



**STROUD
DISTRICT
COUNCIL**
www.stroud.gov.uk

Resident Engagement & Communication Strategy 2025 - 2030

December 2025

Housing Services

Stroud District Council
Ebley Mill
Stroud
GL5 4UB

Email: customer.services@stroud.gov.uk
Website: <https://www.stroud.gov.uk/>
Telephone: 01453 766321

Document Responsibility

Name	Document title	Service
Ben Roberts Principal Resident Engagement Officer	Resident Engagement & Communication Strategy 2025 - 2030	Housing Services

Document Version Control

Date	Version	Issued by	Summary of changes
December 2025	Version 1	Ben Roberts	First Draft

Policy Review

Updating frequency	Review date	Person responsible	Service
3 years	December 2028	Principal Resident Engagement Officer	Housing Services

Document Review and Approvals

Name	Action	Date
Housing Committee	Approved	9 th December 2025

Contents

Introduction	4
Resident Voices: A Message from Our Tenants	5
Our Values & Behaviours	6
Strategic Alignment with the Council Plan 2025–2029	6
National Context	7
Key Facts about Resident Engagement	8
Priority 1: Strengthening Tenant Voice & Scrutiny	10
Priority 2: Inclusive & Accessible Engagement	11
Priority 3: Estate-Based Engagement & Regeneration	12
Priority 4: Leaseholder Involvement	13
Priority 5: Youth & Older Resident Engagement	14
Priority 6: Embedding Engagement in Policy & Strategy	15
Priority 7: Digital Engagement & Communications	16
Priority 8: Partnership Working & Community Collaboration	17
Governance Structure	18
Resident Engagement Strategy Action Plan (2025–2030)	19
Glossary	20

Introduction

At Stroud District Council, we believe that meaningful resident engagement is the foundation of a thriving, inclusive, and responsive housing service. Our vision is to create a culture where residents feel empowered, heard, and actively involved in shaping the services and communities they live in. Engagement is not just a process—it is a shared journey of collaboration and trust.

This strategy responds to new legal requirements introduced by the **Social Housing (Regulation) Act 2023**, which came into force in April 2024. The Act strengthens consumer standards and mandates proactive engagement with tenants, including the collection and publication of Tenant Satisfaction Measures (TSMs) and clear accountability for service quality. While Stroud District Council has long championed resident involvement, these reforms make engagement a statutory obligation. We are building on our existing approach to ensure compliance and deliver even greater transparency, safety, and trust.

Stroud District Council manages approximately **4,950 homes** across a largely rural district, which includes market towns, villages, and more isolated communities. Our housing stock is diverse and designed to meet a wide range of needs, including:

- **General needs housing:** A mix of houses, flats, and bungalows.
- **Independent Living schemes:** Supported accommodation for older residents.
- **Leasehold properties:** Including flats sold under the Right to Buy scheme.
- **Shared ownership homes:** Supporting residents on the path to home ownership.

Effective communication is central to this vision. We will prioritise clear, timely, and accessible communication across all channels—digital platforms, printed materials, face-to-face conversations, and community events—ensuring residents are well informed and know how to get involved based on their preferences. Our communications will be inclusive, responsive, and tailored to diverse needs.

Resident engagement is at the heart of everything we do. It's not just about listening—it's about acting, involving, and empowering. Over the next five years, we will build on the strong foundations laid by our Resident Engagement Team and tenant representatives to ensure that every voice is heard, valued, and reflected in the decisions we make.

This strategy has been co-produced with tenants through a series of engagement workshops held across the district in 2025. These events brought together residents from a range of backgrounds to share their views on housing services, community priorities, and how engagement should work. The **Resident Voices** featured throughout this document reflect what tenants told us—their lived experiences, ideas, and expectations. These quotes and all comments received are not just feedback; they are the foundation of this strategy. They show how tenant input has directly shaped our priorities, goals, and measures of success.

We are proud of the progress made so far—from the Tenant Census workshops and Love Where You Live days to TSM Results Events—and we are committed to going further. This strategy is our roadmap to a more connected, collaborative, and confident future for resident engagement in Stroud District.

Tenant engagement is the active process of building relationships between tenants and the housing service. It goes beyond simply sharing information—it's about creating

opportunities for tenants to influence decisions, shape services, and feel genuinely involved in their communities.

The purpose of this Tenant Engagement Strategy is to foster meaningful, inclusive, and proactive relationships between tenants and the housing service. It aims to ensure tenants have a strong voice in shaping the services they receive, improving satisfaction, trust, and community wellbeing. Through structured engagement, the strategy seeks to empower tenants, enhance transparency, and support continuous service improvement.

Resident Voices: A Message from Two of Our Tenants



“Being involved in events and consultations that have helped to shape this strategy makes us feel like we have a voice and that the council listens. We (tenants) have also gained a 360 view of housing services as a result. In addition, we’ve been able to meet other people from all walks of life and areas of expertise. This means that we’re getting a good understanding of the challenges our housing services are dealing with. Resident involvement also helps us to feel supported especially as staff are empathetic. We appreciate that staff genuinely listen and take our views into account so that services are improved and fit for purpose. It feels good to have a voice. With this strategy we feel the future is heading in the right direction and we are full of optimism for the potential of what can be achieved together – tenants, staff and councillors.”

Shirley & Kev Milsom

Our Values and Behaviours

Resident engagement is not just about what we do — it's about how we do it. Our approach is shaped by the Council's core values and behaviours, which guide our work with tenants, leaseholders, and communities across the district.

The four characteristics are:

- Valuing Our People
- Aiming High
- Making a Difference
- Being One Council

These four characteristics form the foundation of our approach to resident engagement. **Valuing Our People** ensures we listen actively and seek to understand different perspectives, creating a safe and welcoming space for all voices to be heard. We value diversity and difference, provide accessible and inclusive communication and challenge behaviours that don't align with our values. Clear, honest and timely communication is central to building trust and ensuring residents feel informed and respected. By **Aiming High**, we commit to delivering engagement that is not only consistent and professional but also innovative, built on ideas that are collaborative and continuously improving. We learn from mistakes, share lessons openly and strive to communicate clearly about all aspects of the housing service. **Making a Difference** reminds us that engagement is not just a process, it's a tool for change, helping residents feel connected, and influential in shaping communities. While celebrating successes to explaining the 'why' behind decision making. **Being One Council** reinforces the importance of collaboration across teams and services that trust and support each other. Ensuring engagement contributes to the success of the district. Together, these values guide us in building trust, strengthening relationships and delivering meaningful outcomes for residents.

Strategic Alignment with the Council Plan 2025–2029

This Resident Engagement Strategy is closely aligned with the Stroud District Council Plan 2025–2029, which sets out five strategic priorities for the district

Resident engagement underpins and strengthens the delivery of all five priorities in the Council Plan. Specifically:

- **Environment:** We will empower residents to participate in climate action, nature recovery, and sustainability initiatives. Through community-led projects, education programmes, and estate-based engagement, tenants and leaseholders will help shape a greener future for the district.
- **Housing:** Engagement will underpin the delivery of affordable, safe, and energy-efficient homes. Tenants and leaseholders will be involved in shaping housing policies, regeneration plans, and service improvements — ensuring lived experience informs strategic decisions.
- **Communities and Wellbeing:** Our strategy promotes healthier, safer, and more connected communities. By co-designing services, supporting intergenerational engagement, and collaborating with health and wellbeing partners, we will strengthen social cohesion and resilience. By utilising and supporting existing community organisations and local hubs that establish spaces for connection.

- **Local Economy:** Resident engagement will support regeneration and community wealth building. By involving residents in local economic development plans and place-based initiatives, we will ensure that growth is inclusive and locally informed.
- **Working for Our Communities:** Engagement is central to improving customer experience, transparency, and service delivery. We will use resident feedback to monitor performance, shape policies, and drive continuous improvement across council services.

This strategy also reflects the Council's commitment to **Equality, Diversity, Inclusion, Equity, and Belonging**, ensuring that engagement is representative, accessible, and responsive to the needs of all residents.

The Legal Framework

Resident engagement is a statutory and moral obligation for social housing providers. Over recent years, the national landscape has shifted significantly, with increased expectations around transparency, accountability, and tenant voice. This strategy aligns with the evolving regulatory framework and sector best practice.

Social Housing (Regulation) Act 2023

This landmark legislation strengthens the rights of tenants and the responsibilities of landlords. It underpins the commitments set out in the Government's Consumer Standards: The Charter for Social Housing Residents, which includes seven key expectations:

1. To be safe in your home
2. To know how your landlord is performing
3. To have complaints dealt with promptly and fairly
4. To be treated with respect
5. To have your voice heard
6. To live in a good quality home and neighbourhood
7. To have the opportunity to move into home ownership

Regulator of Social Housing – Consumer Standards

All providers must comply with four consumer standards:

- **Safety and Quality Standard**
Ensures homes are safe, decent, and well-maintained.
- **Transparency, Influence and Accountability Standard**
Requires landlords to treat tenants fairly, provide clear information, and enable meaningful influence.
- **Neighbourhood and Community Standard**
Promotes safe, clean, and cohesive communities through partnership working.
- **Tenancy Standard**
Sets expectations for fair allocation, tenancy management, and support.

Tenant Satisfaction Measures (TSMs)

Tenant Satisfaction Measures are a set of performance indicators introduced to assess how well Landlords in England are delivering housing services from the tenant's perspective. The areas that are covered are repairs and maintenance, safety, communication, complaint handling and how tenants are treated. The measures include both tenant perception surveys and management performance data. Within this strategy, TSMs will be used to monitor progress, inform decision making and share engagement activities that respond directly to tenant feedback.

Housing Ombudsman – Complaint Handling Code

Landlords must assess their complaint handling annually and demonstrate how they learn from complaints to improve services. This reinforces the importance of listening, acting, and being accountable.

Resident Engagement: The Current Position Stroud District

Resident engagement in Stroud is active, evolving, and rooted in collaboration. Here's a snapshot of what's been happening across the district in 2025:

- **4,500+ council homes** managed by Stroud District Council
- **Tenant Oversight Panel** (Scrutiny Group) formed in early 2025
- **3 tenants** joined the Housing Oversight Board in 2025
- **12 housing policies** co-designed or consulted on with residents
- **2 leaseholder consultation events** held at Nouncells Cross
- **3 Census consultation events** held across the district
- **Tenant Census: Getting to know you survey delivered to all tenants**
- **650 new tenancies** created in the past two years
- **Tenant Support Fund** available annually
- **Love Where You Live days** held in Paganhill and other estates
- **7 Independent Living Hubs**
- **Housing Officers regularly visiting community hubs**
- **Annual Report** sent to all households, introduced by tenants
- **Digital engagement tools** piloted to improve accessibility
- **Resident Voices** embedded throughout this strategy to reflect tenant feedback received at 6 consultation events across the district.
- **Multiple Resident Engagement events** – Asking tenants firsthand what they want, what we've been getting right and what we've been getting wrong.

This strategy builds on these foundations — recognising the value of lived experience, local knowledge, and community-led insight. This allows us to grow closer to our tenants and putting them first.

Barriers to Engagement and Communication

Resident engagement must be inclusive, accessible, and responsive to the realities tenants face. Through local workshops and national insight, several barriers have been identified that can prevent meaningful participation:

- **Lack of Trust and Feedback Loop**
Tenants have expressed frustration with broken promises, poor follow-up, and inconsistent communication. This erodes trust and discourages future engagement.
- **Digital Exclusion**
Not all residents have access to digital tools or feel confident using them. While digital engagement offers flexibility, it must be balanced with offline options.
- **Overwhelming or Inaccessible Communication**
Some tenants feel bombarded with information, while others find council language too complex. Clear, simple, and tailored communication is essential.
- **Fear of Repercussions**
Some residents shared concerns about speaking up, fearing negative consequences. Engagement must be safe and empowering.
- **Limited Visibility and Continuity**
High staff turnover and lack of presence in communities can make it hard for tenants to build relationships with the council.
- **One-Size-Fits-All Approaches**
Generic engagement formats don't work for everyone. Residents want flexibility and the ability to shape the agenda. To communicate in a manner that works best for different members of the community, doing this clearly and regularly with residents.
- **Practical Barriers**
Transport, childcare, timing, and venue accessibility all affect whether someone can attend an event or meeting.

These barriers will be addressed through the priorities and actions set out in this strategy, ensuring that engagement is not only offered — but truly accessible and meaningful.

Improving Communications

Maintaining and improving communication with tenants is essential to the success of our Resident Engagement Strategy. Clear and accessible communication builds trust and strengthens relationships, ensuring that tenants feel informed and valued. It enables transparency around decisions and promotes accountability. Effective communication also helps us reach a wider range of residents, respond to concerns more efficiently and support inclusive engagement across diverse communities. By continuously improving how we communicate, we lay the groundwork for stronger collaboration, better service delivery and more resilient communities.

To achieve better communication, we will:

- Send regular resident newsletters using each tenant's preferred communication method, as indicated in the recent Tenant Census
- Share updates on our successes and lessons learnt.
- Share feedback about improvements that were suggested by residents – 'you said, we did'.

- Ensure that residents communication preferences are acted on.
- Make communication feel personal. This means giving residents a named contact person, mentioning team and colleague names where relevant, and tailoring digital messages—like emails and texts—so they feel individual rather than generic.

Priority 1: Strengthening Resident Voice & Scrutiny

Resident Voices

“There are no follow ups when we raise an issue. No updates at all. Even from events that we attend.” – September 2025

“Communication on the phone is key... we only get updated when we call the council.” – September 2025

Ambition

To embed tenant voice at the centre of decision-making through effective scrutiny, governance, and co-production This includes reviewing both the Terms of Reference and the Housing oversight Board and forward planning different plans to be scrutinised.

Achievements

- ✓ 3 tenants joined the Housing Oversight Board
- ✓ Tenant Oversight Panel contributed to the Annual Report
- ✓ Tenant-led feedback shaped the ASB Policy, Tenant Census & Estate Management Policy
- ✓ TSM 24/25 event, including action plan based on tenant feedback

Goals

- Support a resident-led scrutiny process that will challenge the housing service and make recommendations for improvements.
- Keep residents informed about how their contributions have been used to drive continuous improvement including providing residents with clear feedback on how their views have shaped decisions, or why certain suggestions couldn't be implemented.
- Introduce tenant-led service reviews
- Make resident engagement an integral part of the service by facilitating residents & staff working together on housing policies and improvement plans. Ensure meaningful tenant representation on all strategic housing boards
- Empower tenants to hold us to account by providing access to reliable and accurate performance information.
- Publish and promote our service standards and ensure tenants know how to challenge them.

Opportunities

- Use of digital tools for remote scrutiny
- Collaboration with TPAS and other national bodies

- Providing Training to the Housing oversight board
- Recruiting formally for the Housing Oversight Board

Challenges

- Ensuring diverse representation
- Sustaining engagement over time
- Communication challenges – Ensuring that all tenants are being informed of specific events or changes in Panels

Measures of Success

- Number of tenant-led reviews completed
- Satisfaction with opportunities to influence decisions
- Compliance with Housing Regulator consumer standards
- Improvements to services because of tenant scrutiny
- Influencing and shaping housing services at a decision-making level

Priority 2: Inclusive & Accessible Engagement

Resident Voices

“More places to hold events that are accessible.” – September 2025

“Keep things simple. Use simple language not council language.” – September 2025

Ambition

To ensure all residents, regardless of background or circumstance can participate meaningfully in engagement activities by strengthening communication methods and offering different opportunities for engagement.

Achievements

- ✓ Census carried out to understand tenant diversity
- ✓ Events tailored to older residents and families
- ✓ Pet Policy and Independent Living Strategy co-designed with tenants

Goals

- Ensure engagement is accessible by developing a range of options for engagement and flexible engagement formats to suit different resident groups, avoiding generic approaches.
- Ensure engagement is inclusive and residents with specific needs can take part by developing targeted engagement plans for underrepresented groups
- Ensure all communications are accessible and inclusive
- Making sure tenants feel heard regardless of their previous experiences
- Provide accessible support to ensure equality of opportunity to be involved

- Promote equality and diversity throughout the housing service

Opportunities

- Use of translation and interpretation services
- Partnerships with equality-focused organisations
- Insight from tenant census allowing improved understanding of individual household needs

Challenges

- Reaching isolated or digitally excluded residents
- Balancing tailored approaches with resource constraints

Measures of Success

- Diversity of engagement participants
 - Feedback from targeted engagement activities
 - Accessibility audits of engagement materials
-

Priority 3: Estate-Based Engagement & Regeneration

Resident Voices

“Building a community again – it feels like there is a split.” – September 2025

“I like the events as they feel that we are given an opportunity to speak and be listened to.” – September 2025

Ambition

To involve residents in shaping the future of their estates and neighbourhoods through place-based engagement.

Achievements

- ✓ Nouncells Cross regeneration consultations (in-person and online)
- ✓ Love Where You Live day in Paganhill
- ✓ Estate walkabouts with Housing Officers and Officer links to Community Hubs
- ✓ Strategy Events allowing tenants to voice their concerns
- ✓ Independent Living Hubs

Goals

- Build trust and improve the Council’s visibility in the community by attending estate and neighbourhood-based events and walkabouts.
- Identify and tackle neighbourhood specific issues through delivery of annual estate engagement plans
- Support resident-led initiatives and events

Opportunities

- Use of established community hubs and Independent Living Hubs
- Collaboration with Neighbourhood Wardens and PCSOs
- Partnership working with community organisations

Challenges

- Managing expectations around regeneration timelines
- Addressing anti-social behaviour and fly tipping

Measures of Success

- Number of improvements made as a result of estate walkabouts with residents
- Number of estate-based events held
- Resident satisfaction with neighbourhood improvements
- Participation in regeneration consultations

Priority 4: Leaseholder Involvement

Resident Voices

“Repairs information received too soon compared to when work is taking place.”

“When I’ve had repairs done by someone from SDC, the service was professional and respectful.”

Ambition

To create a culture of meaningful and inclusive engagement where every leaseholder feels informed, empowered, and valued—ensuring their voices actively shape the decisions that affect their homes, communities, and services

Achievements

- ✓ Two leaseholder consultation events at Nouncells Cross
- ✓ Inclusion of leaseholders in policy consultations

Goals

- Increase Participation - Encourage more leaseholders to take part in consultations, forums, and surveys—aiming for year-on-year growth in engagement metrics.
- Improve Communication - Ensure all leaseholders receive timely, clear, and accessible information about decisions, services, and changes affecting their homes.
- Build Trust and Transparency - Foster a culture of openness by regularly sharing updates, decisions, and outcomes—especially how leaseholder feedback has influenced actions.
- Empower Leaseholders - Provide opportunities for leaseholders to shape services and policies through advisory groups, co-design sessions, and decision-making forums.

- Ensure Inclusivity - Reach and involve underrepresented groups, including non-resident leaseholders, vulnerable individuals, and those with language or access barriers.
- Measure and Report Impact - Track engagement levels, satisfaction, and feedback trends—and report outcomes to leaseholders and senior leadership to drive continuous improvement.

Opportunities

- Digital newsletters and targeted communications
- Collaboration with Property Care and Finance teams

Challenges

- Differing legal responsibilities and expectations
- Ensuring engagement is relevant and timely
- Making sure that tenants receive equal chances to be involved

Measures of Success

- Leaseholder satisfaction with communication and involvement
- Attendance at leaseholder events
- Reduction in complaints related to service charges

Priority 5: Youth & Older Resident Engagement

Resident Voices

“Maybe set up a Facebook Group between all the Independent Living Groups.”

“A tenant buddy role would be key in keeping tenants updated in what’s happening in the area.”

Ambition

To engage younger and older residents in ways that reflect their needs, interests, and aspirations.

Achievements

- ✓ Independent Living Strategy co-designed with older tenants
- ✓ Youth-focused activities piloted in community hubs
- ✓ Partnerships with Local Schools in the Stroud Area

Goals

- Deliver intergenerational engagement projects
- Support youth voice initiatives in housing
- Expand Independent Living Hub activities

Opportunities

- Partnerships with The Door, local schools and youth services
- Use of creative and informal engagement methods
- A young person's panel which will bring similar ages together to discuss how they feel

Challenges

- Overcoming social isolation and digital exclusion
- Ensuring safeguarding and appropriate support

Measures of Success

- Participation in youth and older resident activities
- Positive feedback from Independent Living tenants
- Recognition in national awards and benchmarking

Priority 6: Embedding Engagement in Policy & Strategy

Resident Voices

“Knowing what will be happening over the next financial year (for residents).”

“Use facilities that are already out there to help involve tenants.”

Ambition

To ensure resident engagement is a core part of all housing policy development and strategic planning.

Achievements

- ✓ Tenant consultation on 12 policies in 2025
- ✓ Resident input into the Income Management Strategy and Housing Service Standards

Goals

- Enable residents to co-create engagement agendas, especially in formal meetings and consultations, offering greater levels of influence on services and policies.
- Create a consultation calendar aligned with policy cycles
- Ensure early involvement in strategy development
- Regularly monitor this strategy, to ensure it is meeting its goals
- Ensure that internal procedures for involving tenants in decision making are fit for purpose, for example, recording the level of resident involvement in any decision taken.

Opportunities

- Use of online surveys and hybrid consultation events
- Collaboration with policy and performance teams

Challenges

- Avoiding consultation fatigue
- Ensuring feedback is acted upon and communicated
- Filtering relevant feedback and directing it to the right sources

Measures of Success

- Number of policies co-produced or consulted on
 - Resident satisfaction with consultation processes
 - Evidence of policy changes resulting from engagement
-

Priority 7: Digital Engagement & Communications

Resident Voices

“Have a return email once the visit has occurred to make tenants aware of what’s happening.”

“I like the Facebook page and feel this is very informative.”

Ambition

To use digital tools to enhance engagement, improve accessibility, and reach more residents.

Achievements

- ✓ Piloted online consultations and hybrid events
- ✓ Improved website content and accessibility

Goals

- Ensure all digital and written communications are jargon-free and easy to navigate.
- Provide digital skills support for residents
- Ensure all engagement channels are mobile-friendly
- To provide key information in a variety of formats ensuring all tenants can access information regardless of digital ability.

Opportunities

- Use of video, social media, and interactive tools
- Partnerships with digital inclusion programmes
- Launching a Tenant Newsletter
- Multi-Channel communication to keep tenants informed
- Providing Tenants with free Help guidelines or tutorials on how to voice their opinions online
- Launch of online tenant self-service portal

Challenges

- Digital exclusion and connectivity issues
- Ensuring data protection and privacy
- The older generation may not have access to technology that allows them to view pieces of information

Measures of Success

- Number of residents engaged online
 - Feedback on digital tools and platforms
 - Reduction in barriers to digital participation
-

Priority 8: Partnership Working & Community Collaboration

Resident Voices

“Teams don’t communicate. Internal communication needs a lot of work.” – September 2025
“Drop-in sessions – a person from each department to allow tenants to talk face to face.” – September 2025

Ambition

To work collaboratively with community groups, voluntary organisations, and other services to enhance engagement.

Achievements

- ✓ Partnership working with Police and Crime Commissioner on ASB
- ✓ Collaboration with community hubs and Citizens Advice

Goals

- Work with external organisations like TPAS, the Housing Ombudsman, and the Regulator of Social Housing to strengthen engagement frameworks.
- Support community-led engagement initiatives
- Strengthen links with health, education, and wellbeing services

Opportunities

- Joint funding bids and shared resources
- Cross-sector engagement events

Challenges

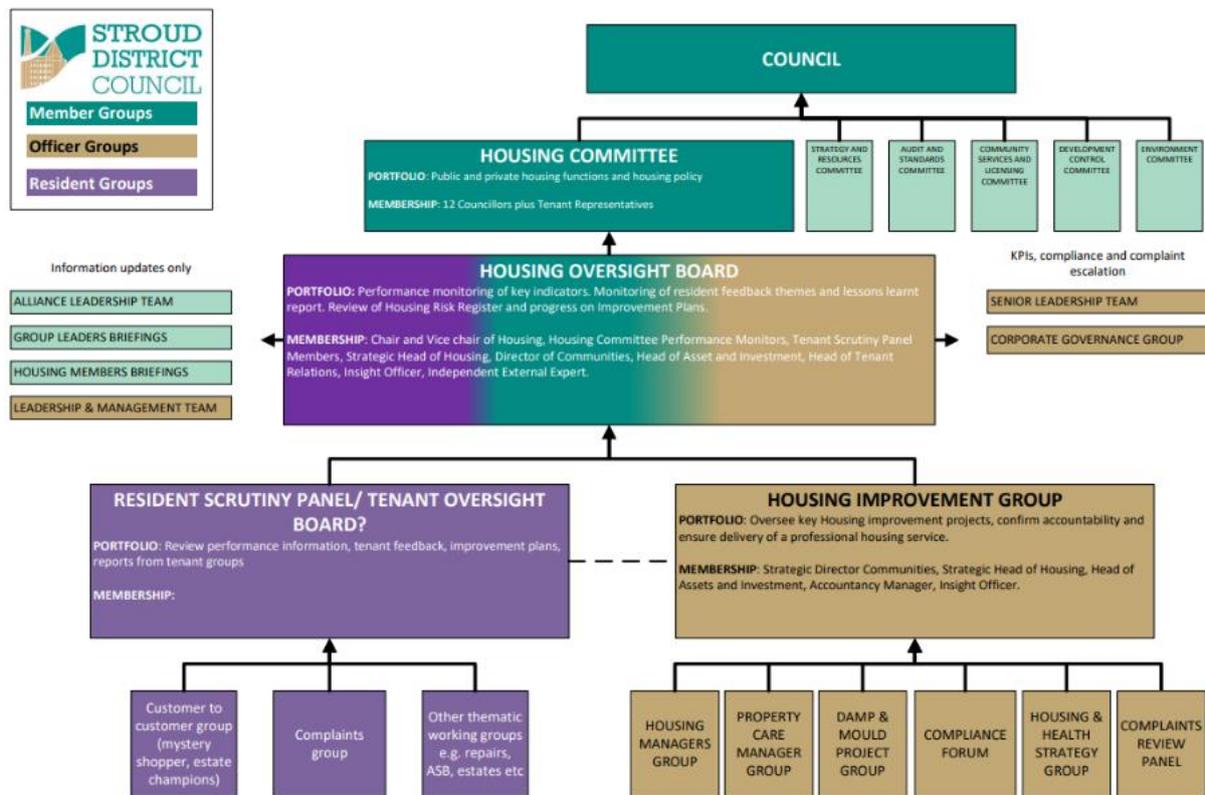
- Aligning priorities and capacity across partners
- Sustaining long-term collaboration

- Unclear roles and responsibilities between businesses and partners

Measures of Success

- Number of joint engagement initiatives
- Resident access to wider support services
- Feedback from partners and stakeholders

Governance Structure



Good governance is the cornerstone of a fair, transparent, and effective housing service. It ensures decisions are inclusive, accountable, and responsive to the needs of our communities. Strong governance supports efficient use of resources, continuous improvement, and the delivery of safe, sustainable, and affordable homes. Ultimately, it builds trust and empowers residents to play an active role in shaping their housing experience.

To achieve this, Stroud District Council has established a **Housing Oversight Board (HOB)**, bringing together elected members, tenants, and council officers. The Board provides robust scrutiny of performance and holds the housing service to account, driving improvements and ensuring exceptional outcomes for residents.

Reports and recommendations from the Housing Oversight Board are presented to the Council's **Housing Committee**, where they inform decision-making and strengthen transparency at the highest level.

Resident Engagement Strategy Action Plan (2025–2030)

This consolidated action plan outlines key actions, milestones, responsible officers, and timelines for delivering the eight priorities set out in the Resident Engagement Strategy 2025–2030.

Priority	Key Actions	Milestones	Responsible Officer	Timeline
Strengthen Resident Voice & Scrutiny	Recruit members reflective of our communities to the Oversight Board. Deliver scrutiny training Launch tenant-led reviews	4 new members recruited Training completed First review published	Principal Resident Engagement Officer	Short-term: 2026 – 2027
Improve Communication & Transparency	Publish quarterly engagement updates. Develop plain-language communication standards.	First update published Standards adopted	Resident Engagement Team	Short-term: 2026 – 2027 Medium-term: 2027 – 2028
Enhance Digital Engagement	Launch online engagement platform. Introduce digital surveys.	Platform live Surveys implemented	Resident Engagement Team	Long-term: 2028+
Support Tenant Leadership & Skills	Provide leadership training. Support tenant conference attendance.	Training delivered Conference participation	Resident Engagement Officer	Medium-term: 2027 – 2028 Short-term: 2026 – 2027
Increase Diversity & Inclusion	Targeted recruitment campaigns Outreach to underrepresented groups	Campaign launched Diversity metrics improved	Resident Engagement Team	Short-term: 2026 - 2027 Medium-term: 2027 – 2028

Develop Feedback & Complaints Mechanisms	Establish Complaints Review Group Publish annual feedback report	Group operational First report published	Resident Engagement Team	Medium-term: 2027 – 2028 Short-term: 2026 – 2027
Build Community Partnerships	Partner with local community organizations Co-host engagement events	First partnership agreement signed Annual event held	Principal Resident Engagement Officer	Medium-term: 2027 – 2028 Long-term: 2028+
Monitor & Evaluate Engagement Impact	Develop engagement KPIs Conduct annual impact reviews	KPIs approved First review completed	Resident Engagement Team	Medium-term: 2027 – 2028 Short-term: 2026 – 2027

Glossary

ASB (Anti-social Behaviour) – Actions that cause harm or nuisance in communities, such as vandalism or noise.

Co-production – Working in equal partnership with residents to design services, policies, and decisions.

Complaint Handling Code – A statutory code from the Housing Ombudsman setting standards for how landlords manage complaints.

Consumer Standards – Regulatory standards set by the Regulator of Social Housing covering safety, transparency, neighbourhoods, and tenancy.

Council Plan – Stroud District Council’s overarching strategic plan (2025–2029), which this strategy supports.

Digital Inclusion – Ensuring all residents can access and use digital tools for engagement.

HOB (Housing Oversight Board) – A governance body including tenants, elected members, and council officers that scrutinises housing performance.

Housing Committee – The Council committee responsible for housing policy decisions and oversight.

HRA (Housing Revenue Account) – A ring-fenced account that funds council housing services.

Independent Living Scheme – Supported housing designed for older residents, often with communal facilities.

Leaseholder – A person who owns a lease on a property originally owned by the Council, typically under Right to Buy.

Neighbourhood and Community Standard – Part of the Consumer Standards focusing on safe and cohesive communities.

Scrutiny Panel / TOP (Tenant Oversight Panel) – A tenant-led group that reviews housing services and makes recommendations.

Shared Ownership – A tenure that allows residents to part-own and part-rent their home.

Tenant – The named person(s) who rents a property from the Council.

Tenant Census – A district-wide survey to collect demographic and engagement preference data from tenants.

TPAS (Tenant Participation Advisory Service) – A national organisation providing guidance and best practice on tenant engagement.

Transparency, Influence and Accountability Standard – Part of the Consumer Standards requiring landlords to enable tenant influence and provide clear information.

TSM (Tenant Satisfaction Measures) – Statutory performance indicators introduced by the Regulator of Social Housing to measure tenant satisfaction.

Housing Ombudsman – The independent body that investigates complaints about social housing landlords.