



**Tenant
Approved**



Tenant Engagement Strategy 2024-27

*Empowering
Tenants
for a Better
Tomorrow*



Silver
Level 4 Award
from Supporting Communities



MICHAEL McDONNELL
Group Chief Executive

WILLIAM WILSON
Network Chair

At Choice, we know our tenants are the foundation of our communities, and we are dedicated to ensuring their voices are heard, valued and considered.

This commitment is reflected in our Tenant Engagement Strategy 2024-2027. By fostering meaningful relationships and promoting open, two-way dialogue, we aim to enhance transparency, collaboration, and continuous improvement in all our services.

This strategy aligns with Choice's priorities for 2024-2027: Providing Great Homes, Supporting Thriving Communities, and Empowering People. Our strategy is a commitment to create more opportunities for involvement, ensure that tenants have a say in the services we provide, and to build safe, inclusive communities.

As a testament to tenant participation, Choice has been awarded the Tenant Participation Standard Silver Level 4, recognising our dedication to involving tenants in meaningful ways that improve their quality of life. We will turn this Strategy into actionable outcomes that benefit our communities, with success measured by the positive impact on our tenants' lives. Our goal is to ensure that all tenants feel valued, respected, and empowered as integral members of the Choice community.

As Chair of Choice Central Network, I'm excited to introduce the Tenant Engagement Strategy 2024-2027.

This strategy is about empowering us as tenants to help shape our living spaces and to get involved with decision making.

It's a plan focused on building meaningful working relationships between tenants and Choice, ensuring that our voices influence decisions. Developed with input from a diverse range of tenants and stakeholders, this strategy is rooted in our real experiences and reflects a commitment to transparency and collaboration.

Choice aims not only to meet housing needs but also to empower all of us - tenants, staff, and partners - to make a lasting, positive impact on our communities. Choice are embracing new, innovative approaches to ensure every tenant feels valued, no matter their background. We celebrate difference and diversity because, together, we can create meaningful change. Please join us, share your views, learn new skills and have some fun too!

I have found my involvement during the past few years very rewarding. Having opportunities to discuss issues affecting all tenants with Choice staff is obviously of great benefit to all concerned. I look forward to seeing the positive changes this strategy will bring as together we take action.

INTRODUCTION

At Choice, we believe that our tenants are at the heart of everything we do. Their perspectives, needs, and aspirations guide us in our mission to provide not just housing, but thriving communities where individuals can flourish.

In line with this belief, we are excited to present our Tenant Engagement Strategy, a blueprint that envisions a future where collaboration, communication, and empowerment converge to create a stronger, more inclusive living environment.

This Strategy encapsulates our dedication to fostering a two-way dialogue between Choice and our tenants. It goes beyond conventional approaches, inviting all tenants to actively shape the services they receive and influence the direction of their communities. With a steadfast focus on innovation and adaptability, we are embracing the evolving landscape of tenant engagement, leveraging both traditional methods and emerging digital platforms to ensure that every voice is heard.

CONSULTATION

This Strategy was developed in close consultation with our tenants, staff, board members, and stakeholders, and aims to be more than just a document; it is a dynamic framework that guides our actions and decisions. By forging strong relationships, promoting transparency, and nurturing collaboration, we are not only improving service delivery, but also cultivating a sense of belonging and ownership among our tenants.



4

surveys conducted with 119 responses



9

consultation workshops delivered for tenants and staff



72

feedback responses used to refine and enhance the Tenant Engagement Strategy



OUR WORLD

We believe that having a great home can make a positive difference to the health and well-being of everyone in our society.

The need for decent, affordable, 'fit for purpose' housing and support services continues to grow.

Consequently, the provision of great social, affordable homes and associated services for those in need remains a priority for Choice and our partners.

We will also play our part in addressing the strategic challenges that face society, including: the scourge of homelessness; high cost of living; need to decarbonise; and promotion of social inclusion and well-being.



Choice will continue to leverage our skills and resources, working closely with other like-minded partners to deliver benefits for all communities.



ABOUT CHOICE

Choice employs over 400 people and maintains 12,000 high quality homes to meet the diverse needs of c30,000 tenants and residents.

We provide:

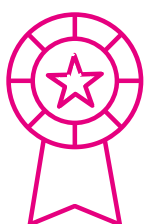
- General needs housing for families and single people;
- Sheltered housing for older people;
- Purpose-built homes for families with complex needs;
- Housing to meet the needs of vulnerable groups, with support provided by like-minded partners;
- Support services for tenants and the wider community.

OUR AMBITION

Our Mission is to enrich the lives of our tenants and communities through the provision of great homes and services.

Our Vision to 2027 is to excel in everything that we do in the eyes of our customers, partners and staff.

Our Ambition is to empower our staff and partners to make a positive and sustainable difference by: increasing the supply of high quality and affordable homes; ensuring access to excellent support services; enabling our communities to flourish; and making best use of our collective talent and resources.



Our Vision to 2027 is 'to excel in everything that we do in the eyes of our customers, partners and staff.'

OUR VALUES

What we do and say should be underpinned by three core values, namely:

We will be Caring - through listening, being helpful and always acting professionally;

We will be Committed - through determination, being reliable and always acting with integrity; and

We will be Creative - through innovating, being responsive and always seeking to improve.

We will strive to be a 'force for good' for our tenants, our colleagues, our partners and for society as a whole.

STRATEGIC PRIORITIES TO 2024-27

We have 3 strategic priorities to 2027, as follows:



Strategic Priority #1

PROVIDING GREAT HOMES

encompassing both new build and high quality existing homes, with proactive support for mixed tenure and shared housing;



Strategic Priority #2

SUPPORTING COMMUNITIES TO THRIVE

through 'hearing the tenant voice', investing in our communities and leading in shared housing;



Strategic Priority #3

EMPOWERING OUR PEOPLE

by investing in skills, enabling technology to simplify the customer (and staff) 'journey', and ensuring access to development funding.

WHAT IS TENANT ENGAGEMENT?

Tenant Engagement focuses on building and maintaining a positive and proactive relationship with Choice.

It involves a series of strategic activities and communication efforts designed to ensure tenants feel valued, heard, and satisfied with their living environment.

Ultimately, tenant engagement aims to create a supportive and interactive community where tenants feel respected and appreciated, leading to increased satisfaction, lower tenancy turnover rates, and a stronger sense of community within our developments.

Tenant Engagement brings numerous benefits to both tenants and landlords, contributing to better housing management, enhanced community relations, and overall satisfaction.

KEY ASPECTS INCLUDE

- Establishing clear and regular communication channels (Choice News, meetings, digital platforms).
- Providing feedback avenues (surveys, suggestion boxes, feedback forms).
- Organising social events, workshops, and activities (environmental initiatives, training, community gardening projects).
- Handling maintenance requests and tenant issues promptly and efficiently.
- Enhancing the tenant experience with additional amenities and services.
- Offering educational resources on topics like energy efficiency, safety practices, and digital inclusion.

BENEFITS OF TENANT ENGAGEMENT

BENEFITS TO TENANTS

Empowerment and Voice

Tenant Engagement empowers individuals by giving them a voice in decisions affecting their living conditions, leading to increased satisfaction and a stronger sense of community.

Improved Services

Engaged tenants provide valuable feedback, helping landlords tailor services to better meet needs, improving maintenance, safety, and other critical areas.

Transparency and Trust

Open communication and involvement build trust between tenants and landlords, reassuring tenants that their concerns are heard and addressed.

Community Building

Engagement fosters a sense of community, encouraging tenants to work together on common issues, creating safer, more cohesive neighbourhoods.

BENEFITS TO LANDLORDS

Better Decision Making

Involving tenants in decision-making provides insights for more effective management strategies, identifying areas for improvement and innovation.

Increased Tenant Satisfaction

Engaged tenants are more satisfied with their living conditions, leading to lower tenancy turnover rates and reduced associated costs.

Enhanced Reputation

Landlords with strong tenant engagement enjoy a better reputation, attracting new tenants and fostering a positive public image.

Regulatory Compliance

Engaging tenants helps landlords meet regulatory requirements and standards, ensuring compliance with policies to improve housing conditions and tenant relations.

COMMUNITY AND SOCIETAL BENEFITS

Social Inclusion

Tenant Engagement promotes social inclusion, ensuring diverse voices are heard, leading to more equitable and inclusive communities.

Conflict Reduction

Proactive engagement prevents conflicts by addressing issues early, allowing for early resolution of potential disputes.

Economic Benefits

Improved tenant satisfaction and reduced turnover contribute to the financial stability of housing associations, with engaged communities supporting local economies through increased civic participation.

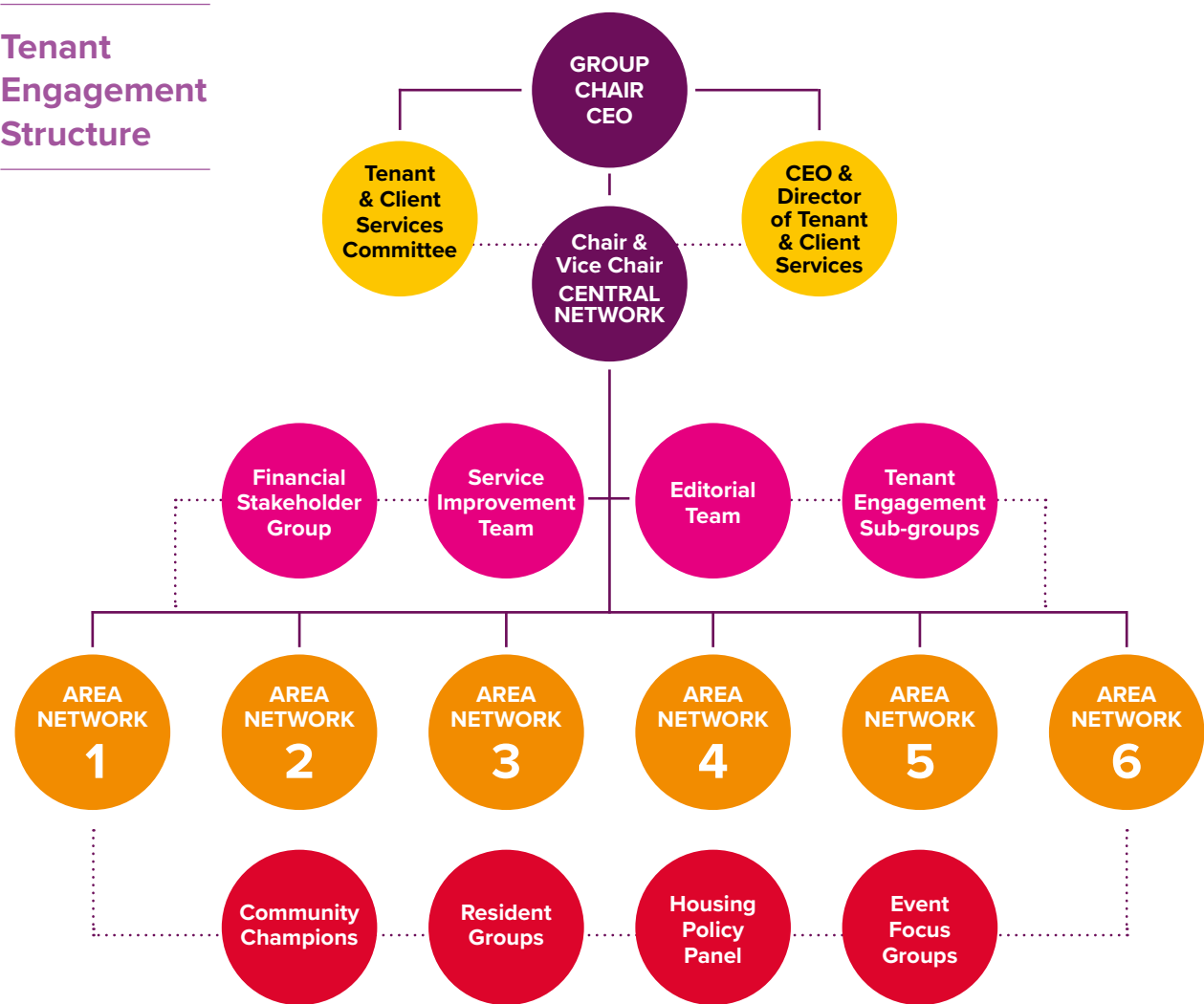
**Tenant Engagement
enhances quality of life
for tenants, improves
landlords' efficiency, and
fosters stronger, more
resilient communities.**

HOW CAN TENANTS GET INVOLVED?

We are committed to putting our customers at the heart of service delivery

We believe that by listening to and taking on board the views of our tenants, we can ensure that policies and services are more responsive to changing needs and aspirations. We have Tenant Engagement structures which supports and enables tenant participation and collaboration at local and strategic level.

Tenant Engagement Structure



MENU OF TENANT INVOLVEMENT



Community Network



Community Champion



Service Improvement Team



Editorial Team



Financial Stakeholders Group

Choice Community Network

The Network provides more opportunities to impact services in your area and have a stronger voice.

Community Champion

Become a Community Champion to represent tenants in your local community, working alongside staff to improve your neighbourhood.

Service Improvement Team

Working alongside Choice to help improve service delivery in your area.

Editorial Team

The Team review articles to showcase the activities for Choice News.

Financial Stakeholders Group

Receive information on annual rent increases and service charges as well as an explanation on how these have been calculated.

Contact our team and let us know how you would like to get involved ...



Connect with us!



Email us:
get.involved@choice-housing.org



Call us:
0300 111 2211



Visit us:
choice-housing.org



Connect with us:
Facebook | Twitter | LinkedIn

By offering a diverse “Menu of Involvement” Choice can cater to various tenant preferences, schedules, and interests, ensuring that every tenant has an opportunity to engage and contribute to the thriving community.

Tenant Advisory Groups

Join a tenant advisory group to provide ongoing feedback and suggestions on housing services and community initiatives. Participate in regular meetings to discuss important issues and contribute to decision-making processes.

Community Workshops and Events

Attend community workshops on topics such as budgeting, home maintenance, or community gardening. Participate in community events, social gatherings, and cultural celebrations to foster connections among neighbours.

Community Champions

Serve as a Community Champion to act as a liaison between your fellow tenants and Choice management. Advocate for the needs and concerns of your community by participating in meetings and discussions.

Online Feedback and Surveys

Provide input through online surveys that help shape the direction of housing services and community activities. Share your opinions and suggestions on digital platforms, ensuring your voice is heard.

Service Improvement Team

Join our focus group to delve deeper into specific topics or challenges that impact the tenant community. Contribute your insights to discussions aimed at finding innovative solutions and improvements.

Community Projects

Lead or participate in community-driven projects, such as neighbourhood clean-ups, art installations, or local charity initiatives. Make a tangible impact on your community through hands-on involvement.

Skills Sharing

Share your skills and expertise by leading workshops or classes for fellow tenants. This could include cooking, crafts, fitness, or educational topics. Empower your neighbours by sharing your knowledge and talents.

Editorial Group

Contribute articles, stories, or creative content to Choice publications, showcasing tenant achievements and community updates. Share your experiences and perspectives with your neighbours.

Volunteer Opportunities

Volunteer your time for local community events, fundraisers, or initiatives organised by Choice. Make a positive impact and help create a vibrant community together.

Interactive Workshops

Attend interactive workshops on topics such as tenant rights, financial literacy, or personal development. Learn valuable skills while connecting with fellow tenants.



TENANT ENGAGEMENT

Strategy Themes and Objectives

Choice Tenant Engagement Strategy outlines the overarching principles and specific goals that guide the Community Development Teams approach to tenant engagement. These themes and objectives form the foundation for creating vibrant, inclusive communities where tenants actively participate in shaping their living environments.

THEME 1:

CREATING OPPORTUNITIES FOR TENANT ENGAGEMENT AND PARTICIPATION

Creating opportunities for tenant engagement and participation is essential for fostering a dynamic and inclusive community where tenants actively contribute to shaping their living environment. By providing diverse avenues for engagement, Choice empowers tenants to develop their skills and capacities, strengthen social bonds and enhance their overall well-being.

Objective 1.1:

Create more opportunities for tenants to participate in events, programmes, and workshops delivered by Choice.

Objective 1.2:

Include tenants in decision-making processes, encouraging them to contribute ideas to improve and shape services.

Objective 1.3:

Provide resources and platforms for tenants to initiate tenant-driven projects, events, and activities, thereby contributing to a vibrant and cohesive neighbourhood.

THEME 2:

EMPOWERING OUR TENANTS TO INFLUENCE AND SHAPE SERVICE DELIVERY

Establishing a collaborative framework where tenants actively participate in decision-making processes and play a pivotal role in shaping the services provided by Choice. This theme aims to ensure that the diverse needs, preferences, and expectations of all tenants are considered, leading to a more responsive and tenant-centric service delivery approach.

Objective 2.1:

Ensure that tenant engagement efforts are inclusive, considering the diverse needs, backgrounds, and preferences of all tenants, including those with varying abilities and cultural backgrounds

Objective 2.2:

To build the capacity of tenants, empowering them to participate in and contribute both locally and strategically, enabling them to develop and lead resident groups effectively.

Objective 2.3:

Provide a variety of engagement opportunities that enable tenants to develop new skills and enhance their abilities, facilitating their active participation in shaping and improving their living environment.

THEME 3:

CREATING SAFE, COHESIVE AND INCLUSIVE COMMUNITIES

By creating safe, cohesive, and inclusive communities, Choice will prioritise safety, foster strong social bonds, and embrace diversity and inclusion. Choice aims to enhance the overall well-being of tenants by promoting a sense of security, community cohesion, and equal participation for all.

Objective 3.1:

Provide channels for tenants to give feedback on community programmes and initiatives, ensuring that their voices are heard and considered.

Objective 3.2:

Develop tenant initiatives that foster a sense of belonging and connection among residents that strengthen social ties and contributes to a cohesive and supportive community environment.

Objective 3.3:

Promote volunteerism and community engagement by encouraging tenants to participate in volunteer activities and community service projects.

WE ARE COMMITTED TO EQUAL OPPORTUNITIES FOR ALL

At Choice, we are committed to ensuring equal opportunity in our Tenant Engagement Strategy.

We believe that every tenant, regardless of their background, has the opportunity to participate and influence decisions that affect their living environment.

Our approach is designed to be inclusive and accessible, providing various channels and platforms for all tenants to voice their opinions,

share feedback, and engage in meaningful dialogue. We actively seek to remove barriers to participation, ensuring that our engagement activities are culturally sensitive, and are accommodating of different needs.

By fostering an environment of inclusivity and respect, we aim to create a vibrant community where all tenants feel valued and empowered to contribute to the continuous improvement of their housing experience.

HOW WILL WE BE MEASURED?

Choice Tenant Engagement Strategy relies on a robust measurement framework that assesses the effectiveness of implemented initiatives. Our performance and success will be assessed through various measurement mechanisms that align with our Tenant Engagement Action Plan.

THEME 1:

CREATING OPPORTUNITIES FOR TENANT ENGAGEMENT AND PARTICIPATION

WE WILL MEASURE

- The number of resident groups formed.
- The effectiveness of the quarterly tenant led ezines.
- The extent to which tenant input influences decision-making processes.
- The number of sustainability-focused initiatives proposed and implemented.
- The effectiveness of communication channels used to involve tenants in decision-making.
- Tenant participation levels and engagement with the various structures.

THEME 2:

EMPOWERING OUR TENANTS TO INFLUENCE AND SHAPE SERVICE DELIVERY

WE WILL MEASURE

- The number of tenants actively completing training and/or attaining qualifications.
- Tenant participation on capacity building programmes.
- The effectiveness of capacity building programmes and training.

THEME 3:

CREATING SAFE, COHESIVE AND INCLUSIVE COMMUNITIES

WE WILL MEASURE

- The effectiveness of programmes addressing discrimination and promoting diversity.
- The attendance at events aimed at fostering community cohesion.
- The effectiveness of communication channels in promoting inclusivity.
- The number of tenants actively involved in delivering tenant based events.
- The participation on our Youth Network

HOW DO WE SUPPORT TENANT ENGAGEMENT?

Choice ensures Tenant Engagement is embedded in all areas of our work and demonstrates our commitment by fostering meaningful communication, participation, and collaboration. By providing a range of support mechanisms, Choice aims to empower tenants, enhance their involvement in decision-making processes, and contribute to the creation of vibrant and inclusive communities.

The following are examples of how Choice supports tenant engagement:

Resources

Choice has dedicated Tenant Engagement staffing resources to deliver our Strategy and Action Plan. In addition, Choice also provides an annual budget to meet costs associated with the delivery of this Strategy and Action Plan. Choice support tenant involvement by providing the associated costs of translation services, travel expenses, and child care, etc. to enable tenants to attend meetings and events.

Tenant Consultations

Choice regularly consults tenants, seeking their opinions and insights on various aspects of housing and community development. This could involve surveys, focus groups, and face-to-face meetings to gather feedback directly from tenants.

Choice Networks

Our Tenant Engagement Structure facilitates 6 Area Networks and an overarching Central Network that comprise of a diverse range of tenants who provide ongoing feedback, suggestions, and ideas. Area Networks contribute to decision-making processes and service improvements.

Digital Platforms

Choice leverages digital platforms, such as a dedicated website and social media channels, to share information, updates, and news with tenants.

Choice also provides a Tenant Portal, where tenants can review information and communicate issues to us, at a time that suits them.

Community Champions

Choice have volunteer Community Champions who act as liaisons between the tenants and staff. Community Champions can relay concerns, facilitate communication, and advocate for the tenant community.

Regular Meetings and Workshops

Choice organises regular tenant meetings, workshops, and community events to encourage face-to-face interactions, provide updates on initiatives, and create opportunities for tenants to voice their opinions.

Tenant Training and Empowerment

Choice offers training sessions and workshops to empower tenants with skills and knowledge related to housing rights, community development, and effective communication.

Clear Communication Channels

Choice maintains clear and accessible communication channels, such as newsletters, emails, and helplines, to ensure that tenants can easily reach out, seek information, and provide feedback.

Collaborative Working

Choice collaborates with local organisations, non-profits, and community groups to provide additional resources, support, and expertise for Tenant Engagement initiatives.

Feedback Implementation

Choice actively implements changes and improvements based on tenant feedback, demonstrating that tenant opinions have a tangible impact on decision-making and service delivery.

Inclusive Initiatives

Choice ensures that Tenant Engagement initiatives are inclusive and considerate of the diverse backgrounds, needs, and preferences of our tenants.

Open Door Policy

Choice maintains an open-door policy, where tenants feel welcome to approach management with their concerns, questions, and suggestions.

Continuous Improvement

Choice regularly reviews its engagement strategies, seeking ways to enhance and adapt its approach based on evolving tenant needs and changing circumstances. These efforts collectively demonstrate Choice's commitment to building strong, inclusive, and empowered communities by involving tenants in the decision-making and improvement processes that affect their lives.

DELIVERING OUR TENANT ENGAGEMENT STRATEGY

At Choice, we are committed to transforming our Tenant Engagement Strategy from words on paper to impactful actions that enhance the lives of our tenants and strengthen our communities. Our implementation approach is guided by a clear roadmap that ensures accountability, inclusivity, and continuous improvement. We will deliver our Tenant Engagement Strategy through:

Education and Empowerment

Workshops and informational sessions will advise tenants about their rights, responsibilities, and the opportunities for engagement. Empowering tenants with knowledge will be a foundational step in fostering meaningful participation.

Engagement Mechanisms

Choice Community Networks and feedback mechanisms are well established, providing clear avenues for tenants to share their thoughts and ideas. These mechanisms will be easy to access and user-friendly to encourage broad participation.

Engagement Activities

We will implement a consistent schedule of tenant meetings, workshops, and community events. These activities will be designed to accommodate diverse schedules and preferences, ensuring inclusivity.

Digital Platforms and Technology

Our digital platforms will offer interactive engagement opportunities, enabling tenants to connect, share, and contribute online. User-friendly portals will provide easy access to information and feedback submission.

Feedback Implementation

Tangible changes and improvements will be made based on tenant input. Regular updates will be communicated to tenants, demonstrating the impact of their engagement.

Reporting and Accountability

Transparent reporting will keep our tenants informed about the progress and impact of our engagement initiatives. Accountability for strategy delivery will be upheld at all levels of Choice.

Continuous Improvement Culture

We are committed to continuously improving our approach based on evolving tenant needs and emerging best practices. Feedback helps to ensure that tenant voices continue to shape our strategy's evolution.



By adhering to this implementation approach, we are poised to turn our Tenant Engagement Strategy into a dynamic and impactful reality that reflects our dedication to creating vibrant, inclusive, and empowered communities for all our tenants.



“Getting involved with Choice has given me an opportunity to meet new people and take part in different activities. I have met Choice staff and have gained a better understanding of the organisation. On a personal level it has boosted my confidence and has helped improve my physical and mental well-being.”

Gerard

“I was part of a focus group that fed into the Tenant Engagement Strategy, I met people from all over the province and there was great craic. It was good to hear other peoples perspective on issues and challenges and I felt empowered by having Choice not only listen to my views but to act on them.”

William

“I have taken part in some of the training workshops offered by Choice. I had lacked confidence and felt that I was not qualified enough to participate but the support I had from Choice staff has helped me gain new skills, has boosted my confidence, and gave me a desire to progress.”

Geraldine



Silver
Level 4 Award
from Supporting Communities

choice 
Together we enrich lives

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