

Resident Influence Strategy 2025 - 2028

1. Introduction and Purpose

This strategy is an update to the first Resident Influence Strategy that was developed in 2022. That was drafted in partnership with residents and [TPAS, the national engagement champions](#)

It has been updated during a period of enhanced regulation of social housing following the Grenfell Tower fire, the death of two-year-old Awaab Ishak and Building Safety concerns.

The Social Housing (Regulation) Act 2023 provided new powers to the Regulator of Social Housing and the Housing Ombudsman to set standards, ensuring the delivery and maintenance of quality homes and housing services for tenants.

The Transparency Influence and Accountability regulatory standard places a requirement on all registered providers of social housing to take tenants views into account in their decision making about how landlord services are delivered and communicate how tenants views have been taken into account.

Through this Resident Influence Strategy, we aim to ensure that residents have meaningful opportunities to shape housing services, hold the Council to account and see how their feedback drives continuous improvement – in line with the Transparency Influence and Accountability Standard.

2. Gateshead Context

Through the impact of [Right to Buy](#) and new housing developments, the tenure mix of what were once Council-owned single-tenure estates is changing. These estates are now often a mix of tenures including homeowners, leaseholders, private rented households and Council tenants. Issues that are important to Council tenants can also impact on other residents, such as the maintenance of open spaces and antisocial behaviour.

While the Council has a unique relationship with its tenants, a legal one that is subject to regulation, it also recognises the importance of engaging with the wider community. It is therefore important that we provide opportunities for all residents to provide feedback and have influence on the delivery of services that may affect the whole community.

The Council's [Corporate Plan 2023- 2028](#) sets out our commitment to listen to the views of local people and looking at ways to better understand these views to help us make decisions and develop services.

3. Our Vision

At Gateshead we aim to ensure that the resident voice is at the centre of decision making about Housing services. By engaging with residents, the council gains valuable feedback and insight that deepens our understanding of what matters most and why. We use this to help shape policies and influence service improvements, meeting the diverse needs of our communities.

Resident influence is about how tenants and residents can actively shape decisions and policies. Influence means having a say in strategic planning, service design, and long-term improvements. It's not just being consulted—it's being part of the decision-making process. It means we are accountable and open to challenge.

We will achieve this by building a collaborative culture where tenants and residents feel valued, heard, and empowered to contribute. We will engage with our tenants throughout the lifespan of their tenancy, starting at the beginning of a new tenancy and right up until it is ended, to gather feedback and insight into the services we provide.

In introducing this Resident Influence Strategy, we intend to deliver on the following aims:

- **Transparency:** Provide residents with clear, accessible information about how housing services are performing and how decisions are made.
- **Influence:** Offer a range of meaningful opportunities to engage and influence. This will ensure that all residents have equal opportunities to engage, feedback and influence policies, service design and strategic decision making.
- **Accountability** – demonstrate how resident feedback has led to real impactful changes, ensuring that we are open to scrutiny and challenge.

4. Opportunities For Influence

To deliver on the aims of this strategy we recognise that we must provide a wide range of engagement opportunities to ensure we hear from residents. These will include but not restricted to:

- Tenant and resident panels
- Focus groups and task-and-finish groups
- Tenant Scrutiny reviews
- Satisfaction surveys
- Feedback and insight from complaints and compliments.
- Estate walkabouts and community events

In addition, when we are redesigning the way, we deliver individual housing services we will proactively engage with groups and organisations that support residents with specific needs. This will help us understand the customer experience and to work with them to identify and remove any potential barriers to accessing services.

5.Delivery Plan

We will work with our Resident Influence Panel to oversee a delivery plan, updating periodically when appropriate. We will continue to engage with residents in developing actions and measuring impact.

Action	Time Frame	Responsible Team	Success Measure
Transparency			
Publish Annual Tenant Report with metrics and case studies	Annually – by end of Q2 in following year.	Involvement team	Report published and distributed
Publish clear performance data on housing services	Quarterly	Customer and Support Services	Resident awareness and satisfaction level
Influence			
Provide training and mentoring for panel members	Q2 2025 (ongoing)	Involvement Team	Number of trained residents
Support Tenant & Resident Panels	Q1 2025 (ongoing)	Involvement Team	Number and diversity of participants
Engage with specialist groups during service redesign projects	As needed	Lead Redesign Analyst	Feedback incorporated into service changes
Host estate walkabouts and community events	Quarterly	Neighbourhood Services	Resident attendance and feedback quality
Maintain TPAS landlord accreditation	Annual Review	Involvement team	
Accountability			
Launch “You Said, We Did” updates in monthly newsletter and on website	Quarterly	Involvement team	Resident awareness and TSM score.

Report to Strategic Housing Board on engagement outcomes	Every 6 months	Involvement team	SHB feedback and service adjustments
--	----------------	------------------	--------------------------------------

The Panel will have oversight of the implementation of this strategy and delivery plan, monitoring and reviewing progress. The strategy and delivery plan will be published on our website and updates included in the monthly Housing News.

6.Supporting Resident Participation

We will provide resources and support to enable residents to engage effectively. This will include a specialist Involvement team and a budget to support delivery of engagement activity. Spend against the budget will be shared with the Resident Influence Panel at their meetings on a quarterly basis.

We will provide training and mentoring for residents who want to be more formally involved in tenant and resident panels. To support and build knowledge about housing policy, rights, and best practices we will encourage and facilitate attendance at conferences and webinars.

On a quarterly basis we will provide an update to the Resident Influence Panel on:

- Spend against the Involvement budget
- Updates on the number of residents that have undertaken training and attended webinars and conferences

7.Accountability and Feedback

We will communicate clearly and effectively how tenant and residents views have been considered and informed housing services. We will adopt a You Said We Did approach publishing updates monthly in our Housing Newsletter and on our website. These stories will showcase the impact of changes made.

We will publish an annual Tenant report that includes metrics, case studies and success stories that demonstrate the impact of our resident engagement. Case studies will highlight specific examples of how engagement has led to measurable improvements.

We will bring six monthly update reports to the Strategic Housing Board setting out engagement activity undertaken, how that has influenced service development and delivery.

8.Measuring the impact of the Resident Influence Strategy

We will monitor and report on the impact of this strategy in a range of different ways including:

- Measuring the number of service improvements made as a result of resident engagement.
- Measuring the number of tenants participating in activity and their diversity. We will evaluate the demographic diversity of participants to ensure inclusivity e.g. age, gender, ethnicity, disability status.
- We will monitor and report on our performance against the Tenant Satisfaction Measure “Landlord listens to tenants views and acts upon them”
- External Validation - we will seek external assurance that we are delivering on the strategy by maintaining TPAS landlord accreditation. This provides independent evidence-based accreditation that assesses our approach to resident engagement.

9.Championing Diversity

Under the Equality Act 2010, and in particular section 149 of the Public Sector Equality Duty, councils are required to give due regard to eliminate discrimination, advance equality of opportunity and foster good relations between those who share a protected characteristic and those who do not, when exercising a public function such as a landlord.

We will proactively seek to engage tenants from underrepresented groups such as young people and those from BAME communities and used tailored engagement methods to reach all sections of the community, ensuring our approach is accessible to all.

This strategy complies with the Council's [Corporate Equality Diversity and Inclusion Policy](#) which sets out our commitments as a council to achieve better outcomes for everyone in Gateshead.

The strategy was subjected to an Integrated Impact Assessment (IIA) before being adopted. The impact will continue to be monitored throughout the administration of the strategy.

10.Review

We will carry out a review of the Resident Influence strategy a maximum of every 3 years to assess its effectiveness and update as required. This may be carried out sooner to reflect any regulatory changes.

11.Contact and Further Information

Contact our Involvement Team

- involve@gateshead.gov.uk
- **0191 433 5357**