

Member Spotlight

May 2026





RE:GEN Group

We asked Ruth Dent from RE:GEN Group to share some of the work they are currently doing.

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

Give us a little known fact about your organisation.

A little-known fact about RE:GEN Group is that we are proud to be recognised as a Best Companies World Class Employer, placing us among the highest-ranked organisations for workplace engagement and culture in the UK.

Alongside this, RE:GEN has also been recognised as one of the fastest growing companies in the North East, reflecting the strength of our people, our partnership approach, and our commitment to delivering real impact in the communities we serve.

For us, growth and culture go hand in hand. By investing in our people across RE:GEN Group, we're able to deliver better outcomes for customers, partners and communities across the UK.

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

At RE:GEN, there isn't just one moment where engagement has made a difference, because engagement underpins everything we do. Our entire business model has been shaped around listening to customers (tenants) and understanding the evolving needs of the social housing sector.

Even as one of the fastest growing companies in the North East, we remain agile in our approach, continually designing and adapting our services in response to what customers, partners and communities tell us. At every stage, our focus remains firmly rooted in social housing and enhancing the lives of the people who live in the homes we help to regenerate.

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



Right now, a main focus for us is the continued growth of the RE:GEN Academy - a purpose-led subsidiary of our Group which has been created to tackle some of the biggest challenges facing construction, housing and communities alike, including an ageing workforce, fragmented demand for skills, and the undervaluing of vocational career routes.

Through the Academy, we connect people, communities and opportunity, creating sustainable pathways into employment while helping businesses access the skills they need. To date, we've invested more than £600,000 into local skills initiatives, delivering real outcomes for individuals, employers and communities.

As part of the Academy, we're also expanding our Beyond the Doorstep training programme across the social housing sector, starting with more than 200 Repairs & Maintenance staff within a major housing association.

Beyond the Doorstep is an immersive, scenario-led programme designed to improve how frontline teams engage with residents in occupied homes. Through realistic scenarios and practical tools, it helps staff recognise vulnerability, communicate more effectively, and respond with empathy and professionalism in complex situations.

We're continuing to evolve the programme in line with Awaab's Law and the Consumer Standards, helping organisations strengthen resident engagement and make customer-centred behaviour the norm at every doorstep interaction.

Why did you decide to join Tpas?

TPAS plays a vital role in championing the customer (tenant) voice within the housing sector.

For both RE:GEN Group and our Academy, joining TPAS was a natural step because our work is built around the same principle: that meaningful engagement should shape how services are designed and delivered.

Through TPAS, we've been able to strengthen the customer perspective within our training programmes and ensure our work reflects the real experiences of people living in social housing. The collaboration has helped us create something genuinely impactful, training that is not only operationally useful but rooted in the lived experiences of customers.



What is your top engagement tip?

Never underestimate the power of listening before acting.

For frontline teams, engagement isn't always about big initiatives. Often, it's the small moments, taking time to listen, explaining what's happening clearly, and showing empathy, that make the biggest difference.

Every interaction is an opportunity to build trust.

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

We're incredibly proud that through aspects of our Group such as the RE:GEN Academy, we have been able to turn engagement into real opportunities and lasting impact within communities.

Our programmes have supported hundreds of learners into employment, many of whom come directly from the communities where regeneration work is taking place. Last year alone, 262 learners took part in our programmes, including 49 social housing tenants, and 29 of those tenants progressed into full-time employment.

For us, that's what meaningful engagement looks like, not just listening to communities, but creating genuine pathways into skills, confidence and sustainable careers.