

Tenant Engagement and Participation Strategy Review

Tenant Consultation

To support the review of the Tenant Engagement and Participation Strategy, tenants were invited to complete a short engagement quiz followed by a consultation survey.

The engagement quiz helped identify how tenants prefer to engage with Bield, while the survey explored tenants' views on participation, barriers to engagement and how Bield should listen to tenants.

Together, these findings provide valuable insight into what matters most to tenants, how they want to participate and what Bield can do to strengthen engagement and participation.

What Kind of Engagers Are Our Tenants?

The engagement quiz identified five broad engagement styles:

- Shapers
- Connectors
- Responders
- Quick Contributors
- Choosers

The results indicate that Bield's tenants are not a single type of engager. However, the strongest theme emerging from the quiz is that many tenants are **Responders**. These are tenants who want opportunities to have their say when an issue directly affects them, their home, their development or the services they receive.

Key findings included:

- 41.5% said they would become involved if a change affected them, their home or their development.
- 47.2% said they would speak up if a problem directly affected them or their development.
- 32.1% selected the statement most closely aligned with the Responder profile when describing themselves.

There was also evidence of strong interest from tenants who fit the **Shaper** and **Connector** profiles. Many respondents expressed an interest in helping improve services, working with staff and contributing to positive change for other tenants.

Others valued social engagement opportunities and sharing experiences with fellow tenants.

Relatively few respondents identified with the **Chooser** profile, suggesting that most tenants are open to some form of involvement provided it is relevant, accessible and meaningful.

What This Means

The quiz findings suggest that tenants want a range of opportunities to engage rather than a single engagement model. Most tenants are willing to participate when the topic is relevant to them and when they can clearly see the value of their involvement. This aligns closely with the survey findings.

Why Tenants Want to Get Involved

The survey found that tenants are primarily interested in engagement opportunities that allow them to influence decisions that affect their home, services and local community.

The most popular opportunities were:

- Having a say about issues affecting their development.
- Helping shape and improve services.
- Staying informed about what is happening.
- Taking part in occasional surveys.
- Meeting other tenants and sharing ideas.

These findings reinforce the quiz results and show that tenants are motivated by practical outcomes rather than participation for its own sake.

What Tenants Want the Most Say About

The issues tenants identified as the highest priorities were:

Topic	Responses
Repairs and maintenance	37
Rent, service charges and value for money	33
Safety and security	31
How homes and developments are looked after	23
How Bield communicates with tenants	20

These results demonstrate that tenants are most interested in influencing matters that have a direct impact on their quality of life, home environment and household finances.

Why Tenants Participate

When asked what matters most when providing feedback to Bield, tenants highlighted four clear priorities:

What Matters Most	Responses
Being kept informed about what is happening	27
Knowing Bield has listened	26
Being asked before important decisions are made	25
Seeing what Bield has done after listening	21

Tenants want more than opportunities to provide feedback. They want to know that their views have been heard, considered and acted upon where possible.

The message coming through strongly is:

"Ask us before decisions are made, keep us informed and demonstrate what has changed as a result of our feedback."

Barriers to Participation

The biggest barriers identified by tenants were:

Barrier	Responses
Not sure Bield would act on what I say	38
Health or mobility issues	17
Not always aware of opportunities to get involved	17
Transport difficulties	13
Technology difficulties	12
Subjects not always relevant	11
Meetings feel too formal	10

The most significant finding is that many tenants do not believe their views will lead to meaningful action. This was the most commonly selected barrier and emerged repeatedly throughout the free-text comments.

Accessibility remains another important challenge, particularly for older tenants experiencing health, mobility, transport and digital barriers.

What Tenants Told Us About How Bield Should Listen

1. Demonstrate That Feedback Leads to Action

The strongest message from tenants was that Bield should not only listen but should clearly demonstrate what has happened as a result of tenant feedback.

Representative comments included:

- "Listen then act or explain why not."
- "By acting on complaints and suggestions from tenants."
- "Bield are known for taking your points but never follow through."

Key Message

Tenants want to see evidence that their feedback has influenced decisions and outcomes.

2. Improve Communication

Many comments highlighted the importance of communication, including:

- Acknowledging letters and correspondence.
- Responding to emails and phone calls.
- Providing meeting minutes.
- Using language tenants understand.
- Keeping tenants informed about decisions and progress.

Key Message

Communication should be clear, timely, accessible and consistent.

3. Respect and Partnership

Several respondents expressed a desire to be treated as partners rather than simply being consulted.

Comments included references to:

- Being treated as an equal partner.
- Having comments taken seriously.
- Empowering tenants to influence decisions.

Key Message

Tenants want meaningful involvement and genuine influence over issues that affect them.

4. Flexibility in Engagement

Many tenants indicated that traditional meetings do not suit them.

Reasons included:

- Health concerns.
- Mobility issues.
- Lack of confidence in groups.
- Preference for one-to-one conversations.
- Perceptions that meetings can be too formal.

Key Message

A range of flexible engagement options should be available, including surveys, telephone discussions, informal conversations and face-to-face opportunities.

5. Community and Local Issues Matter

Several comments referred to:

- Community relationships.
- Tenant behaviour.
- Development-specific concerns.
- Local service issues.

Key Message

Engagement is often most effective when focused on local issues that directly affect tenants' day-to-day lives.

Overall Conclusions

The engagement quiz and consultation survey paint a consistent picture of Bield's tenants. Most tenants are willing to engage and participate, particularly when issues directly affect them. The dominant engagement style is that of a **Responder**: tenants who want opportunities to influence decisions and services when they are relevant to their lives.

The review has identified four key messages:

1. Tenants want influence over practical issues

Repairs, maintenance, safety, service charges and local services are the issues that matter most and where tenants want the greatest opportunity to influence decisions.

2. Tenants want evidence that engagement makes a difference

The biggest barrier to participation is uncertainty about whether feedback will lead to meaningful action.

3. Tenants need a range of engagement opportunities

There is no one-size-fits-all approach to tenant participation. Different tenants prefer different ways of engaging, including consultations, surveys, informal discussions, service improvement activities and community events.

4. Communication and feedback are critical

Tenants want to know they have been heard and want Bield to demonstrate what has changed as a result of their involvement.

Headline Finding

The consultation suggests that Bield's tenants are willing to get involved, particularly when issues affect them directly. The challenge is not encouraging tenants to speak up, but demonstrating that their views are listened to, valued and acted upon.