

Cardiff Council Homes

Tenant Engagement Strategy 2026—2030



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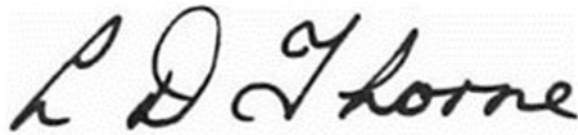
Foreword

I'm pleased to share our new Tenant Engagement Strategy 2026–2030 with you. I want to improve tenant involvement. By understanding your experiences and suggestions, housing services can be more responsive to your needs, helping to build stronger, happier communities. Every comment, idea, or concern you share helps shape the way services are delivered, so your voice is very important!

I'd love for everyone to get involved in having a say, no matter how long you've lived in your home. You know your home and your neighbourhood better than anyone, and your ideas will help us make positive changes together.

Listening is just the start. I want to take action on what's important to you, whether that's sorting out repairs faster, making your home safer, giving you the support you need, or making it easier for you to report when something isn't right. There are a number of ways you can share your opinions, such as participating in a tenant panel or simply completing a survey. Your feedback plays a vital role in informing and shaping service delivery.

I would like to extend my sincere thanks to everyone who has already shared their views. Your contributions have been invaluable in shaping this exciting new strategy.



Cllr Lynda Thorne – Cabinet Member, Housing & Communities



Strategic Background



In developing this strategy, consideration has been given to relevant policy and legislative documents that guide our consultation with tenants.

Key Legislation

In line with the **Renting Homes (Wales) Act 2016** we consult with our tenants on housing management matters and give opportunities for comments on proposals.

Key National Context

The Welsh Housing Quality Standards 2023 set out that to foster pride and belonging tenants should be encouraged to be involved in making any decisions that affect their community and environment. Engagement with tenants will take place as part of the overall action plan for delivering WHQS 23. As we work towards compliance we will take into account the needs and priorities of our tenants.

The Welsh Government's **Rent and Service Charge Standard 2026 - 2036** sets out guidelines for social landlords regarding rent and service charges. Social landlords are expected to consult tenants on service standards, clearly defining expectations and being accountable for service quality. Each year we consult with tenants on changes to rent and service charges as part of the budget process.

TPAS's **National Tenant Engagement Standards** set out clear principles and actions that social landlords need to take to continuously improve the way residents are involved in shaping and improving services. We are a proud member of TPAS and these standards are considered carefully and used to inform our engagement approach. More detail on this can be found at the end of the Strategy.



Key Local Context

Cardiff Housing Revenue Account (HRA) Business Plan

This Tenant Engagement Strategy is a key accompaniment to Cardiff Council's HRA Business Plan. Placing tenants at the heart of service design and delivery, the Business Plan will inform our tenants about how we will continue to develop our services and explain how we will utilise the income received from the HRA to achieve these goals.



Introduction

Tenants are in the strongest position to provide feedback regarding their homes and the services we provide. A successful tenant engagement strategy will be one that is co-designed with tenants, celebrates diversity, and ensures all voices are heard and valued. The Strategy has been shaped by the voices of our community, including tenants and individuals from ethnically diverse backgrounds, ensuring it reflects the needs of everyone. To feed into the Strategy, the Tenants Together team conducted house visits to engage with young people and other hard to reach groups. Focus groups took place across six Community Hubs across the city. The sessions provided a welcoming space for open discussion, allowing tenants to share ideas and experiences that have fed directly into Strategy. The consultation revealed a strong desire among tenants for meaningful, inclusive, and transparent engagement. The feedback from the consultation can be found throughout this strategy.

We have considered the results of this consultation and have set out an overarching vision for improving tenant engagement:

Our Vision

“Cardiff Council Homes is committed to a tenant-focused service where every resident feels heard and valued, with accessible and inclusive ways to get involved that build trust and drive continuous improvement”



Six key priorities have been identified to help us deliver the vision:

Key Priority 1—Engaging with our tenants

Key Priority 2—Listening to our tenants

Key Priority 3—Improving how we communicate

Key Priority 4—Celebrating the contributions of our tenants

Key Priority 5—Providing training, support and volunteering opportunities

Key Priority 6—Promoting diversity and inclusion



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Our Tenants Together Team

Our Tenants Together Team work throughout the year engaging with tenants helping them play an active role in shaping our services and building stronger communities.

The team host a variety of community events designed to bring people together, including coffee mornings, educational workshops, and seasonal celebrations.

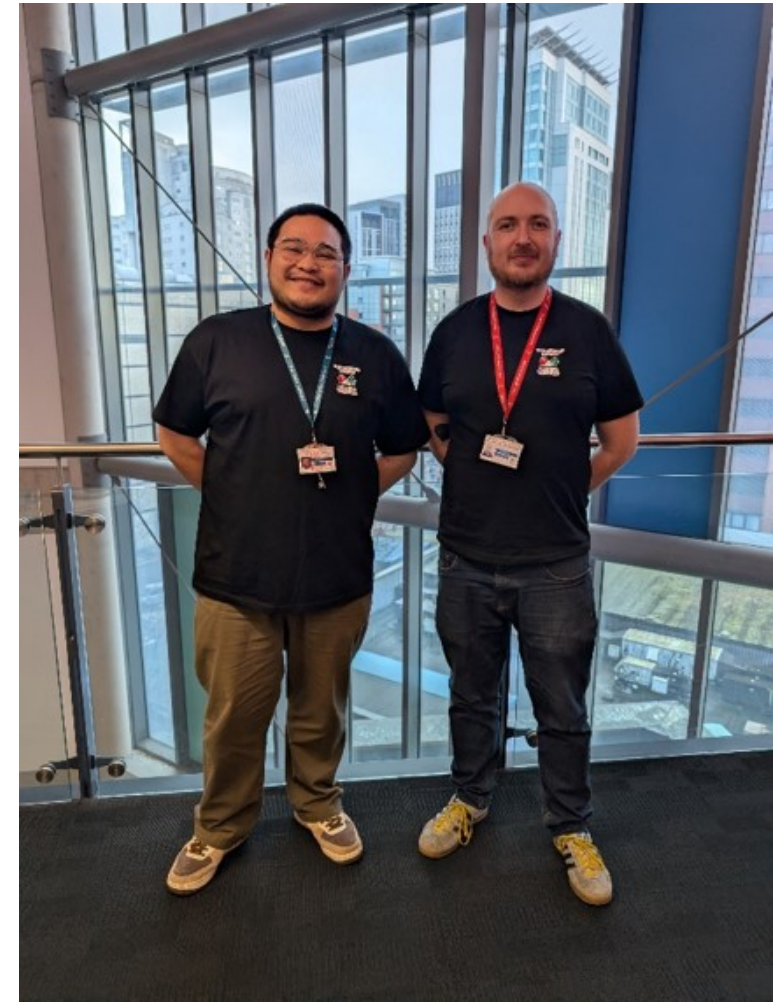
Regular focus groups and forums provide the opportunity for tenants to share their views, ensuring their voices are heard in decision-making.

They also collaborate with other Council teams and partners at events in our Hubs and Libraries across the city, offering housing advice and signposting to relevant support services.

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Engaging with our tenants

Encouraging tenants to participate and listening to their feedback is essential for improving and shaping our services. Our tenants' lived experiences offer real insight into what needs changing within their homes and communities. We want to create a new, clear engagement structure for tenants to participate to ensure they have a meaningful influence over decisions and that their voice is heard at all levels within our service. Tenants can decide how involved they would like to be in these processes and what level they would like to participate at, whether that is joining Tenants Voice, creating a community group or simply filling in a survey.

Current opportunities for engagement

Tenants Voice

Tenants Voice is the chance for tenants to come together quarterly with their neighbours to share experiences, raise local issues, and hear updates on new projects. It's an open, welcoming space where tenants can learn what's changing in their community and have their say in shaping what comes next.

Activities & Events

A wide range of activities and events are available to tenants to participate in and are co-ordinated through the Tenants Together Team.

Community Groups

Tenants are given the opportunity to form community groups, such as coffee groups. Tenants from across the city can meet to catch up with familiar faces and connect with new neighbours.

We Will:

- Develop a new overarching Tenant Engagement Structure for improved tenant involvement.
- Create a register of interested tenants, enabling people to sign up and be contacted about specific issues or changes that matter to them the most.

'I'd like to have the opportunity to represent my area and make the streets around me a great place for people to live'



'Meaningful engagement involves having regular meetings and things explained in ways I can understand and being able to make people feel represented in our communities'



'Cardiff Council housing should be more visual on the estate and in our communities. We want to be able to speak to local people doing local work'



Listening to our tenants

How we currently listen

Focus groups and forums - provide the opportunity for tenants to discuss housing services and provide direct feedback to officers

Tenant surveys – on a range of topics are conducted throughout the year in addition to our annual tenant satisfaction survey

Estate walkabouts - staff, councillors, and residents work together to spot and solve estate issues, leading to improvements to the local neighbourhood, better services, and stronger community engagement.

Tenant Surgeries - in Community Hubs support tenants with a range of topics including antisocial behaviour.

121 interviews – the Tenants Together Team meet with tenants on an individual basis to discuss any concerns they have, or even just for a chat!

A new 'Tenant Approved' branding has been created. This mark shows that tenants have been actively involved in shaping the process or decision.



“Sometimes it feels like you can be singled out for complaining, when all we are trying to do is bring problems to the attention of Cardiff Council. We should be praised for trying to help’



Listening to our tenants

We Will

- Support tenants to “mystery shop”, testing out housing services and reporting back on whether they meet their needs.
- Develop a Tenant Review Panel, bringing together a group of tenants to review aspects of our housing service, helping identify areas for improvement.
- Introduce a new Housing Customer Excellence & Improvement Team, led by a Housing Customer Excellence Manager, to focus on improving services, consider best practice and improve standards, always putting tenants first
- Develop a method for engaging with tenants on our complaints process so we can learn from the issues that are raised.



Improving how we communicate

Ensuring that we communicate well with tenants is key. We want to continue to improve on how we inform our tenants of changes and developments that may impact them. Being open and transparent is key to earning the trust of our tenants.

How we currently communicate

Leaflets and posters



Tenants Together Website



Newsletters



HRA Business Plan



Tenants Times



'I'd like to see the council being honest and transparent, communication just seems to be not very genuine sometimes'

'I'd like more community drop ins, more online chats and maybe an online forum? Where we can post and chat with other tenants without having to be stuck to a specific time or date'



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Improving how we communicate



There is more that we can do to ensure we are communicating effectively with tenants.

We will:

- Fully develop a new quarterly newsletter – responding to feedback from our tenants in ‘you said, we did’ sections.
- Consider increasing the number of community drop in opportunities.
- Continue to improve and develop the Tenants Together website. Develop interactive online webinars and an online forum.
- Create new social media pages for local areas, offering news, event updates, links to Cardiff Council Homes resources, and uplifting stories.
- Develop a new animated video to promote the Tenants Together team and how tenants can get involved.



Celebrating the contributions of out tenants



The Tenants Together team organise activities throughout the year such as gardening competitions, day trips, and creative workshops, aimed at celebrating the vital contributions that tenants make to communities.

Each year our tenants take part in the Blooming Marvellous competition, transforming ordinary green spaces into beautiful displays with colour and personality.



To further recognise the positive contributions tenants bring to our communities, we intend to expand our celebrations.

We Will:

- Develop an annual awards ceremony featuring the 'Best Feedback Suggestion' award, designed to acknowledge tenants whose ideas have resulted in real changes to our housing services.
- Create a dedicated 'Tenant Contributions' section in the quarterly newsletter, where residents can share their stories, poems, artwork, photographs, or advice on community living, highlighting tenant-led initiatives.



Providing training, support and volunteering opportunities



Training and Support

We provide training and resources for tenants to effectively participate in engagement activities. This can empower tenants to contribute meaningfully to discussions about their housing. Through supportive coaching, peer encouragement, and positive reinforcement, we help tenants recognise the value of their lived experience and the expertise they bring. We want to provide something for everyone, making learning accessible and engaging.

Volunteering is a great way to give something back to your community while picking up new skills, confidence, and support. Tenants can get involved with the Community Volunteer Team in lots of ways, from helping out at gardening clubs and coffee mornings in Community Hubs, to lending a hand in library services, or supporting unpaid carers as befrienders.



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Providing training, support and volunteering opportunities



We Will:

- Empower our tenants by ensuring they have access to training opportunities that truly reflect their interests and needs. Increase training availability and the variety of courses available for tenants
- Upon successful completion of training programmes, award tenants with certificates and other forms of recognition, celebrating their achievements and encouraging further participation.
- Support those tenants who wish to volunteer, helping them learn new things, boost confidence, and improve health and wellbeing.



Promoting diversity and inclusion

We are committed to connecting with tenants in ways that best suit their individual needs, ensuring everyone can engage effectively, breaking down any barriers to engagement and giving everyone the opportunity to make their voices heard. A range of options are available for tenants to share their views and participate, including a website with a text reader and videos featuring subtitles. We are also mindful of the requirement to provide services in the Welsh language and make this provision available for our tenants wherever needed. All of our documentation is bilingual. We also recognise some tenants like to attend events in person, but travel can present challenges.

We Will:

- Enhance the accessible online options available by ensuring everyone who wants it has access to digital devices.
- Continue to work closely with Community Hubs and have a presence in the different groups they facilitate.
- Provide tenants with transport to events where required.



Our Community Hubs offer inclusive spaces where tenants of all backgrounds can engage in activities, including events supporting LGBTQIA+, the Welsh language and ethnically diverse communities.

A new ethnically diverse group is bringing together tenants from different backgrounds to foster inclusion and share ideas.

Community Connect Days feature translators to break down language barriers. We are also committed to supporting different faiths, enabling people to celebrate significant occasions with others who share their culture, while also encouraging communities to learn from one another.



Promoting diversity and inclusion

We Will:

- Target engagement sessions in locations with a higher number of tenants from an ethnically diverse background.
- Ensure that our leaflets and posters are available in other languages and formats so that all tenants are aware of the opportunities that exist.



Encouraging young people to get involved

We want younger tenants to feel involved and heard. Their voices are just as important as those of older tenants. Our Tenants Together Team is working with Into Work Services to help us to reach out to younger council tenants and get their thoughts on the housing services we offer. We're also engaging with the young people who take part in our tenancy training sessions for new young tenants, to find out what rewards or perks would encourage them to get more involved.



We Will:

- Work in collaboration with Youth Services to boost youth engagement by developing an online forum for young tenants to participate.



Promoting diversity and inclusion

Supporting older tenants

The Tenants Together team participates in engagement sessions and coffee mornings in our older persons Community Living Schemes, alongside the Welfare Liaison Team who offer support to older residents with financial issues. During these events, tenants can share feedback on how we can improve services for them by answering our “question of the month” or by signing up to the newly established Community Living panel.

‘I would like to see events with other people over 50 like maybe cooking classes and healthy workshops’



We Will:

- Further develop our Community Living panel and explore other ways for older tenants to participate.



How to get involved

We provide a variety of ways for tenants to share views and make their voices heard.

Visit our Tenants Together Facebook page or Cardiff Housing website to learn more.



<https://www.cardiffhousing.co.uk/council-tenants/tenant-together>

www.facebook.com/CardiffTenantsTogether

Contact us by email on:



Tenants.Together@Cardiff.gov.uk

Contact us by phone on:



02920 871777



Monitoring this strategy

An action plan, which underpins our priorities and “we will” actions will be developed to accompany this strategy. The action plan will be closely monitored and updated to make sure we are meeting the needs of tenants and adapting to changing priorities.

What does good tenant engagement look like?

A set of key performance indicators will be developed to measure the success of the strategy and the effectiveness of good tenant engagement. These will include:

- The number of engagement opportunities offered and how many people participated in these, including details about the people involved.
- The number of tenants attending activities and events that promote engagement.
- The number of tenants who complete the annual tenants survey.
- The number of tenants attending training courses promoted by the Tenants Together Team.
- The percentage of Council tenants satisfied with the engagement activities they participated in.

Further indicators will be developed as delivery of the strategy progresses.



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Responding to the National Tenant Engagement Standards

TPAS Standards	How Cardiff achieves this
Engagement Strategy Make sure your tenant engagement links directly to business plan objectives.	The new Tenant Engagement Strategy 2026-2030 is a companion document to the HRA Business Plan 2026/27. A key objective of the business plan is to improve engagement with tenants, recognising that such collaboration is central to improving services. The aim is to empower tenants to actively participate in shaping decisions and driving positive change in partnership with us as their landlord.
Resources for Engagement Your engagement has got to be resourced to ensure it is effective in delivering planned outcomes.	The Tenants Together Team lead by a Senior Tenant Participation Officer are funded via the Housing Revenue Account and engage year-round with tenants to shape services and strengthen communities.
Information and Insight Provide access to information at the right level, at the right time, to the right people in the right way	A range of information is provided to tenants via a number of different channels including: Leaflets and posters Tenants Together website Newsletters HRA Business Plan Tenants Times – magazine for tenants

TPAS Standards	How Cardiff achieves this
Influence and Scrutiny Ensure tenants, leaseholders and communities can influence appropriately.	A new ‘Tenant Approved’ stamp on communications now shows that tenants have been actively involved in shaping the process or decision. Tenants are invited to join an interest register, allowing them to be contacted regarding areas that specifically interest them.
Valuing Engagement Ensure your tenant engagement outcomes will benefit stakeholder organisations, tenants, leaseholders and communities.	Each year tenants take part in the Blooming Marvellous competition, transforming ordinary green spaces into beautiful displays with colour and personality. These creations bring communities together and brighten shared spaces. Plans are in place to develop an annual awards ceremony recognising outstanding tenants and those whose feedback has led to meaningful improvements.
Community Engagement Engage with communities and local stakeholders to develop projects and plans to meet jointly identified needs.	Tenants Voice - offers the opportunity for tenants to come together quarterly with their neighbours to share experiences, raise local issues, and hear updates on new projects. A wide range of activities and events are available to tenants to participate in and are co-ordinated via the Tenants Together Team. Tenants are given the opportunity to form community groups, such as coffee groups. Focus groups and forums provide the opportunity for tenants to discuss housing services and provide direct feedback to officers. A number of surveys on a range of topics are conducted throughout the year in addition to the annual tenant satisfaction survey. Staff, councillors, and residents work together via estate walkabouts to spot and solve estate issues, leading to repairs, better services, and stronger community engagement. Dedicated tenant surgeries in Community Hubs supporting tenants with a range of topics including antisocial behaviour. Tenants can be supported at these to complete surveys. The Tenants Together Team meet with tenants on an individual basis to discuss any concerns they have.