

2021-22 TENANT ENGAGEMENT REPORT



Zoom Meeting



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INTRODUCTION

Welcome to Ochil View Housing's first Annual Tenant Engagement Report.

This report sets out how we have been engaging with tenants over the past 12 months since I was appointed as Tenant Engagement & Communications Officer. As you will see, we have achieved a great deal during this time and we have lots more planned for the coming months and years.

Tenant Engagement is an important aspect of the Association. It gives tenants the power to tell us what we are doing well, suggest solutions and help shape our future.

For staff, engagement means working with tenants, listening to their feedback and delivering on what has been agreed.

We hope the next few pages highlight how we are doing with this and what we hope to achieve in the near future.

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TENANT ENGAGEMENT STRATEGY



WHAT DID WE DO?

The first key task for the new Tenant Engagement & Communications Officer was to review the current Tenant Engagement Strategy and revise it as necessary. The revised Strategy was launched in the summer of 2021, following consultation with tenants and staff. Changes included:

- The Strategy itself is a far more accessible document, written in plain English with easily identifiable details of what tenant engagement is and what we hope to achieve.
- The Strategy clearly highlights what tenant engagement and communication options are currently in place and how we are responsible for reporting our performance at a national level.
- An Action Plan, to sit alongside the Strategy, was created for the first time. This breaks down specific engagement and communication targets over the coming months and years. We'll talk more about this later.

ENGAGING WITH TENANTS



WHAT DID WE DO?

We set up a monthly session to talk with tenants about the issues important to them. This has been done via Zoom, but we are hoping to have them face-to-face soon. Topics discussed include rent setting, decoration allowances and reporting repairs.

Tenants have had the opportunity to engage through a range of surveys in the past 12 months. They have responded to a number of matters, such as rent increases, our My Home service and repair work at their home.

Engagement with tenants has also been carried out in a variety of other ways. Although we haven't been able to do face-to-face as much as we would like, tenants have been able to discuss issues over the phone, by email and via social media.

ENGAGING WITH STAFF

WHAT DID WE DO?

We now hold monthly meetings with a number of staff to discuss engagement opportunities, with an emphasis on shared responsibility.

All staff are regularly updated on engagement work at internal meetings and all are encouraged to promote tenant engagement wherever possible.



ENGAGING VIA SOCIAL MEDIA



WHAT DID WE DO?

As set out in our new Strategy and Action Plan, we have continued to grow our social media presence over the past 12 months. Being able to share information online and offer tenants an easy way to digitally engage with us is more important than ever. We have significantly increased our content on Facebook, both in terms of Ochil View updates and wider community initiatives, and this has been met positively by tenants.

In addition to Facebook, we have also launched our own Twitter page in the past year. As with Facebook, this provides us with another platform to engage with tenants and also keep updated with news and information relevant to us. As of March 2022, we have 144 followers, not a bad start!

ENGAGING VIA NEWSLETTERS



WHAT DID WE DO?

We are keen to develop tenant involvement in our Newsletters and recent editions have highlighted this, with feedback from tenants on the likes of our My Home service and the Connecting Scotland project. The Newsletters have also been a focal point of discussion at the Tenant sessions.

ENGAGING IN THE COMMUNITY

WHAT DID WE DO?

Engaging with tenants within their community can be of significant benefit to individuals and where they live. At Alloa Road, for example, we communicated with tenants through letters, texts, phone calls and in person to ensure the redevelopment of their communal areas (pictured, top) was an open and transparent process.

Another example of us engaging within the community was with our role in the annual Uniform Bank drive (pictured). Staff volunteered time and provided a range of clothes and stationery to help ensure children in the area have the necessary tools needed as they return to school.

We are also building a network of connections with external groups across Clacks and Fife, which will help us share what's happening in the wider community.



ENGAGING VIA CONNECTING SCOTLAND

WHAT DID WE DO?

We applied for 25 iPads and 25 Chromebooks through a Connecting Scotland programme to help tenants looking to get back into work.

We were delighted to receive all 50 devices, totaling over £35,000. We then engaged with tenants through a survey and one-to-one conversations to determine who was best placed to receive one.

We distributed these and kept in touch with the recipients to see how it has helped them. We have received some wonderful feedback from those who benefited from this.



ENGAGING VIA COMPETITIONS

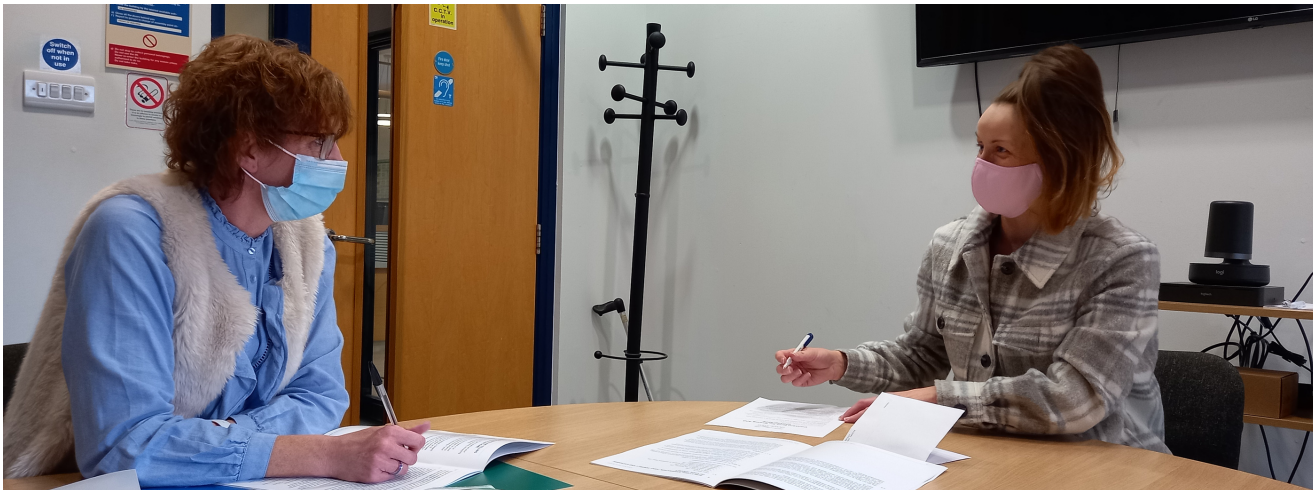


WHAT DID WE DO?

Competitions are a great way for Ochil View and its tenants to engage with one another. We organise events throughout the year, marking special dates and offering prizes for the majority of surveys we issue. By doing this, it encourages tenants to liaise with us, sharing their thoughts and ideas. And it's a great way to get younger tenants involved too!



WHAT'S NEXT?



We still have lots to do when it comes to developing how we communicate and engage with one another. Over the coming months, our aims include:

- Covid permitting, having more face-to-face engagement, including our monthly tenant sessions.
- Continue to work through our targets set out in the Tenant Engagement Action Plan, including work around tenant satisfaction, exploring engaging with dementia and getting more out of our surveys.
- Creating events at our office and the wider community to further promote engagement between tenants and staff.

CONCLUSION



Thank you for taking the time to read through our first Annual Tenant Engagement Report.

We welcome all feedback at Ochil View Housing. Tenants' thoughts and comments help us to continue delivering the best possible services.

You can have your say in a way that suits you - a phone call, email, through social media, in person, via a group...it's really up to you.

If you want to chat about anything you've read here, or for more information on tenant engagement and communication, then simply contact Chris as per details in the introduction page.

Many thanks.