



Kennett Community Land Trust

Tenancy, Neighbourhood and Community Engagement Policy

Kennett Community Land Trust is a Community Benefit Society registered with the FCA under number 7443, registered office 66 Station Road, Kennett, Newmarket CB8 7Q

1 Introduction

Kennett Community Land Trust (KCLT) was established in November 2016 for the benefit of the community to operate as a Community Land Trust in Kennett providing and managing affordable homes.

Community-led housing is where:

- People and communities play a leading and lasting role in addressing their own housing needs.
- Meaningful community engagement and consent occur throughout the process.
- A local community group or organisation owns, manages or stewards the homes and in a manner of their choosing

The following neighbourhood and community engagement strategy sets out our principles and approach to **listening, engaging and acting on** the voice of those who access our services.

We recognise that not everyone wishes to engage at the highest level through our Board or governance structures but as a community led organisation, we need to work to find ways that supports people to have a voice and take positive action to work with us to make a positive difference to the neighbourhoods they live in.

This policy therefore reflects the different levels of engagement available across all elements of our organisation.

In developing our policy, we have set ourselves three key strategic objectives:

- Voice and Influence: How do we involve residents in decisions that affect their homes and communities?
- Quality of life and social participation: How open and responsive are we when listening to and communicating with residents, even when things have gone wrong?
- Strengths and gifts: How do we recognise the needs of residents, and value the skills they bring in finding solutions?

Promoting empowerment whilst putting diverse communities at the heart of all we do through successful engagement is key to the work of KCLT.

The Community Empowerment strategy will deliver an engagement framework that will allow KCLT to effectively engage with tenants. The approach will be to: -

- Inform - sharing information with tenants and KCLT members effectively
- Involve - creating a range of opportunities for tenants and KCLT members to be involved
- Support - supporting people to get involved with KCLT and to enable local community groups to thrive

KCLT approach will be defined by key values to ensure engagement and empowerment activities are meaningful.

Fair and inclusive - responding to the needs of diverse groups, removing barriers to participation, ensuring all views are equal and respectful of everyone's views.

Ambitious - has clear aims and a purpose which is meaningful for those involved.

Achievable - establishes desired outcomes at the beginning. Ensures resources are available to support change.

Genuine - effective communication, openness and transparency builds trust.

Shared - working collaboratively with others to deliver outcomes.

Timely - ensures that tenants and the community are engaged early enough to influence a decision or idea.

Supportive - shared knowledge and expertise to enable informed choices and decisions.

Positive - actively promotes engagement activities that have made a positive difference.

KCLT Board of trustees will develop how we communicate with tenants and KCLT members to ensure they are fully informed, promoting openness and transparency by sharing information in an easy-to-read format on a platform that is accessible to all.

KCLT will use social media and the KCLT website to share timely information whilst developing our approach online to allow us to ask questions and gather feedback from tenants and KCLT members, creating new ways for tenants' views to be heard. Emails and text messaging will also be used to gain as many views as possible.

2 Scope

This strategy involves tenants, residents and the wider community. It also outlines our approach to working with stakeholder partners and community organisations in our community.

KCLT will work to understand the needs of its tenants better by using internal data and their feedback to tailor engagement opportunities that deliver targeted outcomes. Utilising customer insight information and data will help us to better understand the need of our KCLT tenants.

KCLT will offer support to individuals wishing to engage with us, providing mentoring to equip them with the skills they need to effectively get involved with KCLT, resulting in more meaningful engagement that has real impact.

3 Key Themes and Objectives



In preparing this policy references have been made to:

- Transparency, Influence and Accountability (including Tenant Satisfaction Measures) [Transparency, Influence and Accountability \(including Tenant Satisfaction Measures\) - GOV.UK](#)
- TPAS - Engagement Standards 2024 [Tpas The National Tenant Engagement Standards](#)
- Social Housing (Regulation) Act 2023
- National Housing Federation - [National Housing Federation - Together with tenants](#)

The Housing Ombudsman complaints procedure [The Complaint Handling Code | Housing Ombudsman Service](#)

4 Our Approach

We aim to involve our customers and wider communities in all aspects of decision-making and implementation of our work. When done well, community engagement improves the likelihood that communities lead on issues that affect them, access and use services, improve their well-being and build resilience.

Voice and Influence:

Recognising that people have choice about when and how they engage with us, so it is important that we offer choice. We need to ensure that we encourage and support residents and other customers to engage with us. Providing opportunities to influence and contribute to strategic decision-making, and in particular to decisions that affect their interests.

Governance:

- The residents of all schemes we develop or manage will become Members of KCLT enabling everyone to have a vote at our AGM
- At the highest level of engagement, we wish to recruit individuals who live in our homes to take on governance roles on our Board
- Establish resident panels to ensure engagement in decision making around policies and ways of working to ensure we are performing as an excellent landlord
- Provide opportunities to take part in focus groups to support sense checking in service delivery from a customer perspective
- Undertake tenant surveys and report against tenant satisfaction measures

Communication

- Being clearly and easily accessible ensuring clear avenues of communication for complaints, consultation or any other reason.
- Ensuring our website is accessible and reflects the communities we work in. Enabling two-way communication and a single point of contact for all we deliver
- Providing regular updates through both E and paper newsletters on how we are meeting our commitment to resident focused delivery
- Ensuring all methods of communication have regard to the communication needs of the diverse groups and communities we serve
- Carrying out an annual engagement exercise to seek views of all our customers on how well we are delivering in providing quality services. Ensuring the results are shared with the Board and when appropriate an improvement plan is implemented
- Publishing our annual report of the organisation's activities, performance and plans for future improvements in a user-friendly way.

5 Quality of Life and Social Participation

As the starting point for all we deliver, we will ensure that we listen to the views of those we aim to serve including current residents of our homes, our staff and the wider stakeholders we work with. We recognise that listening is an important element of providing excellent service but how we act on what people say and ensuring we feed back when things go well and just as importantly when things have not gone as well as we had hoped.

Governance

- Providing Board with regular reports on what our tenants are telling us including results of tenant surveys – listening and acting when issues are raised
- Ensuring all staff and Board members understand the tenant-led ethos – residents are not just a number
- Providing training and support for staff and Board in community engagement models and practice
- Ensuring the Board are accountable and transparent in all their decision-making

Community Engagement

- Supporting all residents to have the opportunity to engage with KCLT and have their voices heard through a variety of platforms and forums
- Recognising the role and challenges of a digital world
- Ensuring all views are valued and that positive actions can be developed together to improve neighbourhoods.

Antisocial behaviour

- Doing all we can to ensure that tenants live in a safe and secure environment by doing all we can to prevent and minimise anti-social behaviour, working with partner agencies to ensure a co-ordinated approach.
- Making it as simple as possible for tenants to report anti-social behaviour.
- Treating all reports seriously and confidentially
- Responding to complaints of serious nuisance or harassment by the next working day.
- Responding to less serious complaints within 10 working days.
- Providing regular updates to complainants on progress made.
- Investigating all reports fully before acting.

6 Strengths and Gifts

KCLT will adopt a strong and consistent commitment to resident engagement. Our tenant-led approach recognises the skills and knowledge our residents have and forms the foundations of and is a thread that runs throughout the organisation.

Governance

- Recognising and providing support both financial and staff resource to address neighbourhood priorities
- Providing or resourcing through partners' support to tenants to build their capacity to be more effectively involved
- Valuing the role of all relevant partners to help promote social, environmental and economic wellbeing in our neighbourhood.
- Respecting all tenants and residents in all our interactions. Relationships between tenants, residents and KCLT will be based on openness, honesty and transparency

Tenants and residents

- Recognising that everyone has a value, a role to play and strengths to be recognised
- Discovering each other's value by working together
- Harnessing different expertise and experience of residents ensuring different voices are heard to represent the diverse population of residents. Promoting inclusion for all – not just the few
- Actively identifying and growing the potential of our community – celebrating our joint successes

7 Continuous Improvement

KCLT strives to be a learning organisation and will further develop quality improvement procedures, KCLT would appreciate feedback from those we work with of their experience of the Trust and may use this to improve the way we work in the future.

Service standards and performance measures

The expected outcomes which will demonstrate the achievement of our aims are:

- Everyone is given the opportunity to be involved, and support is given if needed. The different expertise and experience of residents is valued. We must promote inclusion for all – not just the few.
- Recognising that creating good quality neighbourhoods requires working collaboratively to realise the potential of our communities
- Investing in a programme of learning for staff and Board to understand the tenant-led ethos and proactively promote to partners.
- Promoting the work we are doing or planning with our partners - ensure that investment activity and partnership results in positive change for residents and their communities – if it does not, stop it – if it does shout about it.
- Delivering community events and supporting activities that make a lasting positive impact within our communities.
- Delivering tenant satisfaction surveys and reporting against tenant satisfaction measures

8 Equality, Diversity and Inclusion

KCLT is committed to promoting equality, diversity, and inclusion in all aspects of its work. We believe that embracing diversity strengthens our community, enhances our services, and reflects our core values of respect, fairness, and integrity.

We aim to create an environment where everyone feels valued, respected, and empowered—regardless of their background, identity, or circumstances.

We will apply this policy consistently and fairly and will not discriminate against anyone based on any protected characteristics, including those set out in the Equality Act 2010

9 Complaints

Any resident or other stakeholder who is dissatisfied with how we have managed their properties is able to submit a complaint using our Complaints process. Once our Complaints policy is complete and if they remain dissatisfied, then they can contact the Housing Ombudsman.

10 Monitoring and Reporting

- The Board of Trustees will review the impact of community activities on an ongoing basis, using various methods such as tenant engagement, satisfaction and perception surveys
- This policy will be reviewed every two years or earlier if there are changes in legislation

11 Related Policies and Documents

- Tenancy Agreement
- Tenants Handbook
- Accessible Communication and Service Delivery Policy
- Customer Feedback and Complaints Policy
- ASB and Hate Incidents Policy
- Privacy Policy
- Whistleblowing Policy
- Equality, Diversity and Inclusion Policy

12 Policy Review Record

Version Number	Status	Revision Date	Summary of Changes
Version 01	New	October 2027	New Policy