

Case Study Template: Ethnic Minority Voices in Tenant Engagement

1. Case Study Title

Enter a concise and descriptive title (e.g., “Building Trust Through Community-Led Tenant Panels in Birmingham”).

2. Overview

Purpose: Summarise what the case study explores (e.g., improving participation, cultural competency, inclusive engagement).

Organisation/Community: Name of housing provider or tenant group involved.

Location: Specify region or area (e.g., North West, London Borough).

Date/Duration: Include when the project began and key milestones.

3. Background and Context

Describe the setting and challenge: what prompted the initiative, key issues identified, and supporting data or feedback.

Example: Surveys revealed low participation from ethnic minority tenants in scrutiny panels. Only 12% of engaged tenants identified as being from minority backgrounds, prompting a targeted outreach initiative.

4. Objectives

List 3–5 aims, for example:

- To increase ethnic minority tenant participation in engagement activities.
- To improve staff cultural competence and awareness.
- To build sustainable, trust-based relationships between tenants and landlords.

5. Approach and Activities

Describe what was done, for example:

- Communication and outreach (e.g., multilingual materials, community visits, social media).
- Community partnerships or collaborations.
- Staff training or tenant-led initiatives.
- Use of the T.A.B.L.E. Principles:
 - T: Tailored Training
 - A: Actively Engaging Communities
 - B: Bringing Everyone into the Conversation
 - L: Listening to Voices
 - E: Ethnic Minorities

6. Outcomes and Impact

Include measurable and qualitative results such as changes in participation rates, tenant feedback, and visible changes in practice or culture.

Example quote: “Before, I didn’t think our landlord cared what we thought. Now, they actually come to our community meetings and ask us directly.” — Tenant participant

7. Lessons Learned

Reflect on what worked well and what could be improved, challenges faced during implementation, and enablers of success.

8. Next Steps / Sustainability

Outline how the work will continue, how progress will be measured, and any plans for replication or peer learning.

9. Evidence and Data

Include engagement metrics (number of tenants reached, % increase in ethnic minority participation), survey or focus group findings, and relevant charts or visual data.

Supporting Materials

- Flyers, slides, photos, evaluation reports, etc.

10. Contact / Lead Author

Name:

Role:

Organisation:

Contact Email/Phone:

Partner Organisations (if applicable):