



Golden Lane Housing

working in partnership with 



Tenant involvement strategy

December 2020

Developed in partnership with our tenants



“I am very proud to be the chair of the More Voices, More Choices Committee. It is very important to me that tenants are involved and heard. I am looking forward to making a difference and being part of Golden Lane Housing’s plans to get tenants involved.” Mark Johnson, tenant.

Our vision

Golden Lane Housing puts tenants at the heart of everything we do. One of Golden Lane Housing’s 6 key priorities within the 5 year Corporate plan is to improve customer involvement to help shape services.

The purpose of our tenant involvement strategy

This strategy has been developed working with our tenants. It outlines how we will involve our tenants in the delivery of the board of trustees objectives by:

1. Building trusting open and honest relationships.
2. Giving tenants an active voice in shaping and improving our services, on things that matter to them and the quality of their home environment.
3. Gaining greater insight to understand the requirements of existing and future tenants.
4. Ensuring tenants are involved and engaged in scrutinising the services we provide and our performance.
5. Widening our reach in engaging with tenants by offering a wide range of opportunities, a menu of activities and events and by improving our digital involvement and communications.
6. Ensuring compliance with Regulator of Social Housing Consumer Standards including the Tenant Involvement and Empowerment Standard.
7. Adopting National Housing Federation’s Together with Tenants initiative.

What matters to our tenants about involvement?

Our tenants have told us:

- We need to respect the individuality of each tenant and provide a wide range of opportunities to be involved.
- Tenants want to be informed and consulted about Golden Lane Housing's work and services we provide. Tenants want to be involved as independently as possible, for example this should not just be done via support staff.
- Tenants really want clear, appropriate and accessible communication, this is very important.
- Tenant involvement should be fun and meaningful.
- We need to offer opportunities to encourage tenants to take part wherever possible.
- We need involve support providers so that they understand Golden Lane Housing's approach and work in partnership with Golden Lane Housing to provide support to tenants.
- We need to help tenants understand our business.
- We need to provide good feedback communication - 'you said, we did' with regular updates on our website.





“I am very pleased to be the trustee chair of Golden Lane Housing’s Inclusion Advisory Committee and I am very much looking forward to working in partnership with our tenants.” Lorraine Ford, trustee.

Our commitment to embedding tenant involvement within Golden Lane Housing

We will work to ensure tenants have meaningful involvement at every level of the organisation.

We will build opportunities and links for tenants to be engaged with the board of trustees and the governance of Golden Lane Housing.

We will provide a wide range of formal and informal opportunities for tenants to engage with us.

We will invest in growing the capacity of our both our tenants and staff.

We will aim to continually increase the number and diversity of tenants involved and for those with profound disability we will develop accessible participation opportunities.

We will provide information about our tenant involvement work in a timely manner that is accessible and caters to all needs.

We will encourage our tenants to be involved in campaigns, events and will provide opportunities for them to do so.

Tenants will be given the opportunity to be involved with recruiting staff who will be working at Golden Lane Housing including the board of trustees.

Involvement chart

Board of trustees



Inclusion Advisory Committee



Lorraine Ford,
co-chair and trustee



Mark Johnson,
co-chair and tenant



Philip Middlewood,
trustee



Tessa Bolt,
tenant



Nikki Bowker,
trustee



Michele Doyle,
tenant



More Voices, More Choices



Mark Johnson, chair.
South Yorkshire



Tessa Bolt, vice chair.
Northumberland



Gareth Goldthorpe,
North Yorkshire



Sam Dean,
West Yorkshire



Brian McGee,
Northern Ireland



Stephen Smith,
Lancashire



Kashaf Hussain,
Greater Manchester



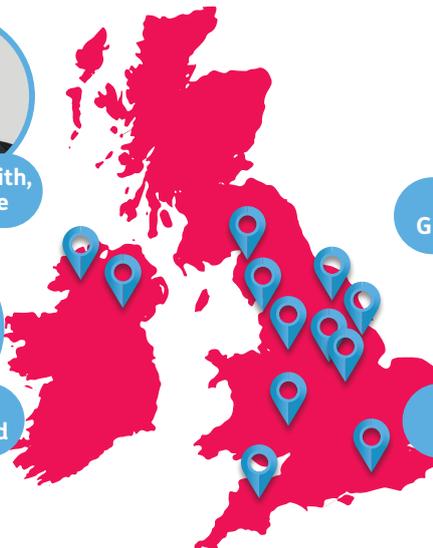
Stewart Appleby,
South Yorkshire



Michele Doyle,
Somerset



Connor O'Hare,
Northern Ireland



Kelly-Marie,
Cambridgeshire



Christopher Love,
Surrey



Local tenant forums, focus groups
and online engagement



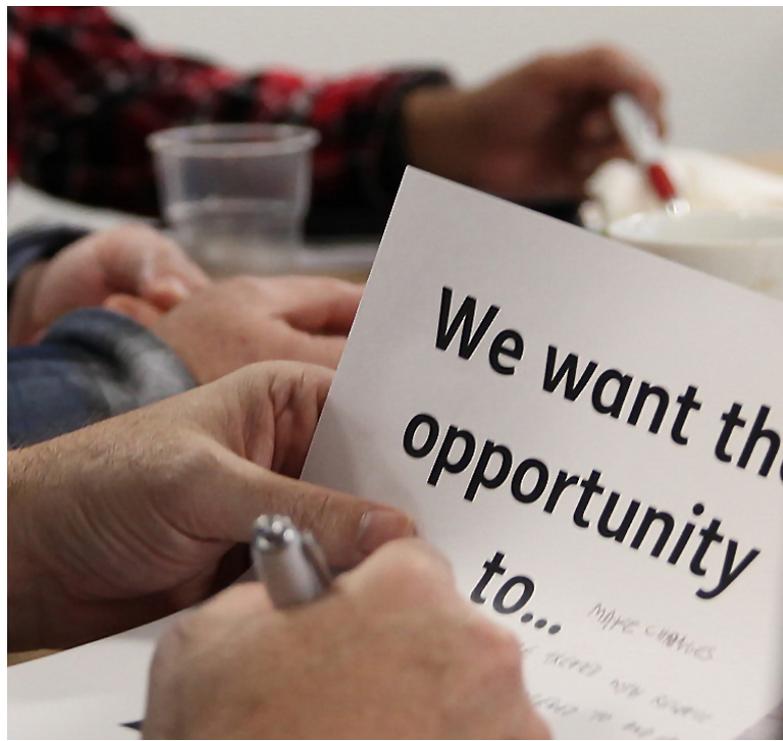
How we will achieve our objectives?

This strategy can only be delivered by creating an inclusive and dynamic partnership with tenants, their support staff, Golden Lane Housing staff and the board of trustees.

- We will produce an annual tenant involvement implementation plan, led by the involvement officer working across Golden Lane Housing to support the work of all our teams. The plan will include timescales and identify the lead role to deliver each objective.
- We will publish a report each year to inform tenants on how we have performed and aim to improve continually using the learning from this.
- We will provide opportunities across Golden Lane Housing to not only inform and consult but also for tenants to influence and be empowered.
- Tenant involvement will form an integral part of every business area's operational plans. Any reviews of services including standards, changes to services or work to improve services will involve tenants. Evidence of tenant involvement and influence will be required. Priorities for involvement within plans will be set in line with tenant and business needs.



- We will explore new ways of working including digital and innovative platforms to use as tenant involvement opportunities and tools.
- We will work to improve our customer insight and databases.
- We will grow our pool of tenants who are interested in working with us and grow their capacity to do so.
- We will make everyone involved feel valued and respected whilst making tenant involvement enjoyable and meaningful.
- We will celebrate the benefits of tenants being engaged and demonstrate how having tenants involved benefits Golden Lane Housing and the work we do.
- We will use our tenant involvement approach to influence others in our sector.
- We will review the effectiveness of the Inclusion Advisory Committee every year to see how things are progressing and if anything can be done differently.



How will we measure our success?

- Increased numbers of tenants involved. The profile of tenants engaged will be more in line with the wider Golden Lane Housing tenant profile in terms of geography and support needs.
- Increased tenant satisfaction. In the annual Tenant satisfaction survey in excess of 87% of tenants will be satisfied that their views are listened.
- Increased satisfaction with Golden Lane Housing's performance in various service areas including complaint and complaint resolution levels and efficiency. We will measure this with regular touch points, surveys and forums.
- More Voices, More Choices group established and developed meeting 4 times a year as a minimum.
- Establish an Inclusion Advisory Committee with tenant members and trustees that provides an opportunity to influence and determine tenant involvement aims and methods, scrutiny of the performance of Golden Lane Housing's services and a direct voice for tenants to the Golden Lane Housing board of trustees.
- Increased range of options and opportunities for tenants to engage.
- Increased use of social media and introductions of new platforms such as Facebook.
- Benchmarking our approach against others in the sector.
- Ensuring compliance with the Tenant Involvement and Empowerment Standard and further requirements following the publication of the government's Charter for social housing residents: social housing white paper.
- In measuring our success, we should also recognise the wider benefits of tenant involvement not only to Golden Lane Housing and the work we do but also to the tenants in building their confidence and gaining new skills.



Contact Golden Lane Housing

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Find us on Facebook – www.facebook.com/GoldenLaneHouse

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and Registered Social Landlord Number 4803

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