

Member Spotlight

August 2023

Tenants Hub CIC





Member Spotlight

Tenants Hub Community Interest Company

We asked Simon Gabriel from Tenants Hub to share what they are up to.

If you'd like to contact Simon about any of the below, click [here](#)

Give us a little known fact about your organisation.

In 2015, we developed an online engagement portal that facilitated social housing tenants to connect and share best practices with other tenants. Although we presented to many organisations, we couldn't gain momentum with this idea. Now, time has changed and the initial idea has evolved, and we now offer bespoke, tailored online digital services to registered social landlords. We still have resident-focused digital solutions at the heart of everything we do.

Tell us about a time that engagement has made a difference to your services or communities?

One of our directors, Simon Gabriel, worked in the social sector for over 15 years, beginning with New Deal for Communities in Bristol, South Bristol Neighbourhood Renewal, before moving to LB Camden and progressing with various Housing Associations.

While at one of the G15 Housing Associations, he first saw the potential for digital engagement. Although, after building a digital engagement platform, their Communications Team was concerned about the potential risks and rejected the project.

Later, he was given permission to pilot a text message service to connect with tenants. The response rate was very high and showed that people were happy to be engaged digitally.

What are you currently working on when it comes to engagement?

We have created a pre-tenancy app called Passport2Housing, a digital reboot of the original successful project from the training rooms in Lancashire. We have adapted it to be an interactive service that combines entertaining animation and delivery that reflects the organisation, its people and the service users, all packed in a transformative app revolutionising how new social housing tenants approach their tenancy experience. The app equips individuals with the knowledge and confidence needed to thrive in their new homes by offering comprehensive training modules, fostering community engagement, and providing personalised guidance. Passport2Housing empowers tenants, strengthens communities, and paves the way for a more inclusive and supportive social housing sector.

Why did you decide to join Tpas?

By being a member of Tpas, we can keep up to date with the changing social housing sector and develop ideas on how technology can continue supporting member organisations in meaningful conversations with their tenants.



Before forming Tenants Hub Community Interest Company, we worked with different Tpas Associates in various other roles. So, we were already aware of the great work they do. For the Get Involved Network Project, we initially met Jenny on a platform in Birmingham train station, which led to an invitation for lunch, where we discussed collaborating on a digital engagement project, and this was where the Get Involved Network was born.

We worked closely with Tpas Officers to devise and develop a resident engagement-focused platform. Through this working partnership, Tpas Connect emerged. We still have to launch features that can make it a better tool and welcome feedback from any user on what we can do to make it a better experience.

What is your top engagement tip?

Reaching out face-to-face to connect with tenants is the best option. But as people become more tech-savvy, digital has become a powerful and viable tool in the community development and resident involvement arsenal. Smartphones have fast internet, which allows a direct connection with your customers, giving you access to your residents and giving them access to respond to you instantly also. How much time and money can we save your organisation if your consultations and communications (including the quarterly newsletters) were online?

What is the one thing you are really proud of when it comes to engagement?

Tpas Connect on the Get Involved Network has proven that a sharing best practice platform works in the social sector. It now has over 1,000 registered users, and this number is increasing. It showcases what a digital platform can do for the social housing sector and how we can use technology to engage, consult and share information with tenants.

