



# Working together to rethink the business case for tenant involvement

The operating context for tenant involvement has seen a seismic shift over the last year or so and is increasingly being seen as a 'nice to have' rather than an essential element of service delivery that has a demonstrable return. We know many landlords understand the need for tenant involvement to 'pay its way', which is why we've developed this collaborative and practical project to support you to rethink and establish the business case for involvement through the application of key value for money principles and evidential costs that work.

Working together draws on the latest thinking to get the most out of resources to support your organisation to deliver high impact yet more efficient tenant involvement. Participating organisations will be supported by the development of targeted and complementary tools for investment modelling, cost benefit analysis and tenant scrutiny, and will further benefit from bespoke support and advice tailored to each organisation's needs.

## Project aims

- Define fit for purpose and innovative approaches to tenant involvement that will meet the challenges of a rapidly changing operating context
- Rethink and establish a clear and credible business case for involvement with a focus on evidence, impact, productive partnerships and effective resource management.
- Learn how other landlords are successfully reshaping their approaches to tenant involvement to meet changing organisational priorities

## Why should you join?

- Evaluate, rethink and develop your approach to tenant involvement using the insight, lessons and learning from five collaborative workshops
- Access project resources and innovative practice from sector leaders in tenant involvement
- Establish the business case, maximise resources and help shape your organisational approach to delivering high impact tenant involvement
- Help develop specific tools for targeted use in your organisation for cost benefit analysis, investment modelling and tenant scrutiny
- Access a communal network with all participants and consultants to maximise sharing of all practice materials, learning and organisational development opportunities
- Receive a learning report at the end of the project that recognises the involvement of participating organisations and includes key findings from the project to create a further platform for debate

## Bespoke consultancy support

Our bespoke consultancy support is delivered in three stages:

1. An initial on-site consultation, mini health check and written summary to:

- Establish position of organisation
- Identify key priorities and begin planning for consultation days
- Identify areas for inclusion in workshops

2. Participating organisations will also receive up to five tailored consultancy days to review, develop and embed a bespoke response to the project themes

3. A follow-up visit after 12 months to appraise the impact of the project on the organisation with emphasis on improvements to economy, efficiency and effectiveness

# The programme

Tenant involvement needs to pay its way and be capable of demonstrating a clear business case. Our successful and respected project allows you to share experiences, develop thinking, trial approaches and specialist tools and learn what others are doing to deliver high impact, more efficient tenant involvement.

## Workshop 1: Investing in involvement

6 October 2016

- Understand the investment model for tenant involvement
- Focus on setting objectives that reflect organisational and customer priorities
- Explore appropriate delivery vehicles
- Explore appropriate levels of investment including officer input, volunteer input, running costs, remuneration and incentives

## Workshop 2: Evidence as the currency of involvement

30 November 2016

- Explore insight collection methods and the application of insight
- Understand profiling and quality control
- Focus on sampling, stratification, segmentation
- Understand the use of digital platforms
- Focus on the role of expert customers in data interpretation

## Workshop 3: Productive partnership through co-creation

19 January 2017

- Understand co-creation principles and methods
- Develop the task and finish approach to involvement
- Change how involved tenants view themselves
- Effective incentivisation and establishing an attractive 'offer'
- Treat involved tenants as volunteers and learning lessons from the voluntary sector

## Workshop 4: Developing effective scrutiny

16 March 2017

- Understand the principles of effective scrutiny
- Focus on effective and credible scrutiny mechanisms and processes
- Examine the quality assured scrutiny standards
- See scrutiny as part of a continuum of organisational accountability
- Make scrutiny cost effective

## Workshop 5: Resource management

18 May 2017

- Understanding and measuring cost inputs
- Understanding and measuring benefit outcomes and impact
- Calculating return on investment
- Developing a cost benefit analysis framework
- Interpreting the cost benefit analysis to draw reliable conclusions
- Using conclusions to plan resource allocation

Each participating organisation will be asked to invest £9950 plus VAT to be part of the project. This investment will include a series of five collaborative workshops, bespoke consultancy support, project resources and materials to influence organisation development. If you'd like to find out more about Working together to rethink the business case for tenant involvement or apply to be involved, please contact:

Deborah Good | Director of housing services | CIH consultancy | [deborah.good@cih.org](mailto:deborah.good@cih.org) | 07506 851917