

## Briefing Note

To	Housing Advisory Board
From	Tenant Voice Forum
Subject	Tenant Voice Update
Purpose	To update HAB on key discussions, priorities, and actions arising from TVF meetings
Decision required	For information
Status	Not confidential

### **Communication & Engagement**

TVF have received feedback from a wider tenant base regarding recent Housing Service communications:

- Overuse of abbreviations
- Tone and language perceived as inappropriate
- Multiple messages with little or no meaningful content
- Tenants receiving communications despite opting out

#### **Key concerns:**

TVF identified that current Communications are not consistently hitting the right tone or audience, which reduces trust and engagement.

TVF requests the following:

- **Approval process** – introduce a formal review and sign-off process for all tenant communications
- **Comms Review Group** – establish a group to check tone, language, and content before messages are issued.
- **Team Training** – refresh training on clear, tenant focused communication standards
- **Quality Assurance in CX system** – while the uptake of CX is positive, ensure quality and relevance before sending.

### **Performance**

TVF would like performance information to be shared in a clear, easy-to-read format so everyone can understand it and makes it easier for us to spot patterns and trends, which we can then look at more closely and ask questions about.

#### **TVF request the following starting next year –**

- monthly data for each key service area (repairs, complaints, allocations) to be shared in a simple format, showing the last 12 months' results, an average over time and the targets for each service and if they are being met.
- a dedicated performance session to better understand how data is collected, measured, and reported. This will help us learn what the figures mean, how targets are set, and how we can effectively challenge and scrutinise performance information.