



THE ENGAGEMENT EXPERTS

tpas

Get Involved Pack

National Involvement Week 2025

Improve, Innovate, Inspire and Celebrate Tenant Engagement

10th - 14th November

#IW25



Get Involved

Following the success of last year's inaugural event, we're excited to bring National Involvement Week back for a second year.

Across five days, Tpas members, and other landlord staff and tenants from across the country, will come together to share good practice, spotlight great engagement work, and celebrate its impact.

The programme is packed with opportunities to get involved:

Day 1 sets the scene with the regulator's perspective and a look at the national picture.

Day 2 moves to the grassroots, showcasing real community impact.

Day 3 looks ahead, exploring fresh methods and digital tools that are changing how we engage.

Day 4 focuses on inclusion, asking whose voices are missing and how we make involvement truly representative.

Day 5 hands the mic to tenants themselves to share inspiration, challenge, and celebrate the power of involvement.



Involvement isn't standing still, and neither are we.

With the new regulatory expectations now firmly embedded, this is the moment to show how strong, meaningful engagement makes a difference.

National Involvement Week is our chance to celebrate what's working, challenge ourselves to go further, and keep residents at the heart of everything we do.



Louise Holt - Head of Membership

Inside this pack, you'll find everything you need to get the most out of the week including the full programme, social media graphics, newsletter templates, and our popular Involvement Selfie Callout to help amplify #IW25.

If you need anything extra to support your plans, just drop us a line at info@tpas.org.uk - we're here to help.

The Programme for the week is now live on the Tpas website:
[www.tpas.org.uk /involvement-week](http://www.tpas.org.uk/involvement-week)



Example Newsletter

Involvement Week is back! Tpas are delighted to offer this free programme supporting tenants and landlords to improve, innovate, inspire and celebrate tenant engagement.

Week commencing Monday 10th November 2025 the programme shines a spotlight on engagement from grassroots level and upwards. There will be 10 free online events to join, exploring everything from tenant-led neighbourhood impact, and creative new methods to AI and digital tools.

Plus as part of the week they are offering a variety of free learning, sharing, and networking sessions for everyone.

You can take a look at the programme on their website.

More importantly, we'd love for you to get involved and show how things are done here at (Landlord/Contractor Name).

Visit www.tpas.org.uk/member-search to register for your account to access the free events.

There's no right way or wrong way of taking part. Maybe you could:

- Share some of your involvement successes during the week?
- Book onto one of the events?
- Record a video message on the importance of getting involved?
- Come up with your own ideas of how you can get involved.

Don't forget to use the hashtag [#IW25](#)

You can email Tpas on info@tpas.org.uk with any ideas or to find out more.





Social Media Posts

We were delighted to see so many of you involved last year. The key action we'd like you to do, is to use social media to shine the spotlight on the important work that involvement does in social housing.

Colchester Borough Homes
2,231 followers
11mo • 🌟
🌟 Engagement Impact! 🌟
We've seen some amazing resident engagement and customer involvement in 2023/24! 🌟
This past year, CBH tenants have truly stepped up, making their voices heard and shaping the future of our services through customer consultations, co-creating our Annual Report, and so much more! 🌟
Here's the impact in numbers:
👤 46 engagement opportunities
👤 Residents: 323 hours dedicated to shaping our services
👤 Staff: 271 hours building stronger connections
Together, we're making a real difference and creating a brighter future for all! 🌟
Let's keep this momentum going! 🌟
Tpas England #IW24

Hull City Council - Neighbourhoods & Housing
920 followers
11mo • 🌟
Today's #IW24 Theme is "Decision Makers Day", spotlighting those who are making their voices heard as part of their landlords governance structure.
Our Tenants' Compact document is a document that is reviewed and renewed every 4 years, and it sets out the involvement agreement between the Housing Service and our volunteers. It also sets out how an individual can get involved, how much time they need to give and finally where they can get involved. For example, if someone wishes to get involved to help develop the Council's Housing Policy and Strategy, they can get involved in our Tenants' Forum, Area Committees and our various Project and Focus Groups.
You can find our Tenants' Compact document online by visiting <https://lnkd.in/ekt4zGv> and selecting "Tenants' Compact" at the top of the page.
Tpas England #IW24

Hull City Council Housing
17 October 2024 • 🌟
Our Head of Service for Business Development and Change, Emma, explains how working with tenant volunteers benefits the work that she does for the Housing Service. ... See more

tpas
14th – 18th October
National Involvement Week 2024
Spotlighting all your tenant involvement

@tpasengland

tpas
Proud to be part of National Involvement Week
National Involvement Week 2024 14th – 18th October

Aaron Services
Part of the Sareserve Group
Scrutiny Showcase

onevisionhousing
This Customer Involvement Week, we're putting the spotlight on Terry, a dedicated resident who has ...



Social Media Prompts

We challenge you to use three of the following prompts on social media throughout Involvement Week.

Please remember to use the hashtag #IW25

"What does 'involvement' mean to you?"

Share personal definitions or stories.

"Tell us about a moment when you saw real impact from your engagement work."

Through storytelling and reflection.

"If you could give one piece of advice to someone new to engagement, what would it be?"

Share your wisdom and mentorship.

Photo Challenge: 'A Day in Engagement'

Post a photo that represents your daily work or involvement activity.

"Tag a colleague who inspires you in your engagement work!"

Colleague recognition and appreciation.

"How do you celebrate small wins in your engagement work?"

Share ideas and boost morale.

"This Involvement Week, I'm proud of..."

Encourage everyone to have pride and visibility.

"One thing I've learned this year through engagement is..."

Promotes reflection and growth.



Selfie Callout Cards

We've prepared some posters that you can print at home or at the office to do an 'Involvement Selfie'. Don't worry if you haven't got a printer, you can use our digital badges to place on top of a selfie or get creative and draw your own!

An involvement selfie is a fun and simple way to show your face and let people know that you support **#IW25**



[Available to download from Dropbox](#)



Digital Badges

For those that don't have a printer you can use our digital badges to place on top of a selfie.

#IW25

For IOS phones

1. Download the Digital badge to your phone
2. Edit your selfie
3. Select the felt tip icon
4. Select the '+' button
5. Select 'Add Sticker'
6. Under the sticker icon you should be given the option to add a new sticker
7. Select the digital badge and place the sticker onto your selfie

For Android phones

1. Download the Digital badge to your phone
2. Edit your selfie
3. Select smiley face icon
4. Select stickers
5. Select gallery
6. Select the '+' button
7. Select the digital badge and place the sticker onto your selfie



[Available to download from Dropbox](#)



Social Media Image Cards

These are prepared for you as tenants and housing organisations to share your support for #IW25



[Available to download from Dropbox](#)



Additional Ideas

Here's some more ideas of what you could do to support the #IW25 campaign in the run up to the actual week:

- Use social media to share your involvement stories and successes
- Book on to a free online event – explore the programme here
- Email Tpas your reports to info@tpas.org.uk so others can learn from you.
- Blog for us about why involvement matters and what it has done for your organisation.

When	What
Monday 10th November	Day 1: Involvement – The Big Picture We start the week by looking at the wider context. Involvement isn't just about listening, it's about acting, changing and improving services and communities. Today sets the tone for the week, covering the Regulator's expectations, national standards, and real examples of great engagement from Tpas accredited landlords. Opening Session (10:00–10:15): Involvement Week 2025 Launch - Live on YouTube Tpas will kick off the week Live on our YouTube Channel. by introducing the theme, explaining why tenant voice and effective involvement matter more than ever, and giving a snapshot of what's ahead.
	Regulator Session (11:00–12:00): The Regulator's Perspective Hear directly from the Regulator of Social Housing on the Tenant Involvement and Accountability Standard. Find out what it means in practice and what landlords need to be doing to meet expectations. This is your chance to ask questions, gain clarity, and understand how regulation connects to everyday involvement. Book here
	Workshop (13:30–14:30): Tpas Engagement Standards and Accreditation Learn how the Tpas National Engagement Standards can be used to review, benchmark and strengthen involvement activities. Hear from organisations that have achieved accreditation and how it has changed their culture and services. Book here
Tuesday 11th November	Day 2: Involvement on the Ground Involvement starts in communities. This day focuses on grassroots activity, from walkabouts and neighbourhood projects to tenant-led initiatives that are making a difference to places and services. Real people. Real stories. Real change. Workshop (10:30–11:30): TBC
	Case Study Showcase (13:30–14:30): Tenant-Led Neighbourhood Impact St Leger Homes and Vico Homes will share practical examples of tenant involvement at a local level. From estate walkabouts to community projects, see how tenant voice is shaping everyday improvements. Book here
Wednesday 12th November	Day 3: Rethinking Involvement – Innovation and Digital Involvement is changing. This day explores new ideas, creative methods and digital tools that are reshaping how landlords and tenants connect. From AI to arts-based approaches, it's all about rethinking involvement for the future. Webinar (10:30–12:00): (TBC)
	Workshop (14:00–15:30): Creative New Methods in Engagement Try out deliberative democracy, co-design and arts-based techniques in this practical, hands-on session with Caritas. Book here
	National Tenant Scrutiny Club Meet Up (11:00–13:00)
Thursday 13th November	Day 4: Involvement for Everyone – Inclusion and Representation Good involvement includes everyone. This day looks at whose voices are missing, why representation matters, and how to embed equity and inclusion in practice. Expect honest conversations and practical actions you can take back to your organisation. Workshop (10:00–11:30): A Seat at the Table Based on Tpas's recent report, Kai Jackson will explore how ethnic minority voices can be better represented in housing engagement, with lived experience and clear steps for change. Book here
	Workshop (14:00–15:00): Stonewall Housing LGBTQ+ Pledge Find out what the pledge means for housing involvement, hear from organisations already working . Book here
Friday 14th November	Day 5: Celebrating Tenant Involvement We finish the week by handing the mic to tenants. What does meaningful involvement look like in reality? This final day is about inspiration, challenge and celebration, with tenants leading the conversation and showing what works. Showcase (11:00–13:00): Tenants from across the country will share their perspectives on involvement. It's a chance for staff to listen, reflect and be challenged by real experiences. Book here
	Closing Session(15:00–15:15): Key Takeaways join Tpas for a short closing session Live on our YouTube Channel with highlights from the week, blogs, videos, pledges from tenants and landlords.

Get in touch if you need any more support to get involved in National Involvement Week

 0161 868 3500

 info@tpas.org.uk

 www.tpas.org.uk