

# YOUR VOICE, YOUR CHOICE: ENGAGEMENT OPTIONS

2025–2030

## FOREWORD

“At Cairn, we believe our tenants should have real influence over the homes and services we provide. That’s why tenant engagement is so important to me — it’s about listening, learning, and working together to make things better.

This document is the starting point on our journey to a new engagement strategy. It is still very much a draft and far from the final version. I know that the best ideas often come from the people who live in our homes and use our services every day. So please take a look, tell us what feels right, and let us know what’s missing. Your voice really does matter, and it will help shape what we do next.”

Audrey Simpson, Chief Executive

## INTRODUCTION

We want all Cairn’s tenants to have a genuine say in decisions that affect their homes and the services they receive.

Our new engagement strategy will be based on your feedback and ideas and will build on what’s already working. It aims to make involvement fairer, easier, and more meaningful for everyone.

While it meets the requirements of the Scottish Social Housing Charter it will also reflect what matters most to you. It’s shaped by the values of fairness, respect, and working together.

We will seek to engage with Cairn’s other customer groups (such as property owners) positively and productively and will develop separate ways of engaging effectively with those groups.

## OUR PROMISE TO YOU

We're committed to making it easier for you to get involved and have a say, whether it's about services, rent, or how we communicate with you. In addition to meeting our legal and regulatory responsibilities included in the Housing (Scotland) Act, the Equality Act and ensuring your personal data is stored properly under GDPR, we'll

- Be clear and open about decisions and plans.
- Ask for your views in different ways (surveys, focus groups, online, etc.).
- Show how your views made a difference.
- Keep checking that services are affordable and good value.

But this strategy aims to go further. We want tenant involvement to be more flexible, accessible, and powerful.

## OUR ENGAGEMENT VISION AND MISSION

### Vision:

A housing service shaped by tenants, where your views matter and make a difference.

### Mission:

To make it easy and worthwhile for tenants to get involved so your ideas lead to real improvements.



## OBJECTIVES

We think these are three important things to aim for — but we'd like to know what success looks like to you?

1. **Transparency:** We'll be clear and honest about what we're doing and why, so you know how your views are being used.
2. **Influence:** We'll create different ways for you to shape our services and policies.
3. **Accountability:** We'll show how your feedback has helped make decisions, and what's changed as a result.

## OUR SIX ENGAGEMENT PRINCIPLES

1. **Your Voice in Every Choice:** Your views will shape key decisions through shared working.
2. **Smarter Solutions, Stronger Connections:** We'll use digital tools to improve communication and make engagement easier.
3. **Every Contact Counts:** Every time we speak with you, we'll aim to listen, build trust, and improve.
4. **Your Voice, Your Impact:** We'll clearly show how your feedback makes a difference.
5. **Building Skills, Strengthening Voices:** We'll support tenants and employees with training so everyone can take part confidently.
6. **Your Voice Matters – Supporting your involvement:** We'll remove barriers and offer support, training, and recognition for taking part

## YOUR VOICE IN EVERY CHOICE

We're committed to putting you at the heart of decision-making, not just consulting after decisions are made. That means involving you from the start, listening to your ideas, and making sure your voice helps shape what we do.

We'll:

- Involve you in key decisions, not just ask for feedback at the end.
- Welcome everyone and make it easy to take part.
- Listen openly and respond honestly.
- Offer training and support to help you take part with confidence.
- Show you how your feedback has led to change.
- Learn from your input to keep improving.
- Support local tenant-led projects and help bring your ideas to life.

Here are some ideas we've had for how you can take part:

- Help shape job roles and take part in recruitment.
- Review policies and how we deliver services.
- Share your experience to help us understand what good service looks like to you.
- Work with us to agree service standards.
- Help choose contractors and give feedback on how they perform.

We'll keep asking how we can involve tenants better — and we'll keep improving together.

### **Supporting tenant-led community improvements**

We know many of the best ideas come from tenants. We want to support you to take the lead on projects that matter to your community.

We could:

- Help you access funding and support so you have the right resources to run your own projects.
- Offer training so you can develop your ideas and lead projects.
- Set up a tenant panel to help decide how community funds are spent.

We're here to back your ideas and help make them a reality.

## SMARTER SOLUTIONS, STRONGER CONNECTIONS

We want digital tools to make things easier to get involved not harder. That means giving you simple ways to contact us, give feedback and stay informed.

We're exploring ways to:

- Improve MyCairn so you can take surveys, track repairs, and connect with others.
- Launch a Cairn app to report issues, pay rent, and share feedback.
- Hold more online discussions, focus groups, and quick polls.
- Use social media and screens in our retirement courts to share updates.
- Explore AI tools like chatbots to help answer questions quickly.
- Use data to spot issues early and target support where it's needed.

We could also support tenants who need help with digital tools by:

- Running workshops and virtual tours.
- Helping with devices or internet access.
- Setting up Digital Champions to support others in the community.

## EVERY CONTACT COUNTS

Every time we speak with you, whether it's about a repair, at an event, or during a visit, it's a chance for us to listen, learn and improve.

We're making sure:

- Employees use every contact as an opportunity to gather feedback and build trust.
- Concerns are followed up and acted on.
- We respect your contact preferences — whether you prefer a call, a visit, an email, or a letter.
- Tenants in all areas, including rural ones, get at least one check-in a year.
- Older tenants or those in supported housing get the kind of engagement that works for them.

We could also consider:

- Hold a yearly "Let's Get Connected Fortnight" where staff visit communities.
- Run regular satisfaction surveys.
- Expand our outreach with tenant ambassadors, pop-up events, and support for people who can't take part in person.

## YOUR VOICE, YOUR IMPACT

We're not just gathering feedback — we're acting on it and showing you what's changed.

We'll:

- Report back regularly on what we've heard and what we've done.
- Include tenant feedback in reports to our leadership team and Board.
- Launch a live dashboard to share updates, feedback themes, and service performance.

We could also make sure complaints are used to improve services by:

- Reviewing complaint patterns to spot and fix recurring problems.
- Setting up a Tenant Complaints Panel to check we're handling concerns fairly.
- Sharing what we've learned from complaints and what we've changed as a result.

## BUILDING SKILLS, STRENGTHENING VOICES

We want tenants to feel confident and supported when they get involved. That's why we'll look at providing learning and training opportunities for both tenants and staff.

We'll consider setting up a Tenant Training Academy that offers:

- Practical workshops on housing, rights, and how decisions are made.
- Support for people who want to take part in scrutiny, service reviews, or complaints handling.
- Skills for community leadership and speaking up for your neighbourhood.
- Access to college or online training for those who want to go further.

Staff would also be trained to support tenants better and make it easier for everyone to take part.

## YOUR VOICE MATTERS – SUPPORTING YOUR INVOLVEMENT

We want everyone to be able to take part in ways that suit them. We'll remove the barriers that make it hard to take part so that no one is left out.

We could provide:

- Dedicated staff to support tenant involvement.
- Funding for tenant-led projects, training, and activities.
- Help with costs like travel, childcare, or translation.
- Incentives such as shopping vouchers or community grants.
- Flexible ways to take part — one-off or ongoing, online or in person.
- Opportunities to go further, like joining a scrutiny panel or becoming a tenant ambassador.
- Access to digital tools and help to use them.
- Meeting spaces and admin support for tenant groups.

## JOIN IN – ON YOUR TERMS

### Formal involvement

Getting formally involved is a great way to shape services, build your skills, and make a difference.

Here are some of the ways tenants could take part in more structured groups:

- **Tenant Advisory Board** – Brings tenant views to the highest level, advising Cairn's Board on major decisions.
- **Tenant Scrutiny Panel** – Reviews how services are working, evaluates our performance and influences improvements.
- **Complaints Review Panel** – Looks at trends in complaints and recommends ways to improve.
- **Court Representatives Forum** – A platform for tenants in our retirement courts to share concerns, discuss issues and shape local services.
- **Registered Tenant Organisations (RTOs)** – Supports tenants who want to establish a formally recognised group to influence local decision-making and services.

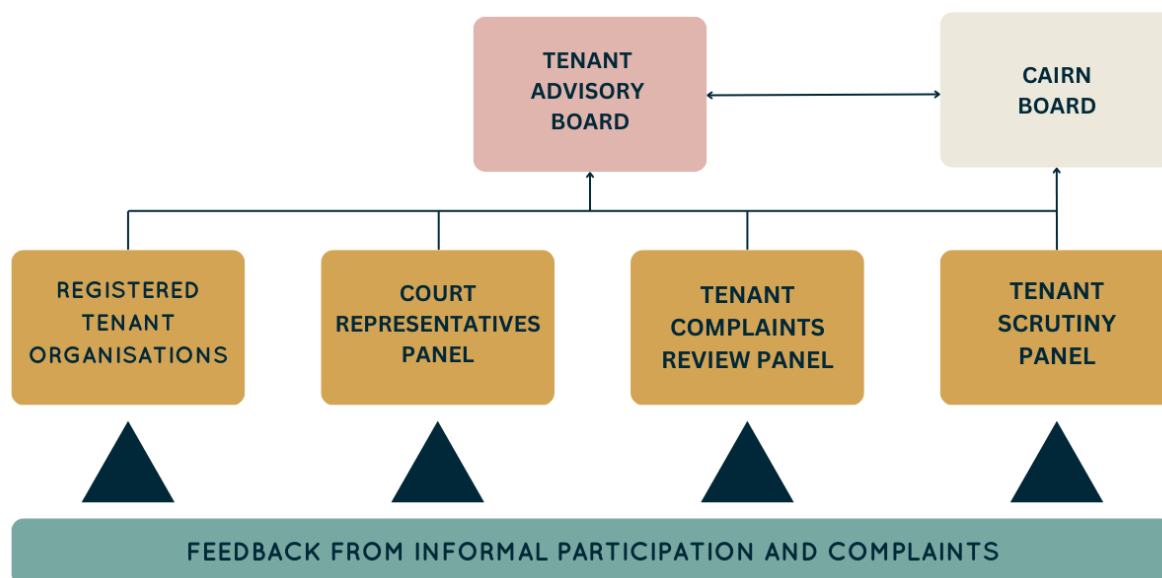
### Informal involvement

You don't need to join a panel or attend meetings to get involved. There are plenty of simple, flexible ways to share your views.

- **Every contact counts** – Talk to staff during visits, events, or phone calls.
- **Walkabouts and drop-ins** – Chat to us about your neighbourhood face to face.
- **Health and safety checks** – Help us spot and fix safety issues.
- **Tenant-led reviews** – Join a group to have a closer look at how a service is working.
- **Coffee mornings and community hubs** – Share your views in a relaxed setting.
- **Be a Tenant Ambassador** – Help connect your neighbours with Cairn.
- **Gardening competitions and community grants** – Work with others to improve shared spaces.
- **Cairn Bus** – Live somewhere rural? We'll come to you.
- **Tenant fun days** – Meet other tenants and Cairn staff informally.
- **Online focus groups and quick polls** – Share your thoughts digitally.
- **Cairn app and digital noticeboards** – Stay up to date and have your say any time.

No matter your schedule or interest, there's a way to get involved that suits you.

## Our suggested formal involvement structure





## WHAT SUCCESS LOOKS LIKE

We'll know we're getting it right when tenants:

- See clear updates about what's changed because of their feedback.
- Feel more involved in decisions that affect them.
- Know Cairn listens and responds.

We'll track our progress by:

- Measuring satisfaction with involvement and services.
- Checking how many tenants are getting involved and who they are.
- Getting independent feedback on how well we're doing.