

Member Spotlight

September & October 2023

Hinckley and Bosworth Council





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We asked Lois Hodgkins from Hinckley and Bosworth Council to share what they are up to.

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

Give us a little known fact about your organisation.

We are in our infancy of tenant involvement as our team is brand new, following a restructure we have a great set up to achieve strong resident engagement. Our team consists of three people and a team leader. Our skillsets are Performance, analytics, service development and system administration.

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

In late 2022 our newly created service development team co-ordinated a response to the cost of living crisis by providing a face to face convention style event to Council Tenants only. We invited our tenants to attend, where we had arranged for Housing colleagues and partners to hold a stall sharing helpful information geared towards accessing help and support, practical advice and tips about saving energy. There were some key services that were most popular, which we were able to learn from and target. We also asked for tenants to provide feedback to us via a survey and we spoke to people on the day too. We learned a lot about our tenants and how they were feeling about us and the services we provide them. We left with many helpful suggestions about engaging with tenants, future events and communication preferences.

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

One of our biggest challenges is getting tenants to engage with us. We have had a very successful recruitment drive in terms of tenants registering to express an interest in being involved with us. However, when reaching out we do then struggle with getting those responses or engagement in practice.

Our tenants' feedback is really valuable to us and we use and act on what we receive, but we want to gather more information that represents the wider backgrounds of our tenants.

We organised a 'meet and greet' informal meeting with tenants in June. We didn't get a large turnout, but we did have some useful conversations with tenants and were able to assist in advocating for tenants who had problems and didn't know where else to go.

We have realised that our highest amount of engagement comes from surveys and feedback forms. Whilst we would prefer a more conversational approach, we are going to focus on obtaining good quality feedback from a range of tenants for the rest of the year, to then target campaigns that align with what tenants are telling us is important to them. We hope that by creating opportunities for tenants to easily get involved in what they tell us is important, we will see a rise in engagement.

Why did you decide to join Tpas?

We joined Tpas a few months after the formation of our team and it was absolutely a game changer. We felt quite lost before and there wasn't anyone we could really go to, to ask questions.



We were really impressed with the instant access to resources when we became members, and enjoy the round ups of the regulatory news and changes.

We have also utilised consultancy with Tpas and spoke to Michael, who was really helpful. We were able to sense check what we're doing, and it's given us the confidence to do things how we want to do them (and not just stick with a 'this is what we've always done' approach). We plan to use Tpas further to support us with advice on engagement too. That reassurance from industry experts continues to give us confidence to do our best.

What is your top engagement tip?

My top tip would be, "don't assume everyone is online" as you could miss out a whole cohort of people who have something to contribute. In this modern day, we know a lot of our tenants have mobile numbers, but that doesn't mean they have access to a smart phone or the internet.

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

I'm really proud of how the housing service at HBBC have got behind our team and are supporting us with tenant engagement. Our colleagues across housing, proactively engage with us to support them with their tenant engagement initiatives too.



