



**NEWARK &
SHERWOOD**
DISTRICT COUNCIL

Tenant Engagement Strategy
2026-2029

Tenant Engagement Strategy

1.0 Why we need a strategy

This strategy sets out how the Council will engage with tenants and leaseholders to seek out, listen and act on their views in the performance, delivery, scrutiny, and development of housing services and how we will meet our legal obligations set out by the Regulator of Social Housing.

We will ensure that engagement is not just about listening, but about demonstrating clear outcomes. This includes closing the feedback loop so tenants can see how their views have influenced decisions and services. We recognise that tenants are experts in their own homes and communities, and their lived experience will shape how services are designed and delivered. Our aim is to ensure every tenant feels that this is not just a property, but their home, and that their voice has a meaningful impact on the services they receive.

This strategy sets out the framework of engagement available to tenants and the role of the tenant engagement team to support housing services to deliver effective engagement.

This strategy links into the Newark and Sherwood District Council's Consultation and Engagement Strategy 2022-2027 and has a specific focus on tenant and leaseholder engagement.

Our approach to engagement is reflective of our values:

Ambitious and forward thinking - we seek to understand what is important to our residents and stakeholders so we can focus our energy on improving and innovating.

Caring and compassionate - through providing a variety of opportunities to get involved in a way that works for the individual, removing barriers to getting involved.

Commercial and business-like – seeking views on where we focus our resources to secure value for money.

Professional and trustworthy – engagement builds trust and transparency around decision making, demonstrating the Council's integrity.

Welcoming and responsive - through being approachable, open to feedback, suggestions and challenge around our services, performance, and tenant satisfaction.

2.0 What is Tenant Engagement?

The Regulator of Social Housing defines tenant engagement as ‘an ongoing, meaningful partnership between landlords and residents. It requires social landlords to empower tenants by providing timely, accessible information, actively taking their views into account in decision-making, and proving how tenant input shapes housing policies and services’

The Consumer Standards and Social Housing (Regulation) Act both emphasise the importance of tenant engagement and places a legal duty on social housing providers to ensure that tenants voices are at the heart of services, that tenants live in good, safe and quality houses, and have a route to complain when this isn’t the case. It expects Landlords to tailor engagement, through a variety of ways, to ensure engagement is inclusive, accessible and tailored to individual needs, recognising that tenants will have different preferences, communication requirements and levels of ability, including those who may not access digital services or who require alternative formats.

3.0 Our Approach to Tenant Engagement

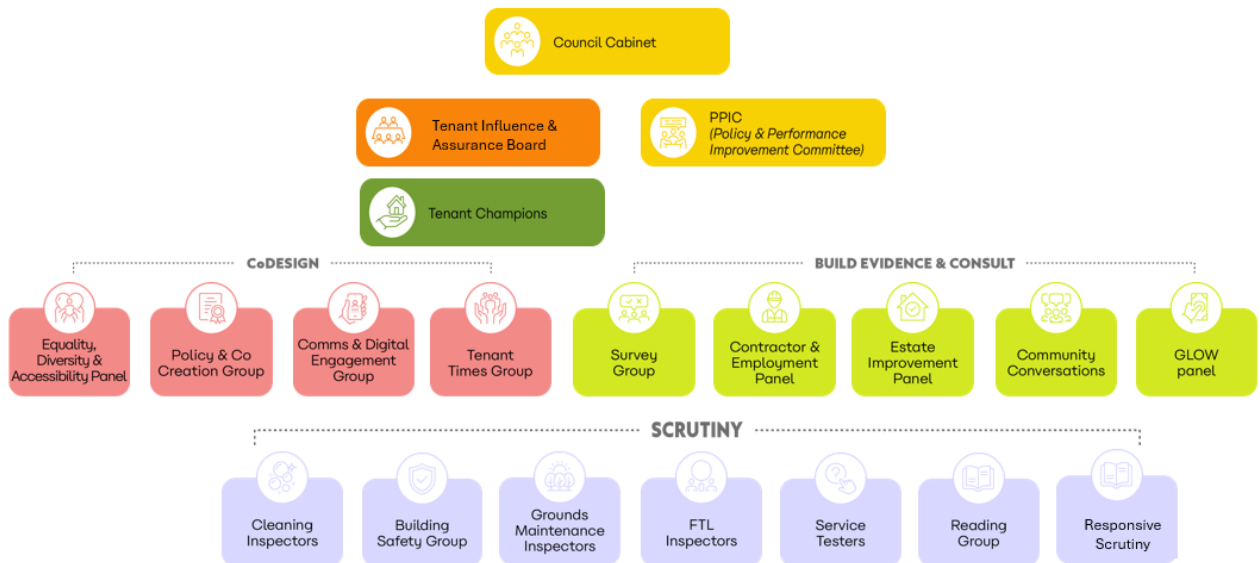
Tenant engagement is the responsibility of every service area across the Council, not solely the Tenant Engagement Team. All services will be expected to embed meaningful engagement into their work, ensuring tenants are involved in shaping, reviewing and improving services. The Tenant Engagement Team will support this by providing guidance, coordination and oversight to ensure a consistent and effective approach.

The Council will take a targeted approach to engagement, using data from Tenant Satisfaction Measures, complaints and feedback to better understand our tenants and ensure we are reaching a wide and diverse range of voices.

In 2025 a working group of tenants, alongside TPAS and Council officers designed a new and enhanced Tenant Engagement structure and suggested new activities that aligned with tenant feedback. The new structure is highlighted below to show where the new Tenant Influence and Assurance Board (TIAB) sits within the Council’s governance structure.

March 2026

TENANT ENGAGEMENT FRAMEWORK



Feedback and challenge can be raised through any of these mechanisms up to the Tenant, Influence and Assurance Board. The engagement structure facilitates two-way communication to provide information, scrutiny, accountability and recommendations for approval.

The working group established service specific activities highlighted in the structure above to provide opportunities for tenants to be involved in various ways.

The Council will ensure our communication is clear, accessible and easy to understand, providing information in a range of formats to meet different needs, including for tenants with visual or hearing impairments. We will continually review how we communicate, including digital platforms, to ensure tenants can easily understand how to access services, report issues and get involved.

Involvement opportunities will be promoted at every opportunity through Council staff local members, sign up packs, via social media, rent statements, posters in our community centres and our tenant specific online newsletter.

4.0 The role of the Tenant Engagement Team

The Tenant Engagement Team plays a key role in supporting services to deliver effective engagement but does not lead engagement activity on behalf of all services. Instead, the team provide advice, coordination, and support to ensure engagement is consistent and embedded across all services

Tenant engagement officers support with:

- Training and support for involved tenants
- Facilitating the tenant engagement activities outline in the framework.

- Facilitating the TIAB, setting agendas and ensuring accountability to the board from NSDC staff members.
- Identifying interested tenants to participate
- Facilitating focus groups, consultations and surveys
- Providing advice on undertaking tenant engagement for different service areas
- Accessing community groups
- Planning and facilitating community events involving tenants
- Accessing online survey tools and templates
- Collating feedback and communicating back to tenants and leaseholders how we have used it to shape service delivery.
- Developing and maintaining a culture of effective engagement within teams
- Maintaining and refreshing the tenant engagement database including an annual check in that the tenant wishes to remain in the database and how they wish to be involved.

5.0 Tenant Engagement Work Plan

An Annual Work plan sits beneath this strategy to set out the key activities to be undertaken to keep tenant engagement fresh, relevant, and effective for tenants. This is agreed with TIAB members and reflects priorities from the wider tenant voice.

Oversight of Tenant Engagement is through the TIAB with annual updates being brought for tenants to challenge the performance. All engagement activity will include clear ownership, timescales and identified outcomes to ensure accountability and transparency.

6.0 Support for Tenants

We will ensure that all tenants, including new tenants, have a clear understanding of how to get involved and what opportunities are available. This includes providing clear information about the role of TIAB, Tenant Champions and other involvement opportunities. We will explore additional support mechanisms where needed, such as informal peer support or buddying approaches, to help tenants feel confident and supported in getting involved

7.0 Measuring our performance and impact.

We will collate information about our performance and report through the TIAB and other committees as appropriate. We will share our performance widely with tenants, colleagues, members, and other stakeholders including via our Annual Tenant Report, our website and our tenant newsletter.

The Tenant Satisfaction Measures contains several measures that will also help the Council to understand if it is hitting the mark with engagement. These are:

TP06 Satisfaction that the landlord listens to tenants' views and acts upon them.

TP07 Satisfaction that the landlord keeps tenants informed about things that matter to them.

TP08 Agreement that the landlord treats tenants fairly and with respect.

These will be collated and reported Quarterly to the TIAB.

The Housing Regulatory Compliance Manager and Head of Housing Services will assess our services to ensure they comply with the Transparency, Influence and Accountability Standard set out by the Regulator for Social Housing. The TIAB will assess the Tenant Engagement workplan against engagement activities annually.

8.0 Data collection, lawful basis and GDPR compliance

To deliver effective tenant engagement, the Council will collect and use relevant personal data about tenants and leaseholders, including contact details, communication preferences, feedback, survey responses and information needed to support inclusive and accessible involvement. This information will be used only where necessary to plan, deliver, monitor and improve engagement activity and to ensure a broad range of tenant voices can inform housing services.

The lawful basis for this processing will normally be Article 6(1)(e) of the UK GDPR: processing necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the Council. Where specific circumstances require it, the Council may also rely on another lawful basis, such as compliance with a legal obligation. If any special category data is processed, an appropriate Article 9 condition and relevant Data Protection Act 2018 condition will also be identified and documented.

All personal data collected and used for tenant engagement will be processed in accordance with the UK GDPR, the Data Protection Act 2018 and the Council's data protection policies. The Council will ensure that personal data is processed lawfully, fairly and transparently; collected for specified purposes; limited to what is necessary; kept accurate and up to date; retained only for as long as required; and protected through appropriate security measures. Tenants and leaseholders will be provided with clear privacy information explaining how their data will be used and their rights in relation to that data.

9.0 Approval, Consultation and Review Timetable

Document title	Tenant Engagement Strategy		
Version number	2	Protective marking	Official
Lead Director	Director Housing Health and Wellbeing		
Lead Business Unit	Housing Services		

Lead contact	Head of Housing Services		
Date Endorsed (TIAB)	27 August 2026	Date approved (Members)	6 August 2026
Reviews due:	July 2024 – Desktop July 2025 – Desktop July 2026 – Refresh due to LGR July 2027 – Desktop July 2028 – Desktop July 2029 – Full review		
Consultation			
Consultee	Date	Comments received	Material change requested (yes/no)
Tenant Focus Group	16 March 2026	Yes	No