



INNISFREE HOUSING ASSOCIATION

April 2026

Resident Engagement Strategy 2026-2029

RESIDENT ENGAGEMENT STRATEGY 2026-2029

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ACT TOGETHER

1. INTRODUCTION

Innisfree is a housing association dedicated to providing high-quality, affordable homes. We are proud of our Irish roots and our long-standing experience in supporting migrant communities. Our work is guided by core values that shape how we serve our residents and how we work as an organisation:

Personal we are customer focused, responsive and always thinking about the individual in our relationships and plans.

Progressive our ambition and enthusiasm, our commitment to growth and environmental responsibility, and our courage drive us to work for what is “right” not just popular.

Integrity is about doing things in the right way, being open and fair and treating everyone with respect, celebrating people’s differences.

Quality signals excellence in all that we do, looking for value for money and ensuring we have the best governance arrangements and staff team.

Rooted describes our continued connection to our original mission in serving the Irish communities and that we are here for the long haul, cultivating the resources we look after.

Our Resident Engagement Strategy reflects these values and is informed by national best-practice frameworks, including the National Housing Federation’s Together with Tenants Charter and the TPAS Hierarchy of Engagement model. These frameworks guide our approach to transparency, accountability, and meaningful involvement.

This strategy will be developed in consultation with residents to ensure their voices shape both the final strategy and the services and communities they live in.

2. VISION

As a leading Irish charity, we see the residents and communities for whom we provide homes and services enjoying healthy and fulfilling lives, involved in the wider community and secure in the expression of their cultural heritage.

We aim to create an inclusive environment where residents are not just consulted but actively involved co-creators of change who help shape the services and places they live. Through collaboration, we will build communities that thrive on trust, respect, and shared responsibility.

3. MISSION

We care about the people and communities that we serve. We provide high quality, affordable housing for our tenants and strive to create the conditions for thriving and inclusive communities where people feel they belong. We speak up with the people we serve, including those who are new to their neighbourhood, drawing on the experiences of, and celebrating, our Irish roots.

4. STRATEGY OBJECTIVES

Our Resident Engagement Strategy, **Act Together**, is built around five core objectives that turn our vision and mission into practical action:

✔ **1. Empower Residents**

Recognise and value lived experience as expertise. We will create opportunities for residents to influence decisions, shape services, and hold us accountable.

✔ **2. Activate Leadership**

Identify and nurture resident leaders and changemakers. Training and support will be available to help residents develop the confidence and skills to lead initiatives and represent their communities.

✔ **3. Create Action Pathways**

Offer flexible, tiered levels of involvement based on time, interest, and ability. From repairs and tenant satisfaction surveys to high-level governance roles, every resident will have a clear route to participation.

✔ **4. Representation**

We will proactively aim for fair representation of our residents and the communities we operate in to gain a variety of voices, backgrounds and lived experience which will influence how we communicate with as well as recruit and support residents who wish to be involved.

✔ **5. Inclusivity**

We will provide a menu of engagement opportunities to accommodate different needs, interests, and levels of commitment. Residents can choose how they participate—from a variety of feedback surveys to governance roles—based on their time and capacity.

5. CONTEXT

Resident engagement in social housing is shaped by a clear regulatory framework as set out in the Social Housing (Regulation) Act 2023, which sets out standards that all landlords must meet to ensure transparency, accountability, and meaningful involvement of residents.

6. HOW LANDLORDS MUST ENGAGE

- **Provide Information:** Clear, accessible info on performance, services, and how the landlord operates.
- **Seek & Use Feedback:** Actively solicit and use resident views to shape strategies, policies (like complaints procedures), and service delivery.
- **Offer Choice:** Provide varied ways for tenants to engage, from surveys to panels, suiting different comfort levels.
- **Demonstrate Accountability:** Show evidence of listening and acting on feedback to build trust and improve services.

Effective resident engagement supports compliance and strengthens trust by showing residents the impact of their voice.

Our resident engagement strategy is called “Act Together” and aims to empower residents to move beyond consultation into collaboration, co-design, and direct action ensuring every voice has a pathway to impact.

This strategy will be developed in consultation with residents, ensuring their voices shape the strategy and services and communities they live in. It is expected that residents’ aspirations and comments will be reflected in the strategy

7. KEY REGULATORY REQUIREMENTS

Our strategy demonstrates how Innisfree will meet these requirements while staying true to our values. The Act introduces key regulatory standards that guide how landlords engage with residents:

- **Transparency, Influence, Accountability Standard:** Landlords must be open, treat tenants fairly, and involve them in decisions affecting services, policies, and performance.
- **Tenant Satisfaction Measures (TSMs):** Mandates regular collection and publication of tenant satisfaction data across areas like repairs, safety, and complaints handling.

- **Awaab's Law** : Requires landlords to address hazards (like damp & mould) within fixed timeframes, emphasizing proactive communication about resident rights and support.
- **Safety & Quality Standard**: Requires landlords to ensure safe, quality homes and services, with resident input crucial for safety measures.
- **Neighbourhood & Community Standard**: Demands engagement with tenants and others to maintain safe, well-kept neighbourhoods.
- **Competence & Conduct Standard**: Requires staff to demonstrate the skills and behaviours needed to deliver high-quality services.

The Regulators consumer standards are not just compliance requirements; they are opportunities to strengthen trust and empower residents to shape and improve services and the communities they live in.

8. NATIONAL FRAMEWORKS AND BEST PRACTICE MODELS

Our Resident Engagement Strategy reflects these values and is informed by established national best-practice frameworks. Innisfree has adopted the National Housing Federation's (NHF) Together with Tenants Charter and the TPAS Hierarchy of Engagement model, which guide our approach to meaningful involvement, transparency, and accountability.

National Housing Federation (NHF)

The NHF represents housing associations across England, who collectively provide homes to around six million people. Its role is to shape national housing policy, support the sector in delivering its social purpose, and encourage collaboration and shared learning. The NHF developed the Together with Tenants Charter, a sector-wide initiative designed to strengthen relationships between landlords and residents. Innisfree is a signatory to this Charter and is committed to upholding its principles.

Better Social Housing Review

Established in June 2022 by the National Housing Federation and the Chartered Institute of Housing, the Better Social Housing Review examines ways to improve the quality of social housing in England. Its findings and recommendations continue to inform our commitment to high standards, resident voice, and continuous improvement.

TPAS

TPAS is England's leading expert organisation in tenant engagement. It promotes and supports effective resident involvement by offering independent advice, training, and standards for best practice. The TPAS Hierarchy of Engagement model guides how landlords and residents can work together in ways that are inclusive, transparent, and empowering. Innisfree uses this model to ensure our engagement activities are meaningful and accessible.

The strategy also aligns with the regulatory framework we operate within, ensuring compliance with the Social Housing (Regulation) Act 2023 and related standards. By combining our values with these requirements, we create a strategy built on solid principles, one that promotes transparency, accountability, and meaningful collaboration.

9. EQUALITY, DIVERSITY, AND INCLUSION (EDI)

We are committed to ensuring our engagement opportunities are inclusive and accessible to all residents. We will review our communication channels with residents to ensure all residents are able to access information and communicate with us effectively.

To achieve this, we will:

- Review communication channels to ensure information is accessible and easy to understand.
- Improve accessibility of our website, working toward **WCAG 2.1 Level AA compliance**. See below.
- Offer alternative formats on request, promoted through policies and the website.
- Undertake an annual comparison of resident, Board, and staff diversity data to monitor representation.
- Use diversity data to identify gaps in service provision and engagement.
- Develop new approaches to increase involvement from underrepresented groups.

(WCAG 2.1 AA standards are a set of guidelines from the World Wide Web Consortium (W3C) for making web content accessible to people with disabilities, focusing on four core principles: Perceivable, Operable, Understandable, and Robust (POUR). Level AA is a common target for organizations, requiring specific success criteria like proper contrast, keyboard navigability, clear labels for forms, and dismissible content on hover, ensuring content works across desktops, mobile devices, and with assistive technologies).

10. TRAINING, INFORMATION, AND SUPPORT FOR RESIDENTS

We want residents to feel confident, informed, and supported. Training and development opportunities will be available through our partnership with TPAS, ensuring residents can further develop their knowledge and skills and feel confident and supported.

Residents also have open access to Four Million Homes a UK government-funded program designed to provide free training, guidance, and knowledge to social housing residents in England. It empowers tenants to understand their rights, hold landlords accountable, and address issues like damp, mould, and repairs.

Involved residents receive performance data at meetings and are briefed on current issues in the housing sector and within Innisfree. Performance data is accessible to all residents through our website and articles in the newsletter.

11. RESIDENT ENGAGEMENT OPPORTUNITIES MENU

Every Innisfree resident has the opportunity to make a difference. Your voice matters, and your involvement helps shape the services and communities we share. Below is a range of opportunities depending on your interest and time:

Opportunities for All Residents

- **Resident Surveys** – Share your views on repairs, satisfaction, and other services to help us improve.
- **Policy Reviews** – Contribute to consultations on key policies such as anti-social behaviour, pets, and domestic abuse. Updates are shared in our newsletter.
- **Estate Champions** – Work with us to keep your block or estate safe, clean, and well-maintained.

General Interest Opportunities

- **Local Residents Forum** – Join or request a forum for your block or estate to discuss local issues and priorities.
- **Residents' Newsletter** – Help shape content by writing articles, editing, or ideas on topics.
- **BME Residents London Landlords Forum** – Represent Innisfree residents in a strategic forum with other BME landlords, influencing policy at a high level.

High-Level Involvement

- **Involved Residents Group** – Work with other residents to scrutinise services such as repairs and complaints, and review performance data.
- **Board Membership** – Become a tenant representative on Innisfree's Board. Full support, induction, and training provided.

Training and Support:

No prior experience is necessary. Training and support will be provided for all roles, developing skills that may also support employment opportunities.

Board Engagement

The Board plays a pivotal role in ensuring that residents' voices influence strategic decisions and service priorities. We are committed to embedding resident feedback into governance processes to maintain high satisfaction and accountability.

How the Board Will Engage

- **Monitor Resident Feedback** – Review survey results, including Tenant Satisfaction Measures (TSMs) and repairs performance data.
- **Attend Resident Meetings** – Participate in Involved Residents Group sessions to hear directly from residents.
- **Approve and Oversee Strategy** – Ensure resident engagement strategies and annual action plans comply with regulatory standards and align with the *Together with Tenants* Charter and TPAS engagement model.
- **Listen Firsthand** – Take part in activities such as listening to repair and complaint calls and visiting properties to understand residents' experiences.
- **Support Resident Board Members** – Provide induction, mentoring, and ongoing support for tenant representatives on the Board.

By actively engaging with residents, the Board strengthens trust, improves decision-making, and ensures that our services reflect the needs and priorities of the communities we serve.

12. REPORTING AND MONITORING

An annual plan will set out the practical steps and actions required to implement the aims of the strategy.

A quarterly report to Board will detail the resident engagement activities in the quarter highlighting such things as surveys completed, resident meetings, digital communication and Board resident engagement activities.

APPENDIX 1 - RESIDENT ENGAGEMENT COMPLIANCE FRAMEWORK

The Resident Engagement Compliance Framework table summarises the regulatory requirements alongside the Together with Tenants Charter, the TPAS Hierarchy of Engagement and the organisations values and mission statement. This provides an overview of the different angles by which we need to approach resident engagement.

Resident Engagement Strategy Summary

The Act Together Resident Engagement Strategy outlines how Innisfree will involve residents in shaping services, decisions, and governance. It is guided by the organisation's values and aligned with national regulatory and voluntary frameworks including the Social Housing (Regulation) Act 2023, the Together with Tenants Charter, and the TPAS engagement model.

Engagement opportunities range from surveys and local forums to governance roles such as Board membership, supported by training from TPAS and Four Million Homes. Progress will be monitored through annual action plans and quarterly Board reporting.

Innisfree already has high levels of resident satisfaction, and our challenge is to strengthen engagement so that residents remain confident in how we deliver services and we continue to maintain and improve these satisfaction levels.

Innisfree is a housing association dedicated to providing high-quality, affordable homes. Our work is guided by strong values that define who we are and how we serve our residents. Our Act Together - Resident Engagement Strategy is an extension of our values set within an engagement framework that will enable us to continue our journey with the residents we serve at the heart of our mission.

*Our **Act Together** strategy reflects who we are: a values-led organisation committed to empowering residents, promoting inclusion, and nurturing strong, thriving communities.*

Resident Engagement Compliance Framework - 2026/29

Consumer Standard Transparency, Influence, and Accountability Standard	Together with Tenants Charter	Tpas Hierarchy of Engagement	Values & Mission statement
<p>Areas covered - Diverse Needs - Engagement with tenants - Information About Landlord Services - Performance information - Complaints</p> <p style="text-align: center;"><u>Main points</u></p> <p>RP's must treat all tenants with fairness and respect and prospective tenants with fairness and respect</p> <p>Registered providers must take tenants' views into account in their decision-making about how landlord services are delivered and communicate how tenants' views have been considered</p> <p>RP's must give tenants a wide range of meaningful opportunities to influence and scrutinise their landlord's strategies, policies and services. This includes in relation to the neighbourhood where applicable.</p> <p>RP's must assist tenants who wish to implement tenant-led activities to influence and scrutinise their landlord's strategies, policies, and services. This includes in relation to the neighbourhood where applicable.</p> <p>Registered providers, working with tenants, must regularly consider ways to improve and tailor their approach to delivering landlord services including tenant engagement. They must implement changes as appropriate to ensure services deliver the intended aims.</p> <p>Registered providers must communicate with tenants and provide information so tenants can use landlord services, understand what to expect from their landlord, and hold their landlord to account.</p> <p>Registered providers must provide tenants with accessible information about:</p> <ol style="list-style-type: none"> a) how they are performing in delivering landlord services and what actions they will take to improve performance where required b) how they have taken tenants' views into account to improve landlord services, information and communication c) how income is being spent d) their directors' remuneration and management costs. 	<p>Relationships: Housing associations will treat all residents with respect in all of their interactions. Relationships between residents and housing associations will be based on openness, honesty and transparency.</p> <p>Communication: Residents will receive clear, accessible and timely information from their housing association on the issues that matter to them, including important information about their homes and local community, how the organisation is working to address problems, how the organisation is run, and information about performance on key issues.</p> <p>Voice and influence: Housing associations will seek and value the views of residents and will use this information to inform decisions. Every individual resident will feel listened to by their housing association on the issues that matter to them and can speak without fear.</p> <p>Accountability: Collectively, residents will work in partnership with their housing association to independently scrutinise and hold their housing association to account for the decisions that affect the quality of their homes and services.</p> <p>Quality: Residents can expect their homes to be good quality, well maintained, safe and well managed.</p> <p>When things go wrong: Residents will have simple and accessible routes for raising issues, making complaints and seeking redress. Residents will receive timely advice and support when things go wrong.</p> <p>Equality, Diversity and Inclusion: Housing associations will be inclusive organisations which seek views from all groups. Approaches to resident involvement will be inclusive by engaging with residents from a range of backgrounds and experiences. Consultations with residents will include outreach to underrepresented communities, including through targeted communications.</p>	<p style="text-align: center;">Lead - Board or Committee</p> <p style="text-align: center;">Collaborate - Scrutiny</p> <p style="text-align: center;">Co-create - Member of formal involvement and regularly contribute opportunity</p> <p>Chip in - Complete surveys contribute to social media attend local meetings</p> <p>Opt in - Add name to date base to be consulted and surveyed in the future</p> <p>Be aware - Read newsletters, website, social media</p>	<p>Values</p> <p>Personal we are customer focused, responsive and always thinking about the individual in our relationships and plans.</p> <p>Progressive our ambition, forward-thinking and enthusiasm, our commitment to growth and environmental responsibility, and our courage drive us to work for what is "right" not just popular.</p> <p>Having integrity is about doing things in the right way, being open and fair and treating everyone with respect, celebrating people's differences.</p> <p>Quality signals excellence in all that we do, looking for value for money in that context, including working in collaborative partnerships and ensuring we have the best governance arrangements and staff team.</p> <p>Rooted describes our continued connection to our original mission in serving the Irish communities and that we are here for the long haul, cultivating the resources we look after.</p> <p>Vision</p> <p>As a leading Irish charity, we see the residents and communities of all backgrounds for whom we provide homes and services enjoying healthy and fulfilling lives, involved in the wider community and secure in the expression of their cultural heritage.</p> <p>We aim to create an inclusive environment where residents are not just consulted but actively involved—co-creators of change who help shape the services and places they live. Through collaboration, we will build communities that thrive on trust, respect, and shared responsibility.</p> <p>Mission</p> <p>We care about the people and communities that we service. We provide high quality, affordable housing for our tenants and strive to create the conditions for thriving and inclusive communities where people feel they belong. We speak up with the people we serve, including those who are new to their neighbourhood, drawing on the experiences of, and celebrating, our Irish roots.</p>



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