

# **Tenant Voice Strategy 2025 - 2028**



# Foreword

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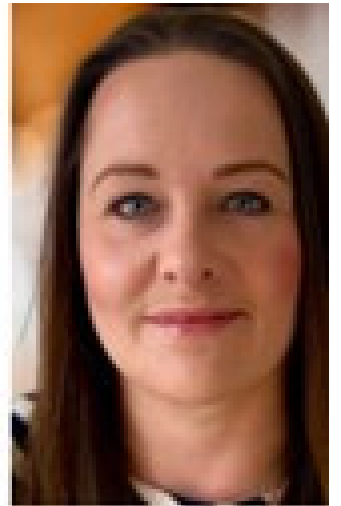


Helen Gauld, Chief Executive

Welcome to our Tenant Voice Strategy. It outlines our commitment to involving tenants in our decision-making process. Only by doing this can we achieve our vision to empower our customers, communities and colleagues to 'be the best they can be'. My thanks to every tenant that has taken the time to be involved.

Anne Jenkins, Director of Housing

Our mission is to provide homes and services that make a difference to people's lives. I am passionate that all tenants have meaningful opportunities to influence decisions that affect their homes and communities. I believe that by working together, we can drive continuous improvement and deliver high-quality, tenant-focused services.



Samantha Hough, Tenant Participation Officer

I am delighted to launch our new strategy and am excited to see the improvements and changes for you, your home and your communities over the next three years. We need your involvement to make the theory a reality and will support you to be involved in whatever way suits you best. Your voice counts and can make a huge difference.

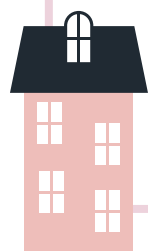


# #ImIn

We actively want to encourage participation and engagement with all tenants, in particular those that often do not feel comfortable taking part in traditional meetings.

**#ImIn** is our new campaign we will use to drive awareness and engagement about how you can get involved and participate in a way that suits you. From sharing activities we are doing, gathering feedback using online polls and comments, inviting you to meetings or simply chatting to you in your neighbourhood, we want you to be part of our **#ImIn** community.

The principles that will guide us in delivering our strategy rely on tenants feeling empowered and confident about sharing their opinions, views and feedback to shape and improve your homes, communities and the services you receive.



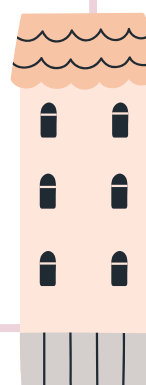
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Involved



I'm  
Included



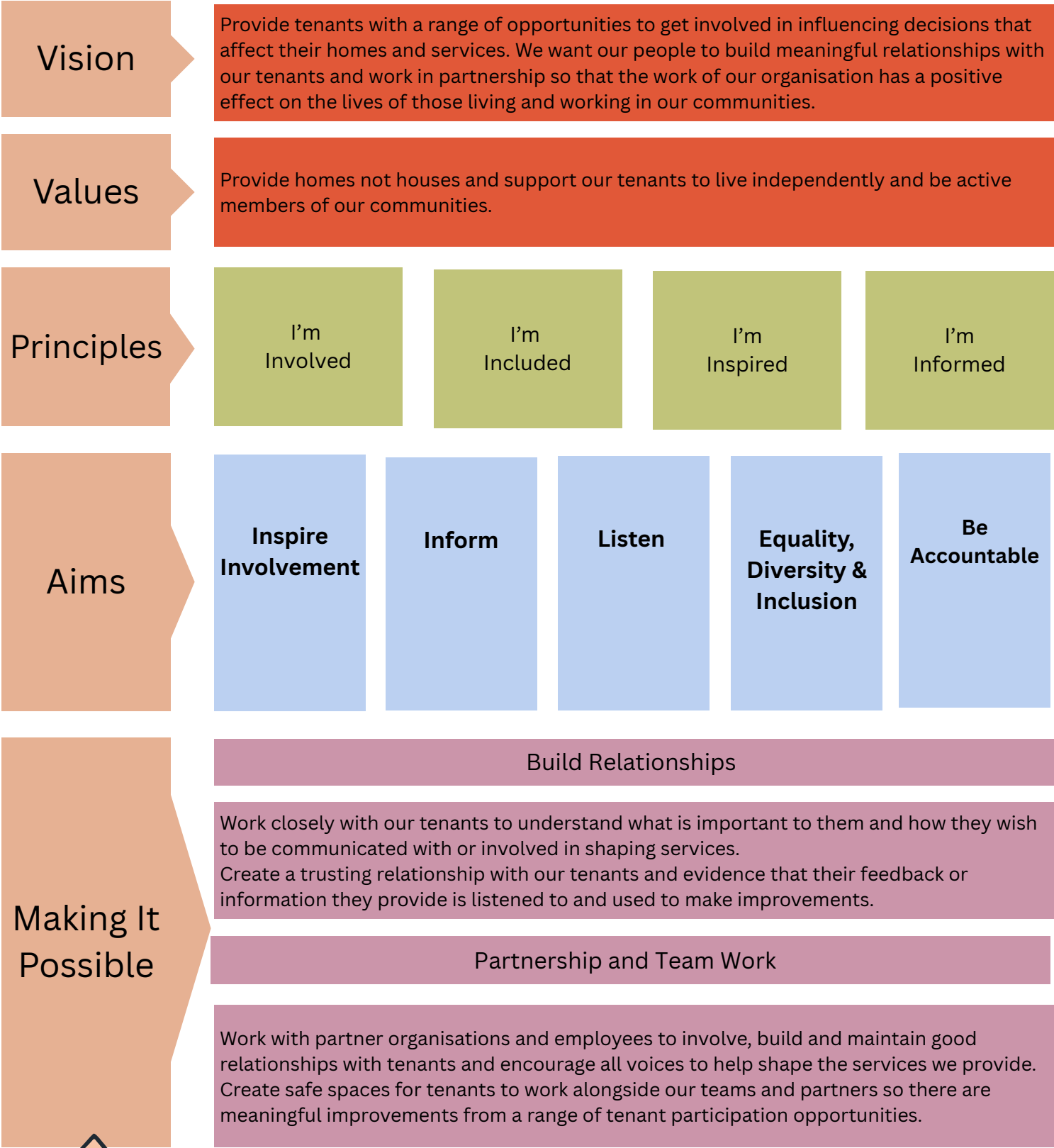
I'm  
Inspired



I'm  
Informed

# Strategy Overview

## Tenant Voice Strategy - #ImIn



# Introduction



Tenant participation, engagement and scrutiny are an important way for tenants to help shape and improve the services we deliver as a landlord. That is why we have called our strategy 'Tenant Voice' to represent the critical impact that each and every voice can make.

Our Tenant Voice Strategy 2025 - 2028 has been developed with tenants and using the feedback gained from our recent tenant satisfaction survey.

As a community focused and place based organisation we play a wider role than just providing homes. We also deliver valuable services, neighbourhood initiatives and are involved in the community.

Tenant participation involves tenants and landlords sharing ideas and information in order to shape and improve our housing policies, housing services and the standards of your homes. It is an important part of our service improvement process and offers a number of benefits, for both tenants and Langstane.

We have made good progress over the last strategy period to develop participation and engagement opportunities but we want to go even further. This strategy outlines the actions we will deliver to help tenants be involved, included, inspired and informed.



# Our Strategic Aims

Over the life of the Tenant Voice Strategy we aim to achieve:



## **Aim 1: Inspire Involvement**

To offer and promote a variety of participation opportunities and where required we will provide access and safe spaces to undertake training so you have the confidence, skills and knowledge to actively take part.



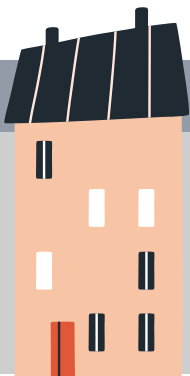
## **Aim 2: Make sure tenants are well informed**

Use a number of communication tools, methods and formats to make sure all tenants are involved and consulted with in a way that suits them.



## **Aim 3: Listen and enhance service delivery**

Gather feedback through a range of methods and evidence. Then use this feedback to improve the services and homes we provide and celebrate the impact it makes on improvement.



## **Aim 4: Equality, Diversity and Inclusion**

Champion a culture where all tenants are welcome and encouraged to take part, removing barriers from involvement, specifically targeting harder to reach groups.



## **Aim 5: Be Accountable**

Be transparent with our performance information, sharing the good and the bad to provide tenants with ways to monitor and evaluate our performance and hold us to account.



# Legislative and Strategic Context

Tenant participation is a vital aspect of the Scottish social housing framework, supported by the Housing (Scotland) Act 2001 and the Scottish Social Housing Charter. These frameworks set out clear expectations for social housing providers to engage with tenants, promote transparency, and make sure the management of housing services is accountable.

## Legislation

## Duties and Responsibilities

### Housing (Scotland) Act 2001

Legal requirement for social landlords to develop and support Tenant Participation and to produce a Tenant Participation Strategy. Tenants are given rights to be consulted on decision making on their landlords' housing services and in improving landlord performance.

### Housing (Scotland) Act 2010

The Scottish Social Housing Charter and the independent Scottish Housing Regulator (SHR) were introduced, with outcomes and standards for communication and participation. Tenants are required to be asked how satisfied they are with how their landlord keeps them informed on services and opportunities to participate in decision making.

### Scottish Housing Regulator

Since 2019 all social landlords are required to provide an annual Statement of Assurance to the Regulator. They also publish performance data for all registered social landlords.

# Measuring Success

We gather feedback across a variety of sources to monitor tenant satisfaction. We report these to the Scottish Housing Regulator as part of the Annual Return of the Scottish Social Housing Charter (ARC).

The three measures below help us to specifically monitor the success of this strategy:

87.2%

of tenants feel  
Langstane is good at  
keeping them informed  
about services and  
decisions

85.8%

of tenants are satisfied  
with opportunities to  
participate in decision  
making

81.5%

of tenants satisfied  
with the overall service  
provided

We want to improve on each of these measures with an ambitious target to achieve more than 90% during the life of this strategy period from 2025 to 2028.

Our Performance Framework sets out a range of Objectives and Key Results for each strategy detailing how we will make the operational improvements needed to meet our aims and business plan priorities and provide consistently high quality, tenant focused services.

The improvement priorities are informed by the Annual Return on the Charter (ARC) results as well as tenant feedback from surveys and consultations, and an evaluation of complaints received.





# Benefits of Tenant Participation

Tenant participation, engagement and scrutiny deliver clear benefits for tenants, us as a landlord and our employees.

Better service delivery and improved value for money

Opportunities to develop new knowledge and skills

Better communication between tenants and employees

Better links between communities and Langstane

Increased tenant satisfaction with homes, services and neighbourhoods

Increased job satisfaction for employees

Breaking down barriers to help reduce mistrust between tenants and Langstane

Informed tenants who have the skills and confidence to influence decisions

Tenants and employees are more aware of each others perspectives



# Ways to Get Involved

We want to encourage as many tenants as possible to get involved so we offer a range of ways, from taking just a few minutes to complete surveys, to being part of registered groups or networks that undertake more detailed work.

We want tenants to have the skills and confidence to participate. We provide full training and support no matter how you want to be involved. This could be by helping with digital skills and providing laptops and one to one support with documents and meetings.

## Scrutiny Group

The scrutiny group works in partnership with employees and our Board of Management to review our performance in areas of interest, with a view to making recommendations for improvements.



## #ImIn Networks

Have your say in one of our networks: Interested Tenants, Reader Networks and Pulse Networks. We will contact you about topics you have noted an interest in to get your views.



## Tenant Group

A group of tenants from a development or area that come together to tackle issues and suggest improvements. These can be informal or formal registered groups and will be supported by Langstane.



## Focus Groups

An interactive way to gather views on particular issues, for example the rent setting consultation or changes to the garden maintenance service. Usually a short meeting to get your feedback.





## Digital Champions

Our champions are staff that have volunteered to help tenants improve their digital skills and confidence. This can include showing you how to use your device and guidance on online safety.

## Mystery Shopping

Take part in research as a mystery shopper, and tell us about your experience. This could be how your call was handled by the customer service team, or the process for arranging a repair or visit.



## Neighbourhood Walkabouts

We arrange for a range of staff across different teams to visit your neighbourhood and hear face to face about improvements that you would like to see and create a plan to achieve these.

## Conversation Cafes

Community engagement events that bring together multiple organisations for tenants to chat about housing or their wider neighbourhood. Other agencies also attend such as Police and charity organisations.



## NETRALT

We are members of North East Residents and Landlords Together, a nationally recognised group that supports tenant participation to share good practice and achievements.

## Newsletters

We publish three newsletters on an annual basis and want to make sure the content of these newsletters is interesting and representative across all of our communities.



## Surveys



We carry out regular surveys on specific topics or after visits to measure how satisfied you are with our services.

## Annual Performance Report

On an annual basis we publish our performance information in a short report. We need our tenants to make sure it is clear and easy to read and understand.



## Formal Consultations

Consulting with tenants is a core activity, and fundamental to complying with our obligations as a landlord, such as rent setting or how we allocate our homes.



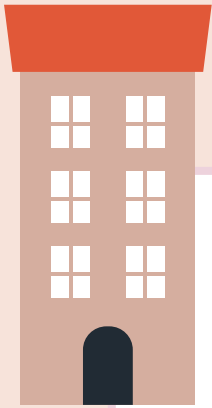
# Reader Approved

Our reader network reviews and comment on newsletters, flyers, communications and any large scale consultation documents to make sure they are easy to read and designed with tenants in mind.

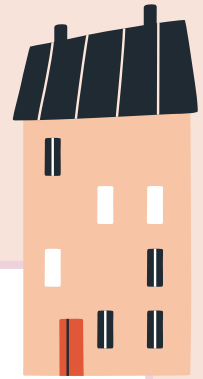
The 'Reader Approved' logo features on any documents or publications that have been through that scrutiny process.



# Successful Tenant Participation At Langstane So Far



Won the Tenant Participation Champion (Organisation) at Tenant Participation Advisory Service (TPAS) awards



Tenant, Ronnie Boyle, won tenant participation champion award for his contribution to making surveys more accessible



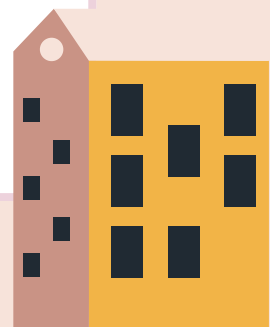
Good Practice Award for involving tenants

Award for inspiring others



Reader Approved logo introduced

Established a Scrutiny Group to review our performance and suggest improvements



# Delivery Plan

What we will do	When will we do it	What will this achieve
<b>Aim 1: Inspire Involvement</b>		
<b>Objective 1.1</b>		
Create new range of Tenant Networks to replace our existing panels	By the end of 2025	Refresh and reinvigorate our involvement offering
<b>Objective 1.2</b>		
Launch our #ImIn campaign along with new literature and social media content	By the end of 2025	Make sure participation is accessible to all and targets hard to reach groups
<b>Objective 1.3</b>		
Continue to attend events to promote tenant participation throughout Aberdeen, Aberdeenshire and Moray	Ongoing	<p>Increased awareness of opportunities</p> <p>Increased number of tenants taking part in participation activities</p>
<b>Objective 1.4</b>		
Develop a register of formal and informal tenant groups, and promote establishing new groups	By the end of 2026, aim to have increased number of tenant groups by 25%	Active tenant groups are an important way for tenants to take ownership of their neighbourhood and drive improvement
<b>Objective 1.5</b>		
Publish a programme of participation and scrutiny activities	Annually	Promote awareness of different ways to be involved and highlight what is going on



What we will do	When will we do it	What will this achieve
<b>Aim 2: Make sure tenants are well informed</b>		
<b>Objective 2.1</b>		
Publish three newsletters throughout the year - Summer, Winter and Financial newsletter	Ongoing	Improved communication with tenants  Increased awareness about news and plans
<b>Objective 2.2</b>		
Co-create with tenants and publish our annual performance report	Annually in August	Make sure participation is accessible to all and targets hard to reach groups
<b>Objective 2.3</b>		
Provide regular services and news updates via website and social media channels	Ongoing	Increased awareness of what is going on and a route to celebrate success
<b>Objective 2.4</b>		
Host one annual open meeting that all tenants are invited to	Annually	An opportunity for open and honest dialogue in an informal setting
<b>Objective 2.5</b>		
Make sure information about who your Housing Officer is, is available in every development	By November 2025	Improved relationships between tenants and Housing Officers
<b>Objective 2.6</b>		
Use the notice boards better in each development to display information	By November 2025	Better information sharing to foster a sense of ownership and pride in the developments

What we will do	When will we do it	What will this achieve
<b>Aim 3: Listen and enhance service delivery</b>		
<b>Objective 3.1</b>		
Consult tenants on the annual rent setting activity	No later than January in each financial year.	Make sure tenants are informed about the proposal and have the opportunity to understand and scrutinise our proposal
<b>Objective 3.2</b>		
Consult tenants on proposed changes to policies or services that affect them	Ongoing	Make sure tenant views are taken into account prior to any changes being implemented
<b>Objective 3.3</b>		
Implement a centralised system and framework for gathering feedback at more regular intervals	In 2026/27	Regularly gathering feedback on a range of topics and interactions instead of just annually
<b>Objective 3.4</b>		
Carry out satisfaction surveys	Following programmed works such as kitchens or bathrooms	Help inform future works and contractors and identify how the experience could be improved
<b>Objective 3.5</b>		
Develop tenant involvement in procurement activity	As contracts are due for renewal, such as landscaping or cleaning	Make sure tenants' views and what is important to them are part of the process
<b>Objective 3.6</b>		
Carry out a scrutiny project across a service area	Annually	Identify and drive areas of improvement that is tenant led

What we will do	When will we do it	What will this achieve
<b>Aim 4: Equality, Diversity and Inclusion</b>		
<b>Objective 4.1</b>		
Provide training, resources and support to all tenants to enable them to participate	Ongoing	Remove barriers to participating and facilitate involvement
<b>Objective 4.2</b>		
Provide travel expenses to/from meetings or events	Ongoing	Make sure nobody is disadvantaged for taking part
<b>Objective 4.3</b>		
Work in partnership with other stakeholders and support organisations to increase involvement	Ongoing	Increased participation and involvement from a wider range of tenants
<b>Aim 5: Be Accountable</b>		
<b>Objective 5.1</b>		
Provide the Scrutiny Group with performance information for them to review	Annually	Allow tenants to challenge us on areas of performance and what is important to them
<b>Objective 5.2</b>		
Make sure all staff understand their role in tenant participation and view it as an integral part of service delivery	Ongoing	Enhance understanding and interactions between staff and tenants

