



Tenant Engagement Framework

Document Control			
Version Number:	6.0	Date Equality Impact Assessment completed:	18 th September 2025
Applicable To:	Members (including tenants, leaseholders, local business & community members), staff & contractors	Date Approved by Board:	26th November 2025.
Responsible Officers:	Head of Communication and Stakeholder Engagement	Next Review Date:	November 2029

Contents

1 – What does tenant engagement mean to Tai Tarian?	3
2 – Why does it matter to Tai Tarian?	4
3 – How can tenants get involved?.....	7
4 – How will Tai Tarian be held accountable?	13
5 – Links to other areas of work	14

1 – What does tenant engagement mean to Tai Tarian?

Tenant engagement is about the activities, processes, and strategies Tai Tarian use to involve our tenants, in decision-making, service design, and community development. It is how we work together to shape the services we provide.

Tenant voice, on the other hand, is about making sure tenant voices are heard—their opinions, experiences, and concerns are actively listened to and taken into account when decisions are made.

In simple terms: **tenant engagement is what we do; tenant voice is what tenants tell us.**

The tenant engagement framework will form part of a wider customer engagement strategy, which also includes the use of data, insight, and segmentation to understand and respond to tenant needs. While tenant engagement focuses on co-design and participation, the broader strategy ensures we also act on existing knowledge and behavioural insights.

The tenant engagement framework is one of the first projects to roll out under the Elevate transformation programme. Future projects will build on this foundation, incorporating segmentation, behavioural insights, and existing data to inform service design and improve customer experience.

As a community housing mutual, tenants are at the heart of everything we do. It is our responsibility to ensure the services we offer are of the highest quality and meet the needs of the people who live in our homes.

Tenant voice matters. That is why we are committed to engaging with our tenants and creating meaningful opportunities for tenants to influence our business and the decisions we make.

Tenant engagement means giving all tenants, fair and accessible opportunities to have their say. While Tai Tarian may own the houses, they are our tenants' homes—rooted in their communities—and it is vital that their experiences and views are heard at every level of our organisation.

We also understand that our tenants' time is valuable. That is why we have developed a flexible tenant engagement framework that empowers all tenants to get involved in ways that best suit their lifestyles.

This document outlines our commitment to tenant engagement. It brings together key elements from our Tenant Charter and Getting Involved Strategies—both of which were co-designed and approved by tenants—to support and strengthen our approach to working together.

2 – Why does it matter to Tai Tarian?

As a community mutual organisation, it is written into our rules that our members—including tenants, leaseholders, local businesses, and community members—must have a formal role in key decision-making.

Our Corporate Plan states:

“We are tenant focussed -

Our tenants are at the heart of what we do. By living up to our values with a good understanding of our tenants’ diverse needs, we can provide services that have a positive impact.

We will involve our tenants in the re-design of any services, remembering the person at the centre of every process.

We will work with tenants to better understand their needs, ensuring their voices are heard and reflected in our service provision”.

By using the data already available to us in conjunction with this engagement framework, we aim to build a deeper understanding of tenant needs and design services that are responsive, inclusive and future-proof.

In addition, the **Welsh Government** requires all housing associations to demonstrate how they meet performance standards, including those related to tenant engagement, as part of their self-evaluation process. This framework has specifically been developed in line with the Regulatory Standards update as of August 2025:

The organisation’s culture supports and empowers tenants to influence the design and delivery of services:

- a) Has an effective framework for tenant involvement that is well publicised, provides a range of opportunities for tenants to be involved and can demonstrate that tenants are satisfied with the framework.*
- b) Can demonstrate the difference tenant involvement is making to the design and delivery of services including listening and acting on tenants’ feedback and the lessons learnt from complaints.*
- c) Can demonstrate diverse tenant views and expectations inform the development and review of housing and related services, including the response of the RSL to any significant service failure.*

We are committed to meeting the Welsh Government's expectations for **'hearing the tenant's voice'** by ensuring that tenants are meaningfully involved in shaping services and influencing strategic decisions at Tai Tarian. Our approach is focused on achieving real, measurable outcomes.

To support this, we have appointed a dedicated **Tenant Engagement Officer**, who has led the development of our new Tenant Engagement Framework through a comprehensive programme of work:

- **Reviewed** existing policies and strategies, including The Tenant Charter and Getting Involved Strategy, both of which were previously co-designed with tenants.
- **Conducted internal assessments**, engaging with staff across all levels of the organisation to understand past efforts and identify areas for improvement.
- **Carried out extensive external engagement** with tenants, through initiatives such as our Tenant Talks roadshows, family fun days, and attendance at community and partner events across the Borough. These were supported by digital one-to-one sessions and surveys to maximise accessibility and feedback.
- **Collaborated with sector peers**, including other Registered Social Landlords (RSLs) and crucially with **TPAS Cymru** to ensure we meet and exceed on expected sector standards.

What Tenants Told Us:

1. They want it to be easier to communicate with us, with critical information shared with us, shared between teams, so they do not have to tell us the same thing again.
2. While they are generally happy with our repairs service, they would appreciate clearer timeframes on when to expect work so they can plan for it.
3. They want to see us in their communities more often and want us to provide them with more opportunities for face-to-face sessions.

This feedback has reaffirmed our commitment to:

- **Increase awareness**
- **Increase trust**
- **Increase engagement and partnership working**

Our Commitments Going Forward:

- Involve tenants, meaningfully in **strategic decision-making** and service design in ways that suit their lifestyles.
- Provide inclusive opportunities for **all tenants**, including those whose voices are rarely heard.
- Actively **share updates** on how tenant feedback has shaped our services and decisions.
- Embed tenant engagement across the organisation, ensuring all staff understand their role in delivering it.
- Achieve **TPAS Cymru's Tenant Engagement Standards Accreditation** as a mark of our commitment to excellence.

3 – How can tenants get involved?

We understand that individual needs are different, and we are committed to making sure there is flexibility for all tenants to get involved in areas that matter to them, in ways that fit into their lifestyle. We recognise that the level of engagement will be determined by what we are trying to achieve.

The engagement methods below represent a key part of our customer engagement strategy and will work alongside our use of existing data and insights to help us tailor services and communication to different tenant groups based on preferences, behaviours and needs.

Engagement can be split into three key levels, these include:

INFORM	
What does this mean? The work we will be doing will result in a small change made as part of business-as-usual activity, with minimal impact on requests or service delivery / outcomes, but as part of best practice we need to communicate these changes with tenants. This takes the form of information sharing / passive engagement.	
Examples of this level of engagement can include (but are not limited to): • Change to Housing Officer • Changes to opening hours i.e., Christmas office closure. • Minimal changes to a policy, with no significant impact for the end user. Caveat: depending on the level of change, this can be escalated to the INVOLVE/INFLUENCE level.	Engagement methods: * • Use of social media • Cartref • Website • Flyers / leaflets • Letters <i>*Not all of the above methods have to be used.</i>

INVOLVE	
What does this mean? The work we will be doing will have an impact on tenants and / or their community, so engagement is required. This can include targeted engagement that is specific to a geographical area or a tenant group. We may find that this engagement will need to include the wider community as our planned works could have broader implications.	
Examples of this level of engagement can include (but are not limited to): • Change to grass cutting schedule.	Engagement methods: *INFORM level plus: • Surveys

• Major works programme i.e., fencing, solar panel installation, etc. • A new development • Changes to legislation (new legislation) • Changes to service charges Caveat: depending on the level of change, this can be escalated to the INFLUENCE level.	• Face-to-face conversations incl. door knocking exercises, community drop-in sessions, partnership events, family fun days, etc. • Phone calls • Emails • Digital 1-2-1s <i>*Not all of the above methods have to be used.</i>
--	---

INFLUENCE	
What does this mean? This is a major change which will impact all tenants and requires more formal engagement. This level of change will have a fundamental impact on the services we offer and how we operate. At this level, we are committed to actively listening to tenants, ensuring that their needs are accurately reflected. This will be done using our Tenant Voice groups.	
Examples of this level of engagement can include (but are not limited to): • Any work where it is deemed a requirement to have tenant feedback and input, or where there are fundamental changes to a service i.e., policy or service change. E.g., annual rent setting, amending and improving our repairs service etc. • Changes to legislation • Introduction of new legislation • Creation of a new policy	Engagement methods: * INFORM and INVOLVE levels plus: • Use of Tenant Voice groups • Tenant Champions • Becoming a tenant board member to assist with strategic business decisions. • Membership <i>*Not all of the above methods have to be used.</i>

Examples given in the tables above are generalised and depending on circumstances could fall into the other tenant engagement levels.

As a result of establishing a multi layered framework for tenant engagement it will enable us to have:

Informed tenants, who are **involved** in what we do and **influence** how we operate.

Outside of this framework, we encourage tenants to use their voice to let us know their opinions, this can be done by emailing [tenantvoice@taitarian.co.uk] or via our Contact Centre on 0300 777 0000 who can refer tenants to our Tenant Engagement Officer. Tenant feedback will help shape our business decisions by identifying key themes and guiding future engagement events.

Tenant Voice Groups:

Our **INFLUENCE** level of engagement requires a more formal structure through the use of our Tenant Voice groups. These groups were created following tenant feedback and cover the following areas:

Group	Description / Examples
Comms & Digital	The Comms & Digital Tenant Voice group can be used a mechanism to hear tenant voice on enhancing existing and new tenant-facing communications, both written and digital. Our focus could include: • Communications strategy • Changes to how we communicate i.e., format – Cartref • Improving communication across the organisation • Tenant Portal
Communities & Homes	The Communities & Homes Tenant Voice group can be used a mechanism to hear tenant voice on the development and improvement of homes, and how as an organisation we support and sustain thriving communities. Our focus could include: • Development • Home Safety Compliance • Anti-Social Behaviour • Community Challenge • Tenant Competitions • Community Initiatives • Community Benefits – reflecting on spend from the previous year, where tenants would like to see us spend moving forward, etc.
Environment & Sustainability	The Environment & Sustainability Tenant Voice group can be used a mechanism to hear tenant voice on crucial environmental and sustainability

	improvements and changes. Our focus areas could include: • Approach to Net Zero • Welsh Housing Quality Standards 23 (WHQS23) • Bio-diversity strategy • Land Use
Value for Money	The Value for Money Tenant Voice group can be used a mechanism to hear tenant voice on financial matters and service efficiency. Our focus areas could include: • Annual Rent Increase (inc. service charges) • Service Improvements / Changes
Repairs	The Repairs Tenant Voice group can be used a mechanism to hear tenant voice on key repair service improvements and changes. Our focus areas could include: • Repairs Strategy • Service Improvements / Changes
Scrutiny	The Scrutiny Tenant Voice group can be used a mechanism to hear tenant voice on broader strategic matters across a range of different topics and service areas. Our focus areas could include: • Equality Impact Assessments • Policy / Procedure Changes • Legislative Changes i.e., Ombudsman Changes (Complaints) • Transformation Programme • Organisational Performance – review of Tenant Satisfaction Survey (TSAT) results, etc. • Membership • Service Standards

NOTE: These groups can be convened individually or in any combination as needed to facilitate discussions that best address the issues at hand.

How do tenants join?

If you are interested in joining a Tenant Voice group, please contact the Tenant Engagement Officer via the tenant voice email address [tenantvoice@tairarian.co.uk] or via our Contact Centre 0300 777 0000, who will refer you on.

In order to become a member of our Tenant Voice group, you must be a current primary or joint tenant.

Expressions of interest will be reviewed on a case-by-case basis. The Tenant Engagement Officer will communicate with tenants to confirm appointment to a Tenant Voice group and discuss what to expect from being a member of the groups, including what their roles and responsibilities would be, along with the time commitment required.

Participation in Tenant Voice Groups:

If tenants wish to participate in a Tenant Voice group, they will receive formal training upon induction, this will be provided by an external partner, TPAS Cymru. The training is aimed at providing tenants with an overview of the following topics:

- Introduction to Housing
- What tenant engagement means
- Getting involved and having your say

Data:

Where tenants have confirmed their willingness to take part in one or more of the groups, they will be added to the Tenant Voice group database which is managed and maintained by the Tenant Engagement Officer. It is the responsibility of the Tenant Engagement Officer to conduct an annual review of the data. Tenant data will be held until end of involvement in the group, plus 2 years.

Use of Groups:

Being part of these groups means that tenants commit to working with us through workshops to co-design and co-produce answers and outcomes for complex or problematic issues. These workshops will be based on relationships of trust and reciprocity.

Following tenant feedback, all Tenant Voice group engagement must be held in the community and not in our offices. There must be a rotation across the Borough to ensure that all areas can fairly access these events. When taking part in **INFLUENCE**

level of engagement, a facilitator will be utilised to ensure that the session is run efficiently and fairly.

Accessibility:

We will make sure that tenants accessibility needs are considered, whether by providing an interpreter or making sure all literature shared is in a suitable font size.

We will make sure that if you participate in our Tenant Voice groups, you are given the support you need.

Incentives and rewards:

By participating in an engagement event within the **INFLUENCE** level tenants will receive:

- A £20 shopping voucher / gift card per session
- Reimbursement of travel costs
- Covering childcare costs*
- Thank you card from a member of our Executive Team.

**Will be considered on a case-by-case basis, providing children concerned are in registered childcare facilities.*

4 – How will Tai Tarian be held accountable?

We will ensure that tenant engagement is embedded in our business-as-usual activities across the organisation, with clear roles and responsibilities outlined within our tenant engagement process.

We commit to sharing regular '*You said, we did*' feedback, ensuring we are open and transparent with our tenants, closing the feedback loop ensuring we reach and respond to all tenant groups effectively.

To demonstrate our engagement efforts, we have developed pre- and post-engagement checklists that outline how and where we have engaged with tenants, the frequency of these engagements, and, importantly, their purpose and outcomes.

An annual planner will help us to proactively plan and monitor tenant engagement activities across the organisation. Additionally, a dedicated suite of standardised engagement documents will be available to guide and support our staff.

We will also have a dedicated 'Consultation' page on our website, where tenants will be able to see examples of previous engagements and opportunities for their voice to be heard.

It is our hope that a renewed approach to tenant engagement will result in an increase in tenant satisfaction in the annual Tenant Satisfaction survey.

5 – Links to other areas of work

- *Tenant Engagement Process*
- *The Right Stuff – hearing the tenant’s voice – Welsh Government (2019)*
- *Tenant Engagement Charter (2020)*
- *Getting Involved Strategy (2022)*
- *Renting Homes Wales Act (sections 234 / 235)*
- *Shareholding Membership Policy*
- *Equality Impact Assessments - EIA*
- *Corporate Plan 2025 – 2030*
- *TPAS TESA (Tenant Engagement Standards Assessment)*