



Whiteinch & Scotstoun  
Housing Association

# Tenant Engagement and Participation Strategy



# Introduction

Our Tenant Engagement and Participation Strategy is our commitment to you, our customers, over the next five years. This strategy is designed to sit alongside the [WSHA Business Plan 2025-2030](#). Whilst the Business Plan explains the direction of the organisation through our **6 Strategic Priorities**, this strategy concentrates on what you should expect through your interactions with us.

**Outcome 1 – Investing In Our Assets**

**Outcome 2 – Customers First**

**Outcome 3 – Great People**

**Outcome 4 – Good Governance and Financial Resilience**

**Outcome 5 - We Are Efficient and Deliver Value for Money**

**Outcome 6 - Thriving Communities**

## Contents

Page 2	Introduction	Page 11	Shaping our Services
Page 3	Our Purpose, Way and Impact	Page 12	Excellent Customer Service
Page 4	Why Tenant Engagement and Participation Matters	Page 13	Staff Training and Community Empowerment
Page 5	Our Commitment to you	Page 14	Analysing and Developing
Page 6/7	The Customer Base	Page 15	Feedback Reporting and Outcomes
Page 8/9	The Customer Journey	Page 16	Ways to Contact
Page 10	Communication Approaches		

# Our Purpose, Way and Impact



## Purpose for generations

As a community-based housing association, our purpose is to provide quality, safe and affordable homes that will sustain individuals and families. It is our purpose to sustain and support the creation of equitable, secure and thriving communities that people are proud to call home.

## Way for generations

The way we deliver this purpose is through housing, investment, maintenance, community services and environmental services. We integrate our customers' aspirations, challenges and needs as stakeholders in our business and as neighbours in our communities. Together, we create opportunities to work and thrive and have a positive impact now and for generations to come.

## Impact for generations

We create communities, not just provide services. Our communities promote dignity through stability, equity and social connection. Our customers have a voice in decision-making and the opportunity to shape our services. Our impact is revealed in thriving communities where people trust and rely upon one another, where local voices guide decisions and where everyone contributes to ensure people, place and the community flourishes. We exist to spark individual and community transformation that generates sustainable, welcoming, reliable, thriving neighbourhoods for the people who call them home.

## Our CORE Values:

### Customer First

Our customers come first, and we will always aim to achieve high quality outcomes for customers.

### One Team

We work as one team and build excellent working relationships to achieve our goals.

### Respect

We value high standards of fairness, treating everyone with consideration and dignity. We show this through our everyday words and actions.

### Excellence

We value excellence and quality and aim to achieve high standards in all we do. We always strive to be the best that we can be. We are accountable for our actions, and we take responsibility and ownership for outcomes.

# Why Tenant Engagement and Participation Matters

This strategy is about making sure tenants have a real say in how services are delivered. It's a way for us to work together—sharing ideas, raising concerns, and helping improve what we do.

## What We Believe In

- **Openness:** We'll be clear and honest about how things work.
- **Support:** We'll help you get involved in ways that suit you.
- **Inclusion:** Everyone's voice matters, and we'll make sure it's heard.
- **Making a Difference:** Your feedback helps us make meaningful changes.



## How We'll Support You

We'll make it easy to get involved by:

- Offering training and guidance
- Sharing updates and performance info
- Providing materials in formats that work for you
- Making sure our staff are approachable and well-informed



## What Engagement and Participation Looks Like

With your support it means looking closely at how things work and suggesting improvements. You might:

- Review how we're doing against our goals
- Help shape new policies or services
- Take part in workshops or focus groups
- See how your feedback leads to change



## Ways You Can Get Involved

There are lots of ways to take part, including:

- Joining our **Tenants Voice Panel** or **Communities Voice Panel**
- Sharing your views in surveys and feedback forms
- Taking part in visits and consultations
- Helping us review policies and services
- Attending drop-in sessions or community events



## Keeping You in the Loop

We'll share updates on what's been done in response to your feedback—through newsletters, reports, and conversations. You'll always know how your voice makes a difference.



## Growing Together

We'll review this strategy regularly with your input, making sure it continues to reflect what matters most to you.



# Our Commitment to you

Our commitment is to deliver accessible, respectful and responsive services to all customers, guided by the following principles:

- **Accessible and Flexible Contact**

We provide clear and consistent access to our services through in-person, phone, and digital channels. Our operating hours and contact methods are regularly reviewed to meet customer needs efficiently.

- **Trained and Informed Staff**

All staff will be trained in our service standards and equipped to provide consistent and informed responses to customer needs.

- **Fairness, Respect and Dignity**

We treat everyone fairly, respectfully, and in a way that acknowledges and responds to their individual needs.

- **Secure and Responsible Data Handling**

We will only collect essential personal information and will manage all data in compliance with General Data Protection Regulations (GDPR).

- **Listening and Improving**

We actively welcome feedback and create opportunities for customers to shape and improve our services.

- **Prompt and Appropriate Responses**

All enquiries will be directed to the appropriate team or individual and responded to in line with our published service standards and timescales.

- **Inclusive Communication**

We are committed to digital inclusion and will tailor our communications to meet diverse customer needs, including translation support and accessibility aids where required.

- **Transparent and Accessible Policies**

All policies will be kept up to date, accessible to all, and aligned with best practice.

- **Flexible and Responsive Services**

We offer multiple, convenient payment methods available 24/7 to ensure financial interactions are simple and secure. In addition, we provide access to emergency repair services outside of normal working hours to ensure urgent issues are dealt with promptly.

# The Customer Base

## Tenant Profiling

To understand our tenant base, over the next two years beginning in **late 2025**, we will begin visiting each of our tenants at home. Staff will organise these visits in advance, and these will include:

- Conducting a walk round of your home to check for repairs and record the property condition.
- Confirming your household details including the name(s), date(s) of birth and relationship(s) to the main tenant(s).
- Asking you a standard set of questions which will allow us to understand your concerns as a tenant and discuss how we can assist you.
- Asking you to anonymously complete your equalities information.

## Community Mapping

The Whiteinch Centre provides us with an excellent facility to bring our communities together.

We have been monitoring the use of the centre and in particular what activities are most popular.

Social value is a way to quantify how different interventions affect people's lives, the overall impact on people's wellbeing, or their quality of life. It is a way of measuring the positive benefits our work has on both individuals and communities. As we record attendance at classes within the centre, we are also populating this information into our HACT Social Value Calculator.



## Tenant Segmentation

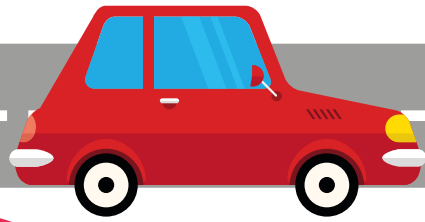
We understand that each tenant will need something different from us in relation to information, communication and services. We have detailed this as follows, based on our recent Tenant Satisfaction Survey results, but understand this will be different for each tenant.

<b>New Tenants</b>	<i>Want their home to be fit for purpose, require all information at the onboarding stage and may require clear guidance on how to conduct a tenancy.</i>
<b>Existing Tenants</b>	<i>Want an easy and efficient way of contacting us when they need to. Want repairs undertaken quickly and correctly. Want to access activities we provide via The Whiteinch Centre. May need support to move to another tenancy with us.</i>
<b>Elderly Tenants</b>	<i>May require adaptations carried out within their home. Would like to see staff out more within the estates.</i>
<b>Tenants where English is not their first language</b>	<i>Require access to English speaking classes. Require reliable interpretation services.</i>
<b>Tenants with a disability</b>	<i>Require to be able to attend a disability friendly space and may require prompts to be able to discuss their query or complaint.</i>



The information we have received and will continue to receive via our Annual Tenant Satisfaction Survey, alongside our community mapping and tenant profiling, has and will continue to allow us to shape the services we deliver to you as customers.

# The Customer Journey



## 1. Application for Re-housing

### **Contacting for re-housing support and advice.**

Gain this advice from the website, in-person housing options appointments and local partners e.g. GCC Homelessness Team.

As part of the Housing (Scotland) Bill Ask & Act Duties are being placed on sector partners. We will commit to appointment-based Allocation Surgeries to discuss your housing options.

## 4. Staying in Touch



### **Receiving newsletters, Annual Report and participating in satisfaction surveys.**

These will be made available on our website and in a paper format where requested.

We have committed to producing two newsletters per year and one annual report.

## 6. Transfer or Tenancy End

### **Receiving information on minimum lettable standards, advice on moving home and pre-termination visit to end the tenancy smoothly and successfully.**

This information will be available on our website and relayed by staff. Signed notice to end a tenancy is required in writing.

You will receive an end of tenancy visit by the Housing & Property Services teams who will provide you with all information required for exiting the tenancy. Copies of paperwork can be made available on the Customer Portal or by paper form.



## 2. Tenancy Sign Up

### **Receiving all knowledge about your new home and becoming a tenant with WSHA.**

Receiving a telephone call, email or text regarding a pre-allocation appointment, offer and viewing of the property followed by a sign-up appointment.

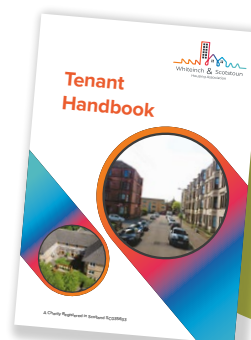
We will use all available contact methods to ensure you have been notified of this. We will also conduct sign ups within your new home by both the Housing & Property Services teams to ensure a fully interactive sign-up appointment.

## 3. Moving into the Property

### **Support with rent payments, raising repairs and access services via The Whiteinch Centre.**

This information will be available in the Tenant Handbook (all available formats) and on our website.

We will ensure all information is regularly updated on our website and the new Customer Portal will allow 24/7 access to pay rent and raise non-emergency repairs.



### **Being made aware of our complaints process and agreed timescales for resolution.**

This will be made available on our website, and you will be advised of this by staff if you make a complaint.

We will provide you with a complaint reference number from the outset alongside associated timescales for a response.

## 5. Addressing Issues

# Communication Approaches

## Multi-Channel Methods

We have several communication methods available in order to speak with our customers. These include telephone, letters, email, texts, social media, home visits and in person office appointments.

From our recent Tenant Satisfaction Survey, most tenants would prefer to receive communication from us via email, text, our newsletter or via the website.

To make our digital footprint more accessible to tenants, we are launching a Customer Portal in 2026. This will enable tenants to access their rent account, report repairs, submit complaints or compliments, and view important documents such as recent correspondence or their tenancy agreement. This approach reflects our customers' growing preference for digital services, whilst ensuring that individual communication preferences are respected and recorded.

Alongside this, our Housing Management Team

are providing a duty cover provision within the office. This will mean that we have a Housing Officer available during office opening hours to speak with you. This person may not be your own Housing Officer, but it is another member of the team who will be able to give you the same information as your own Housing Officer. If you attend the office, you may have a short wait if the duty officer is with someone, but we will always have someone available to see you. This is something we hope to roll out with our Property Services Team in the coming months.

Finally, we commit to be more visible within your area. All our stock is within a mile and a half of the office location. Over the coming months, we will update our new website with a list of our staff and will ensure that when staff are out, they can be identified by WSHA branded clothing and name badges. This will make it easier for you to speak with staff as you see them out and about with any queries you may have.



## Accessible Formats

We commit to ensuring that all documents we produce and all interactions with us are available in an accessible format of choice. This includes translation services, conversion of documents into braille or large print, audio formats such as tape or digital recordings, and securing British Sign Language (BSL) interpretation services where required. Additionally, The Whiteinch Centre is equipped with a hearing/induction loop for customers who require this feature.

# Shaping our Services



## Tenants Voice Panel & Communities Voice Panel

The feedback we receive from our tenants and communities is invaluable and ensures we are delivering the right services across the business.

Our Tenants Voice Panel review our year end performance, policies and most recently our new tenant's handbook. This will expand across the coming months and years to consider our work with void properties, the rent consultation process and our returns to the Scottish Housing

Regulator e.g. our Annual Assurance Statement. Whilst we must ensure legal and regulatory compliance, we can use the feedback we receive to make the processes clearer, informative and seamless for tenants and the wider community.

If you are interested in joining either panel, please use the contact information on the last page of this document to get in touch.

## Membership of the Association

When you sign up to your tenancy, you will be asked if you would like to become a member of the Association. For only £1.00 you can purchase a share and become a lifetime member.

As a shareholder you will receive an invitation to attend the Association's Annual General Meeting. This gives members an insight into the formal business of the Association such as the financial statements. It also means you can take part in the democratic running of the Association. Each year at the Annual General Meeting shareholders can vote for Members of the Committee of Management.

As a shareholder, you can also stand for election to the Management Committee.

Shareholders also have the right to call Special General Meetings of members should they be concerned about how matters are being handled by the Association and its Committee. Full advice on how to do this is available on request.

The Association's Membership Policy encourages membership from all local residents, and you can join at any time.

If you would like more details on becoming a member, please contact the Corporate Services Team using the contact details on the last page of this document.

## Participation across the sector



The Association is a member of several sector-wide organisations that promote best practice and help influence positive change, including the Scottish Federation of Housing Associations (SFHA), Scotland's Housing Network (SHN) and the Glasgow and West of Scotland Forum (GWSF).

Tenants or community members who wish

to join a formal scrutiny panel can benefit from the support of organisations such as the Tenant Participation Advisory Service (TPAS). This service can provide guidance for new members; help build knowledge and confidence in asking the right questions and work alongside projects to achieve tangible outcomes that drive meaningful change.

# Excellent Customer Service



Excellent customer service can mean different things to different people; however, we believe it can be defined by the following key principles:

## **W** Welcoming

No matter how you contact us, you will be met with a warm, friendly welcome and a genuine eagerness to assist with your enquiry.

## **S** Service Standards

Our staff are trained to meet clear response timescales, which are communicated transparently to you from the very beginning.

## **H** Holistic

We provide a holistic housing service – designed to meet all your housing needs through just one seamless conversation.

## **A** Accessible

Accessing our services will be simple, streamlined and user-friendly ensuring everyone can reach us with ease.

## Response Times

We will make response times available through our interactions with customers. Staff will relay these to you during your contact with us, but an overview is as follows:



### Front-line queries

When you contact the Association, we aim to respond to your query by the end of the next working day. If we do not have a full response to your query or complaint, we will contact you by the end of the next working day to provide an update until a full response can be provided.

### Complaints

Stage 1 – A response within 5 working days  
*If a tenant is not satisfied with this front-line response, this can be escalated to a Stage 2 complaint.*

Stage 2 - A response within 20 working days

*If a tenant is not satisfied with the Association's final Stage 2 response, the matter then needs to be referred to the Scottish Public Service Ombudsman. Where we can provide a reference number for your query - for example - a job line number or complaint reference number, you will be provided with this when you contact us initially to ensure you have this for future reference.*

### Repairs

- Emergency: within 6 hours
- Emergency Out of Hours: within 6 hours
- Urgent: within 3 working days
- Routine: within 10 working days



# Staff Training

We are committed to investing in our people and ensuring our staff are fully trained to deal with your queries.

This means as we update policies or if there is new legislation we need to consider, staff will have the appropriate training to ensure compliance and assurance.

We will also ensure that staff have the appropriate Equality and Diversity training and try where possible to adopt a “one conversation” approach to your query. We understand that trauma informed practices should be adopted and are committed to ensuring that we deal with your query with a tenant-first approach ensuring your information is captured once and used reliably.



# Community Empowerment

## Community Projects

We are dedicated to ensuring our communities deliver impactful initiatives which directly reflect the needs of the Whiteinch and Scotstoun demographic. We have achieved this through our Communities Project Fund, administered by the Communities Voice Panel. The aim of this fund is for local individuals, groups and organisations to apply for funding to support specific projects. Applications must meet at least one of the Community Investment Priorities. The Communities Project Fund therefore helps bridge the gap in providing services, supporting groups, and enabling activities that are often overlooked and inadequately accommodated.

## Advice and Support

One of our core objectives is to ensure that all individuals who become tenants with WSHA are provided with the necessary support to sustain their tenancy from the outset and throughout its duration. These services include:

- A Tenancy Sustainment Pathway – for new and existing tenants who feel they need additional support to sustain a tenancy: from welfare advice to applications for furniture. We have robust partnerships in place to ensure where we cannot deliver the support in-house, that our partner agencies can do this for us.
- Welfare Advice Services – Our Welfare Rights Team can provide tenants and proposed new tenants with help maximising their income through access to benefits, grants and local support services.
- Digital Inclusion – We have free WIFI within The Whiteinch Centre and the availability of devices on loan to support tenants to get into employment, for study and for learning. The Whiteinch Centre provides IT support and offers bespoke digital training. By providing these services, it underscores the centre’s commitment to ensuring equitable access to essential online resources and empowering individuals with the skills necessary to fully participate in the digital landscape.

# Analysing and Developing

## Key Performance Indicators

In all business objectives we undertake, we work to Key Performance Indicators (KPIs). These are targets to ensure we improve our performance across a range of business areas including arrears recovery, repair timescales, re-let days, complaint responses and time taken to process a housing application.

Our Tenants Voice Panel will begin each new financial year scrutinising our performance over the previous 12 months against our immediate peer group and across the sector against the Scottish average. This will open discussions



about where performance can be improved, what areas of the business are most important to tenants and inform policy and service development.

We are transparent within our communication about our activities, and you will be able to track performance against the internally set KPIs within our Annual Report. This ensures we are open and accountable to you.

## Regulatory Compliance

All Housing Associations and Local Authorities with housing stock in Scotland are governed by the Scottish Housing Regulator (SHR). The SHR sets out expectations to social landlords on what they expect in relation to tenant participation and engagement, and this information is provided with the Scottish Social Housing Charter (SSHC). The SSHC indicates that:

***“Social landlords manage their business so that tenants and other customers are offered a range of opportunities that make it easy for them to participate in, and influence their landlord’s decisions as a level they feel comfortable with.”***

Whilst you may not be interested in joining the Association in a formal way as a Management Committee member or a member of one of our panels, we want to ensure that you are aware that all feedback we receive is meaningful and helps to deliver change.

A summary of participatory methods are as follows:

- Tenant Satisfaction Survey
- Repair Satisfaction Survey
- New Tenant Visit
- Annual/Biennial Tenant Visit
- Complaints and Compliments
- End of Tenancy Visit
- Tenants Voice Panel
- Communities Voice Panel
- Committee Membership
- Community drop-in sessions



# Feedback Reporting and Outcomes

An illustration on a blue background shows a man in a blue suit and a woman in a white top and blue skirt climbing a bar chart. The man is on top of the tallest bar, holding a yellow ladder that extends to the top of the chart. The woman is on a smaller bar, also holding the ladder. The bar chart has six bars of increasing height from left to right. The background is a solid blue color.

## Continuous Improvement

We are always striving for continuous improvement. That is why it is important, that you as tenants and the wider community, engage and feedback on the services we provide. This allows us to adjust our strategies, policies, service delivery and customer expectations accordingly.

## 'You Said, We Did'

In each newsletter we produce, we will include a section on 'you said, we did'. This will include learning outcomes from complaints, feedback via our Tenants Voice and Communities Voice Panels, feedback from the most recent Tenant Satisfaction Survey and feedback gained from any satisfaction surveys.

This information will allow you to see the changes and improvements we make and lead to an annual Tenant Engagement and Participation Evaluation which we will include in our Annual Report.

These publications are designed to show you, as a tenant, how your input has influenced our decisions and to promote transparency in the way we work. We want you to feel confident that your feedback is valued and put to meaningful use, and we hope these publications reflect that.

As with all of the Associations policies and procedures, this document, in full and in part, can be made available in summary, on tape, and in translation into most other languages. It is available to view and download from the website at [www.wsha.org.uk](http://www.wsha.org.uk).

If you would like a version in a different format, please contact Corporate Services at The Whiteinch Centre, 1 Northinch Court, G14 0UG, by telephone on: **0141 959 2552**, or by e-mail at: [wsha\\_admin@wsha.org.uk](mailto:wsha_admin@wsha.org.uk).

#### Cantonese

如果你需要這份不同語言版本的簡訊，請聯絡WSHA辦事處 Corporate Services (地址: The Whiteinch Centre, 1 Northinch Court)，或致電 0141 959 2552，或電郵 [wsha\\_admin@wsha.org.uk](mailto:wsha_admin@wsha.org.uk)。

#### Gaelic

Cuiribh fios gu Corporate Services aig oifis WSHA aig Ionad Whiteinch, 1 Northinch Court, neo air a fòn aig 0141 959 2552, neo air post-dealain aig [wsha\\_admin@wsha.org.uk](mailto:wsha_admin@wsha.org.uk) ma tha thu ag iarraidh dreach dhan iris-naidheachd ann an cànan eile.

#### Mandarin

如果您需要此报纸的其他语种译本，请与位于Whiteinch中心，1 Northinch Court WSHA办公室的 Corporate Services 联系，或者致电 01419592552，或者发电子邮件至 [wsha\\_admin@wsha.org.uk](mailto:wsha_admin@wsha.org.uk)。

#### Polish

Jeżeli chcieliby Państwo otrzymać tłumaczenie niniejszego biuletynu, prosimy o kontakt z Corporate Services w biurze WSHA w Whiteinch Centre, 1 Northinch Court lub telefonicznie pod numerem 0141 959 2552 lub na adres e-mailowy: [wsha\\_admin@wsha.org.uk](mailto:wsha_admin@wsha.org.uk)

#### Swahili

Ikiwa ungependa toleo katika muundo tofauti, tafadhali wasiliana na Huduma za Biashara kwenye

The Whiteinch Centre, 1 Northinch Court, G14 0UG, kupitia simu kwenye: 0141 959 2552,

au kupitia barua pepe kwenye [wsha\\_admin@wsha.org.uk](mailto:wsha_admin@wsha.org.uk)

#### Urdu

اگر آپ اس نیوز لیٹر کو کسی مختلف زبان میں حاصل کرنا چاہتے ہوں تو براہ مہربانی  
”وائٹ انچ سینٹر“،  
1 نارٹھ انچ کورٹ میں واقع ”ڈبلیو ایس ایچ اے“ کے دفتر میں Corporate Services سے  
”کیرن میک ایون“  
ٹیلیفون نمبر 0141 959 2552 کے [wsha\\_admin@wsha.org.uk](mailto:wsha_admin@wsha.org.uk) کے ذریعے رابطہ کریں۔  
ذریعے یا ای میل

#### Arabic

إذا كنت تريدًا نسخةً بتنسيقٍ مختلفٍ، فالرجاء الاتصال بقسم خدمات الشركات "Corporate Services" في

The Whiteinch Centre, 1 Northinch Court, G14 0UG، عبر الهاتف على الرقم: 0141 959 2552

أو عبر عنوان البريد الإلكتروني [wsha\\_admin@wsha.org.uk](mailto:wsha_admin@wsha.org.uk)

#### Farsi

اگر نسخه‌ای با فرمت متفاوت می‌خواهید، لطفاً با خدمات شرکتی به شماره ذیل با شماره زیر تماس بگیرید

The Whiteinch Centre, 1 Northinch Court, G14 0UG، از طریق تلفن: 0141 959 2552

یا از طریق ایمیل به [wsha\\_admin@wsha.org.uk](mailto:wsha_admin@wsha.org.uk)

Telephone: 0141 959 2552 Email: [wsha\\_admin@wsha.org.uk](mailto:wsha_admin@wsha.org.uk)

Whiteinch & Scotstoun Housing Association, 1 Northinch Court, Glasgow G14 0UG

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