



Tenant Involvement Strategy

2025-2030

This Strategy was produced in 2025 and is version 2.0

This strategy was adopted by Cabinet on 1st April 2025

Review Frequency: MDH will review this Strategy every 5 years and as required to address legislative, regulatory, best practice or operational issues. However the Head of Housing and Health is given delegated authority to make minor amendments to the Strategy as required by legislative changes, formal guidance or local operational considerations

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1 Introduction

1.1 Welcome

At Mid Devon Housing (MDH) we believe that tenants should have a central role in shaping the services they receive. This Tenant Involvement Strategy (the Strategy) is our vision to give everyone the opportunity to influence and shape our services for the next five years and is designed to ensure that tenants have a central role in shaping MDH and to help enhance the quality of life in our communities. The Strategy focuses on four principles which all link to the Transparency, Influence and Accountability standard set by the Regulator of Social Housing (RSH), these will feed into the actions which MDH will commit to over the next five years.

1.2 What is Tenant Involvement?

Tenant Involvement is the active participation of tenants in the decision making processes and activities that affect their housing and community. It plays an important part of housing management and is vital for building trust. Engaging with tenants ensures voices are heard, needs are met and communities are improved.

1.3 Why is it important?

Tenant Involvement is essential for enhancing the quality of service tenants receive by promoting transparency and community. When tenants get involved, it enables MDH to tailor services to better meet the needs of tenants and provide real, positive outcomes for residents, communities and for MDH.

1.4 Regulatory context

Since the events of Grenfell Tower and high-profile cases of disrepair (such as Awaab Ishak), there has been a call and focus for more accountability and transparency within the social housing sector. As a registered provider of social housing, MDH is regulated by the RSH to ensure it meets the Regulatory Standards, including the Consumer Standards, and complies with the Social Housing (Regulation) Act 2024.

2 Aims and Objectives

2.1 There are 4 principles or objectives that the actions feed into, these all link to the [Transparency, Influence and Accountability Standard](#).

1. Strengthening engagement, participation and empowering tenants.
2. Communication and insight - i.e. providing information so tenants can use landlord services, communicating effectively, improving consultations etc.
3. Accountability - scrutiny, monitoring the impact of decisions, welcoming feedback.
4. Fairness, respect and diversity - delivering fair and equitable outcomes for all tenants, treating all tenants with fairness and respect, increasing the diversity of the involved tenants, making sure diverse needs are taken into account.

2.2 Strengthening engagement, participation and empowering tenants

The aim of MDH is to create numerous opportunities for tenants to get involved and participate in decision-making processes and empower them to influence the service they receive. MDH aims to do this by creating a positive resident-centred culture and installing the right foundations.

To enable tenants to get involved, MDH will:

- Continue and strengthen the advertisement of training available;
- Continuously listen and learn to reflect the changing needs of tenants and acknowledge the support needed for community led change;
- Through continued collaboration and partnership working MDH aims to provide better, safer communities that feel recognised and empowered to get involved and have their say;
- Provide an opportunity for meaningful engagement at a level that suits all tenants. A full list of involvement opportunities is included within this Strategy.

2.3 Communication and insight

MDH recognises the importance of communication and being transparent. The aim is to provide the relevant information to allow tenants to monitor performance in a clear and concise way that is easy to understand. MDH will do this through:

- Quarterly newsletters and annual reports;
- Developing a performance hub which contains up to date quarterly performance information that matters to tenants;
- Recognising that different tenants have different preferences for how they receive information. MDH will use this to enhance information access and to encourage feedback to be shared;
- Fostering a culture of active listening through two way communication and ensuring tenant concerns and suggestions are taken seriously and addressed promptly;

- Regularly review and monitor the effectiveness of communication.

2.4 Accountability

MDH is accountable to the tenants that live in our homes, so it is essential they are at the heart of everything that MDH does. MDH wants to empower tenants to be able to hold it accountable and influence the service they receive. This will be done by:

- Welcoming feedback in order to help improve the service, whether this is positive or negative;
- Being more proactive in sharing MDH's performance and information, with the aim to provide better transparency in order for tenants and leaseholders to scrutinise the services delivered by MDH;
- Focus on regulatory compliance through co-opting tenants onto the Homes Policy Development Group;
- Allowing regular honest feedback through surveys and the Tenant Satisfaction Measures and acting on this feedback through focus groups and action plans.

2.5 Fairness, respect and diversity

MDH aims to take an inclusive approach to Tenant Involvement. This will be done by providing meaningful and impactful ways for tenants to get involved, and by removing barriers that prevent tenants engaging. MDH aims to tailor the approach so it fits everyone, empowering all to have their say. MDH has used the Chartered Institute of Housings (CIH) Equality, Diversity and Inclusion Framework to inform this. The aim is to:

- Recognise, value and draw on a wide range of perspectives to ensure MDH delivers the best service by consulting regularly with tenants and communities, providing clear channels for feedback and using this to inform change;
- Ensure language, policies and procedures are clear, transparent, inclusive and represent our communities; and that information is provided in alternative or accessible formats where required;
- Pro-actively use customer data to develop insight and information to tailor our service making it fair and accessible for all;
- Through the identification of reasonable adjustments, ensure that support is available for all that need it;
- Ensure that Officers will recognise, value and draw on a wide range of perspectives to deliver the best service and outcomes for tenants.

3 Measuring Success

3.1 Through tenant feedback, co-opting tenants onto the Homes Policy Development Group and annual performance targets for Tenant Involvement, MDH will be able to regularly measure how well it is performing with regards to engagement. The progress of Tenant Involvement is discussed internally at regular performance meetings which allows MDH to monitor progress. MDH will continue to develop and refine methods for capturing outcomes and the impact of all our involvement activities and so enabling it to demonstrate the value of the involvement.

3.2 To MDH, success looks like:

- Increasing opportunities for tenants to get involved;
- Increasing the number of tenants actively involved;
- Increased satisfaction through the Tenant Satisfaction Measures and other satisfaction surveys;
- Allowing everyone to have a voice;
- Tenants holding MDH accountable and driving service change;
- Tenants feeling their voice is heard and their involvement makes a difference.

4 Opportunities to get involved

4.1 'Tenant Involvement' can mean different things to different people and covers a range of activities. The activities can be informal (for example, giving feedback as a compliment, complaint, comment or suggestion) or more formal, such as focus group or co-opting tenants onto the Homes Policy Development group. Whether the involvement is informal or formal, long term or short term, it gives MDH vital information about what matters to you in your homes and communities.

MDH knows that some tenants do not get involved because they do not believe that MDH will listen and act on what they tell it. MDH will aim to develop a 'you said, we did' approach that will help tenants and staff to see where feedback has made a difference to the way things are done.

The below menu of involvement is not limited to those detailed and will be developed over time as greater understanding of what MDH tenants and leaseholders want and need is gained.

Formal Engagement	
Focus groups	When there is a common topic or theme identified MDH will hold focus groups to gather feedback, develop ideas and create change.
Co-opting tenants onto the Homes Policy Development Group	Tenants will have the opportunity to scrutinise the development of MDH policies and performance
Local meetings	Sometimes MDH will host a meeting in your area if a specific topic or issue requires this.

Informal Engagement	
Community events	MDH hosts regular coffee mornings in the largest towns and organises ad hoc events around the District. From rural roadshows, neighbourhood matters events and police street surgeries, attending one if you can is a great way to get involved.
Satisfaction surveys	Completing a survey is a quick and easy way to get involved and provide feedback.
Neighbourhood Walkabouts	Meet with MDH Officers twice yearly and join them on an estate walkabout. It is a great way to engage in your local area.
Mid Devon in Bloom	Enter our yearly gardening competition.

Online Engagement	
Consultations	When MDH make a change that affects you it will consult with you. This could be a change to your communal garden or a bigger change such as the terms and conditions of your tenancy agreement. MDH usually sends you a survey to complete to share your views or will publish policy consultations online. Completing these is a good way to get involved and have your say.
Annual report and newsletters	Each year MDH publishes an annual report which reflects the performance and achievements over the last financial year. Even just reading this report is getting involved. Every quarter MDH publishes the Mid Devon Housing News, this is sent to all tenants.
Social media	Follow MDH on Facebook so you can keep up to date with the latest housing news and advice. Search for Mid Devon Housing.
Website	MDH has an array of information on the Council's website to help you understand the service from complaints, repairs or previous copies of newsletters. You should be able to find everything you need here.
Let's Talk Mid Devon	Join MDH's engagement hub to get involved in consultations, take part in surveys, add ideas or share your thoughts on forums.

Join Tpas	Tpas is England's leading tenant engagement experts. They promote, support and champion tenant involvement across social housing in England. By signing up to Tpas you can access an array of resources to help you as an involved tenant. MDH can also pay for you to complete training with Tpas if you feel is beneficial to you.
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Activities and Tools	
Mystery shopping	MDH will ask you to test the quality of one of our services such as repairs and let us know how it did.
Training and support	Attending training courses or conferences to help better your understanding of social housing related topics.
Tenant Representatives	<p>MDH has four tenant rep volunteer roles available:</p> <p>Complaints Representative: Actively review MDH's approach to complaints received from tenants, residents and leaseholders. You will work with the housing team to look at complaints, ensure MDH is being fair, is putting things right and learning from outcomes. You will have a desire to promote positive service development. You can expect to attend quarterly meetings lasting 1 hour.</p> <p>Estate Representative: The Estate Champion's role involves the monitoring of grounds maintenance, and if applicable, communal cleaning and communal fire alarm testing, in your area. You will be asked to carry out inspections and report back to MDH once a month. This will take 1 - 2 hours of your time each month.</p> <p>Publications Representative: Work with the MDH team on tenant/resident publications including the Housing Newsletter and Annual Report. You can expect to attend quarterly meetings lasting 1 hour.</p> <p>Sustainability Representative: Work with MDH in its commitment to achieving zero carbon by 2030. MDH is looking for tenants and leaseholders who care about the future and are willing to support in making green improvements to their home and community. You can expect to attend quarterly meetings lasting 1 hour.</p>

5 Providing training and other support for both tenants and staff

5.1 MDH wants to work with tenants and staff to create the very best opportunities for tenants to influence the decisions which impact on their lives. To do this MDH will:

- Ensure that staff are aware of the role of involvement, are skilled in delivering effective involvement and supported to achieve clear performance targets;
- Offer training, learning and support to all involved tenants to develop the skills and confidence to be effective in their involvement;
- Maximise networking and benchmarking opportunities to share best practice with tenants, partners and colleagues with a view to developing involvement and the housing service offer.

6 Action Plan

- 6.1 MDH will produce an annual action plan each year of the strategy which will be communicated to tenants outlining its approach to tenant involvement each year and what is being done to ensure tenants are continually put at the heart of what MDH does.
- 6.2 Progress against the action plan will be monitored and communicated to tenants throughout the year on the performance hub section of the Council's website.
- 6.3 The annual action plan will be published alongside this Strategy and will be available on the Council's website.

Tenant Involvement Strategy 2025-2030

Tenant Involvement Action Plan 2025-2026.

	How will this be achieved?	Target date for completion	Lead Officer	Expected Outcomes
Strengthening engagement and empowering tenants				
	Strengthen the advertisement of the training available to tenants. Consult with tenants to understand any barriers and what training tenants need.	Ongoing	Customer Engagement Coordinator	To better understand the needs of tenants and what MDH can do as a landlord to facilitate their involvement.
	Expand collaboration and partnership working with various charities and partnerships i.e. The Police.	September 2025	Customer Engagement Coordinator/Neighbourhood Team Leader for Estates	Joint working creates an overall better service for tenants, more efficient use of resources, enhanced community engagement. Trust, improved tenant health and wellbeing.
	Host housing matters events once a quarter with different themes i.e. repairs, complaints etc.	Ongoing	Customer Engagement Coordinator	Creates more opportunities for tenants to speak to MDH about the things that matter most to them.
	Co-opt tenants onto the Homes Policy Development Group	June 2025	Customer Engagement Coordinator/Head of Housing and Health	Tenants will have the opportunity to scrutinise the development of MDH policies and performance
	Evaluate our offer of engagement by utilising data collected through the getting to know you project to understand what we offer our diverse tenants and those with additional needs	Ongoing as GTKY data is returned	Customer Engagement Coordinator	Tenants will have an opportunity to get involved no matter their circumstances
	Complete a rural roadshow annually every September visiting 4 rural towns and villages for pop in events with housing and partnerships.	Annually	Customer Engagement Coordinator	Higher engagement and satisfaction with our hard to reach rural tenants

	How will this be achieved?	Target date for completion	Lead Officer	Expected Outcomes
	Complete annual surveys of involved tenants to assess their satisfaction with their involvement and to identify any improvements	December 2025	Customer Engagement Coordinator	Feedback will inform future action plans and ensure we are offering the best service possible
	Utilise Let's Talk Mid Devon to strengthen engagement through surveys, polls, consultations and forums	Ongoing	Customer Engagement Coordinator	Higher engagement, more feedback, better service changes
	Develop and implement ideas to communicate with our hard to reach tenants i.e. the youth, those not online etc.	July 2025	Customer Engagement Coordinator	Higher engagement with hard to reach tenants who can often feel left out
	Develop local road/estate based resident groups i.e. Tenant Resident Associations	Ongoing	Customer Engagement Coordinator	Creates a more localised tenant voice, improves estates and gets more tenants/leaseholders involved.
Information and communication				
	Get at least 1-5 tenants involved in the Annual Report to contribute to what data they think tenants would like to see. Have involved tenants approve the final version.	May 2025	Customer Engagement Coordinator	The Annual Report will be better tailored to the information that interests tenants rather than what we think interests them
	Include 2 new features in future newsletters – tenant recipes and 'tenant time'. Show casing the good things our tenants do from painting to charity work.	Ongoing	Customer Engagement Coordinator	More tenants will read the newsletter as well as further positive engagement by sharing good news stories.
	Design and print Tenant Involvement leaflets for sign up packs, to hand out at events and give to other Officers to hand out at visits.	February 2025	Customer Engagement Coordinator	Tenants are made aware of how to get involved, we are able to recruit new tenants
	Create a day in the life of a Neighbourhood Officer so tenants can understand what they get up to on a day to day basis. Every day is different but this can capture some of their vast workload	April 2025	Customer Engagement Coordinator/Estates Team Leader	Tenants can better understand job roles, especially Neighbourhood Officers. Helps to manage expectations and gives an insight into how MDH works.

	How will this be achieved?	Target date for completion	Lead Officer	Expected Outcomes
	Send quarterly Tenant Involvement updates to Housing Officers and Members of the Homes Policy Development Group.	Ongoing	Customer Engagement Coordinator	Keeping Officers and Members up to date should allow for better involvement internally to help understand the importance of Tenant Involvement.
	Develop a leaseholder forum on Let's Talk Mid Devon to ensure they have an opportunity to have their say. Alongside this, create a tailored annual report and newsletter to leaseholders	Ongoing	Customer Engagement Coordinator	Leaseholders are more engaged and have the opportunity to have their say.
	Build a notification system into My Mid Devon which allows tenants to register their interest to get involved.	June 2025	Customer Engagement Coordinator	Tenants can easily express an interest in Tenant Involvement
	Complete a full review the housing pages on the MDDC website, particularly the Tenant Involvement pages.	April 2025	Customer Engagement Coordinator	Website is improved and content tailored.
	Continue to promote My Account and how it can benefit tenants	Ongoing	Customer Engagement Coordinator	Provides an accessible route for tenants to pay rent and other upcoming service request i.e. pet permission, ASB diary sheets etc.
Accountability				
	Raise more awareness of our complaints procedure, who the Housing Ombudsman is and how they can help	Ongoing	Customer Engagement Coordinator	Awareness is raised of how tenants can hold us accountable
	Develop the performance hub section of the website with relevant data.	April 2025/ongoing	Customer Engagement Coordinator	Allows tenants to hold us accountable and access the information that matters to them.
	Create TSM focus groups so tenants can get involved with outcomes related to the TSMs	May 2025	Customer Engagement Coordinator	Tenants will help scrutinise feedback from the TSMs and improve the housing service

	How will this be achieved?	Target date for completion	Lead Officer	Expected Outcomes
	Create a better 'improvements we have made' campaign, potentially change the title. Create more communication on this to raise awareness of what we can do with tenant feedback	May 2025	Customer Engagement Coordinator	Gains tenants trust that when we receive feedback we will act upon this where possible
	Explore using a contractor to conduct complaints and anti-social behaviour (ASB) satisfaction surveys at the point of case closure and explore repairs satisfaction surveys.	March 2025	Customer Engagement Coordinator	Gather further insight into tenant satisfaction and how we can improve with ASB and repairs
Fairness, respect and diversity				
	Continue to listen and learn to reflect the changing needs of tenants through the getting to know you project and other communication channels.	Ongoing	Customer Engagement Coordinator	Service is tailored to meet tenants' needs
	Publicise our accessibility through the newsletter, social media, website, leaflets and word of mouth. Ensuring all Officers are aware of recognising vulnerabilities.	Ongoing	Customer Engagement Coordinator	Raises awareness of our accessibility and how we can tailor our service to meet individual needs
	Publicise that tenants and prospective tenants can be supported by a representative or advocate in interactions with MDH	April 2025/ongoing	Customer Engagement Coordinator	Awareness of accessibility is raised
	Identify and explore the creation of groups for underrepresented communities	August 2025	Customer Engagement Coordinator	Ensures all tenants feel involved and represented
	Improve digital inclusion for tenants and leaseholders. Try and work with Learn Devon again to set up digital training courses.	May 2025	Customer Engagement Coordinator	More tenants can get online and access more of our services
	Develop a new volunteer role for diversity and inclusion.	March 2025	Customer Engagement Coordinator	We are held accountable for our accessibility