

# **WEST DUNBARTONSHIRE COUNCIL**

## **Report by the Executive Director of Housing, Environmental and Economic Development**

**Housing, Environment and Economic Development Committee: 6 October 2010**

---

**Subject: Tenants' Communication Strategy**

### **1. Purpose**

- 1.1** The purpose of this report is to seek approval of the Tenants' Communication Strategy.

### **2. Background**

- 2.1** The requirement for a Tenants' Communication Strategy was identified in the Council's Tenant Participation Strategy 2009-2012. A commitment was made by the Council to introduce a strategy which sets out the ways in which the Council will communicate and feedback to its tenants and tenant organisations.
- 2.2** In response to the Scottish Housing Regulator's recommendation that the Council prioritise its tenant participation and improve communication with tenants; the Council agreed to develop and implement a Tenants' Communication Strategy to meet information, communication and consultation requirements. This is outlined in the Council's Housing Inspection and Improvement Plan.

### **3. Main Issues**

- 3.1** Good communication and feedback is the responsibility shared by all staff. Each housing service area will be required to meet the standards outlined within the Tenants' Communication Strategy.
- 3.2** The Tenants' Communication Strategy applies to all tenants, including those living in Sheltered Housing Complexes and other supported accommodation. It also applies to tenants who have registered with the Council their particular interest in being involved in consultation, and to tenant organisations such as Tenants and Residents' Associations and Federations of Tenants and Residents' Associations.
- 3.3** Key areas which are addressed within the Strategy include:
- The standards and methods of information provision;
  - Information we will provide to all tenants;
  - Information we will provide to all tenant organisations and tenants on our 'register of interested tenants';
  - Good practice in Consultation;

- Stock Transfer;
- Providing feedback; and
- Monitoring

**3.4** An Action Plan to support the implementation of the Strategy by December 2010 has been developed.

#### **4. People Implications**

**4.1** There are no people issues relating to this report.

#### **5. Financial Implications**

**5.1** There are no financial issues relating to this report.

#### **6. Risk Analysis**

**6.1** There is a risk that failure to implement the Tenants' Communication Strategy would compromise the improvements in the delivery of housing services, attract an adverse reaction from the Scottish Housing Regulator, which could have wider consequences for the Council in the context of Best Value.

#### **7. Equalities Impact**

**7.1** No significant issues were identified in a screening for potential equality impact of this report.

#### **8. Conclusions and Recommendations**

**8.1** The Tenants' Communication Strategy and its associated Action Plan addresses commitments to improve participation and communication outlined in both the Tenant Participation Strategy and the Housing Inspection Improvement Plan. It will support the Council's improvement in communication, information provision and consultation with all tenants.

**8.2** The Tenants' Communication Strategy has been developed in consultation with tenant representatives and staff.

**8.3** It is recommended that the Committee approve the Tenants' Communication Strategy and associated Action Plan.

**Elaine Melrose**

**Executive Director of Housing, Environmental and Economic Development**

**Date: 25 August 2010**

---

**Person to Contact:** Joanne Martin - Strategy Officer, Garshake Road, Dumbarton, G82 3PU, telephone: 01389 737281, e-mail: [joanne.martin@west-dunbarton.gov.uk](mailto:joanne.martin@west-dunbarton.gov.uk)

**Appendix:** WDC Tenants' Communication Strategy and Action Plan

**Background Papers:**

1. WDC Tenant Participation Strategy 2009-2012
2. WDC Housing Inspection Improvement Plan

**Wards Affected:** All