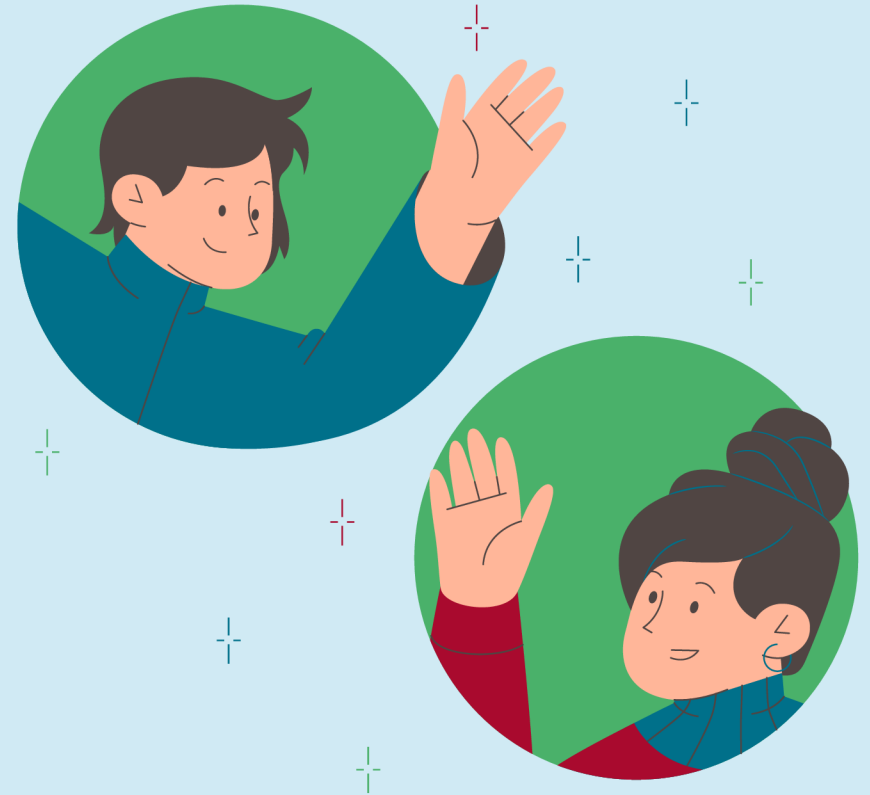
Tenant Engagement is about giving you a real say in how your housing service is run. This means that you can be involved in making decisions that affect you, your home and your community.

Tenant Engagement is a crucial element at East Suffolk Council. This means working together with you so that you are able to actively participate and scrutinise decisions that directly impact your lives.

We want to respond to your needs through developing trusted relationships. This will allow for effective two-way communication between us and ensure that a diverse range of voices contribute to our decision-making.

As a result of this, both you and East Suffolk Council will gain valuable insights, leading to innovative problem-solving and effective solutions for community issues.

Our commitment extends beyond engagement; it aims to address inequalities, promote thriving economies, and ensure sustainable housing.



Our Vision

At East Suffolk Council, we are continually looking at the ways in which we can improve the services we provide. We recognise the value in hearing, and taking into account, your views and opinions about what we are doing and the improvement we can make.



We want to

- Empower you by developing comprehensive training, skills and techniques to significantly influence the shaping and delivery of services.
- Become an equal partner with you through governance, tenant scrutiny, equal partnerships and regular communication to shape policies and services that directly impact your lives.
- Create a culture where we work together through co-design to measure performance, where you hold us accountable so we can better respond to challenges faced within our communities.
- Cultivate a sense of belonging and ownership where we listen, measure and implement the right processes that improve the lives of our tenants.

How can we do this?

To help turn our vision into a reality, we have drawn up four priorities that will shape our approach to achieve this.

Outcome 1

Communities have the **power, training and governance mechanisms** to influence issues that impact their lives.



Outcome 2

Establish open **communication** by engaging in **dialogue**, **responding to concerns**, and **sharing information** promptly.



Outcome 3

Communities are at the helm of co-creation, co-design of solutions, initiatives and resources to address identified community needs.



Outcome 4

Creating a culture where tenants support the Council to measure performance using data to understand the diverse make up of our communities.



What we will do – Objective 1

	What we will do
Empower our tenants and communities	<p>Transform the way tenants’ groups are perceived so that they are seen, not as bystanders to programs but, as equal partners in designing and delivering them.</p> <p>Champion tenant engagement at the most senior officer and member levels acknowledging the tenant governance mechanisms as significant players in decision making</p>
Provide training to our tenants	<p>Provide the necessary resources, transferable skills, knowledge exchange, and training programs to equip tenant representatives with the tools to address challenges, participate in decision-making processes, and enhance overall well-being.</p>
Create flexible resident focused governance structures	<p>We will co-design and implement a variety of tenant governance mechanisms. We will ensure tenants voices are heard, especially those marginalised, and will consist of steering groups, tenant associations, partnership boards and scrutiny panels. We will use both formal and informal structures around the locality to ensure people are heard.</p>

What we will do – Objective 2

	What we will do
Facilitate regular dialogue (digitally / online and in person)	Ensure that there are multiple communications channels (digital and in-person) where tenants and partners can express their thoughts, ideas, and concerns, fostering meaningful two-way dialogues.
Prompt response to concerns	Ensure a responsive system to address and acknowledge concerns raised by tenants, demonstrating a commitment to resolving issues first time and maintaining trust with them.
Timely information sharing	Implement a strategy for the prompt and transparent sharing of relevant information, ensuring tenants are well-informed about community matters, initiatives, and decisions.

What we will do – Objective 3

	What we will do
Communities are at the helm of co-creation	Establish co-design processes that allow for ongoing refinement based on tenants' input. Create platforms for idea exchange and feedback loops, ensuring continuous communication and collaboration among community members during co-creation process.
	As part of procuring new contracts for tenant facing work, ensure that tenants are involved in designing the specification, providing insight into selection, and have an enduring voice across the lifetime of the contract.
	Involving tenants in existing processes such as recruitment, procurement and building/safety programmes.

What we will do – Objective 4

	What we will do
Understanding our tenants	<p>Implement a data-driven tenant engagement approach using surveys, demographic analysis, and technology to understand our communities.</p> <p>Regularly gather resident insights through feedback loops and data to map community assets, analyse external factors, and inform strategy refinement.</p>
Foster a Data-Driven Informed Culture to strengthen decision making.	<p>Conduct awareness campaigns to educate tenants about the importance of data in shaping community initiatives and encourage their active participation in data-sharing processes.</p> <p>Building capacity to interpreting and utilising data, fostering a shared understanding of how data can inform strategic decisions for the benefit of the community.</p>
Enhance Data Collection Mechanisms	<p>Implement user-friendly data collection tools and methods, such as surveys and digital platforms, to streamline tenant input and ensure a comprehensive understanding of community dynamics.</p>

What we will do – Objective 4

	What we will do
Strengthen Data-Driven Decision-Making	Provide training sessions for council members and tenants on interpreting and utilising data, fostering a shared understanding of how data can inform strategic decisions for the benefit of the community.
Tailor Services to Community Diversity	Analyse collected data to identify specific needs and preferences within each community segment, enabling the customisation of council services to better align with the diverse makeup of neighbourhoods.

What does Tenant Engagement look like?

Engaging communities lies at the heart of our commitment to inclusive decision-making and fostering a vibrant environment where tenants feel confident to voice their views and provide feedback. Our approach to tenant engagement is guided by the principles of inform, consult, involve, collaborate, and empower.

Each of these stages provides a variety of engagement opportunities, allowing us to tailor our strategies to meet the diverse needs and preferences of the communities we serve.

The range of engagement below, allows for varying levels of involvement to take into account your availability and commitments.

With any Tenant Engagement, we need to make sure that you understand the purpose, process, and potential impact of your engagement to allow for inclusive and effective decision-making. We will develop consistent community engagement and concise answers to the questions below.

- **What issue or service requires your/communities' views?**
- **When is your participation needed?**
- **Specifically, how can you submit your views?**
- **What is the anticipated time commitment?**
- **What outcomes can you expect because of your involvement?**

What does Tenant Engagement look like?

Engagement Goal

Inform

We provide clear and informative information using transparent diverse methods and communication channels.

- Digital engagement
- Surveys
- Flyers
- Website
- Newsletters
- Social media
- Helpline services

Consult

We ask for your opinions and perspectives on our policies and services. Your feedback contributes to shaping our delivery.

- Focus groups
- Workshops
- Drop in sessions
- 1-2-1 interviews
- Pop up events
- Public meetings
- Public exhibitions
- Walk & talk tours

Involve

You have opportunities to influence, access to training and a meaningfully get involved with a variety of mechanisms to share your views and opinions.

- Community meetings
- Public exhibition events and pop-ups
- Workshops and training sessions
- Events / fundays
- Resident associations / partnership boards

Collaborate

ESC and the communities work in collaboration through a trusted partnership, where you feel included in decisions that affect and impact you.

- Design meetings
- Focus groups on specific areas of interest
- Digital storytelling
- Community projects
- Use of Community space

Empower

Your voice is heard, you see the impact of your feedback and you are confident in your abilities influence change at the highest levels of the decision-making process in ESC.

- Participatory decision-making tools
- Co-create programs
- Community projects
- Community forums
- Asset management

Engagement Tool

What does success look like?

We are committed to measuring Tenant Engagement performance across our three-year strategy. Delivering this in tandem with a purpose facilitated Tenant Strategy Group to build, shape and assess the measures.

Successful Tenant Engagement at ESC will demonstrate;

- Empowered Tenants: Tenants possess enhanced skills and knowledge, actively influencing service development. You engage in shaping and delivering services, contributing to a community where individuals are empowered to actively participate in decision-making.
- Equal Partnerships with Tenants: ESC will work with you through governance structures, scrutiny processes, and regular communication. Policies and services are collaboratively shaped, directly impacting your lives and fostering a sense of shared responsibility.

- Co-Design, communication and Performance Measurement: A culture is cultivated where you collaborate with ESC through co-design to measure performance. This ensures accountability, responsiveness to challenges faced by communities, and continuous improvement based on shared insights and feedback.
- Sense of Belonging and Ownership: You experience a deep sense of belonging and ownership. ESC actively listens and makes changes to the things that genuinely improve your lives, creating an environment where individuals feel connected, valued and involved.

Through collaboration with partners, we will actively involve more tenants in engagement activities, enhancing satisfaction levels. Annual updates will showcase successes and lessons learned. Our focus is exceeding Tenant Satisfaction Measures, ensuring tenants feel heard, informed, and satisfied with our responsive actions.

What's next?

Over the life of the strategy, we will:



Implement new tenant-led Governance mechanisms including creating an enhanced scrutiny function.



Increase our awareness and understanding of our communities and tailor our involvement to target groups, including those currently underrepresented.



Assess the impact of our engagement streams and review them annually.



Maintain a flexible approach to engagement while embracing digital methods, providing opportunities for involvement to the degree and level tenants choose.



develop a strong understanding of communities and drive service improvement

To ensure support and resources are readily available for engagement we will:



Provide dedicated financial resources to support tenant engagement.



Assess the training needs of individuals and groups for involvement purposes and provide the resources to meet the need.



Ensure our venues are accessible to all tenants



Fund a permanent tenant engagement officer and over the next 12 months a tenant engagement team.



Support tenant groups to develop skills and access information and advice.

What's next?

By 2027 engagement at East Suffolk Council will:



Be a respected, trusted tenant partnership that has strong roots in scrutiny, decision making, and service improvement endorsed at the most senior levels in ESC.



Have clear outcomes for engagement activities and transparent reporting methods, allowing everyone to see the value of involvement across the organisation.



Assess the impact of our involvement streams and review them annually. Create an enhanced scrutiny function.



Attain over 90% satisfaction in communications (via the 2025 Tenant Survey) and tenant satisfaction. Tenants feel heard, respected and knowledgeable.