

Ethnic Minority Voices in Tenant Engagement

Case Study





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Engagement data indicated that customers from ethnic minority backgrounds were less likely to participate in traditional engagement activities such as surveys, consultations, and formal meetings. Feedback suggested that these formats could feel inaccessible or unfamiliar for some residents, with barriers including language, confidence, and lack of awareness of opportunities to get involved.

To address this, we explored alternative engagement methods that focused on relationship-building and culturally inclusive environments. Through a targeted community approach, we met residents where they felt most comfortable. We aimed to reduce barriers to participation and ensure a broader range of customer voices were represented in shaping services.



Overview

To ensure our customer voice reflects the diversity of our communities, we delivered a series of EDI-focused engagement activities designed to reach customers from ethnic minority backgrounds who were underrepresented.

Through targeted neighbourhood outreach, 'The Big Door Knock' we invited residents to culturally inclusive events centred around food, music, wellbeing and a community food workshop. These informal spaces created opportunities for residents to share their views on housing services in a relaxed and welcoming environment.

The initiative helped to build trust, increase participation, and provided valuable insight to shape future inclusive engagement approaches.



Objectives

- Increase engagement participation from customers from ethnic minority backgrounds.
- Build trust and relationships with underrepresented communities.
- Create culturally inclusive engagement opportunities.
- Gather customer insight on housing services and neighbourhood priorities.
- Identify customers interested in future involvement opportunities.

Approach and Activities

We analysed data to identify areas with a higher proportion of residents from ethnic minority communities. Rather than relying solely on digital communication and social media, the team undertook door-knocking to introduce themselves, raise awareness of engagement opportunities, and personally invite customers to attend upcoming events.

This face-to-face approach helped to build trust and ensured that residents who may not engage digitally were aware of the opportunity.

Community engagement events examples

Taste & Tales of Traditions Event

Customers were invited to share snacks from their own or different cultures, while taking part in interactive activities including drumming workshops and cultural craft sessions, and connecting with neighbours and colleagues in a relaxed environment.



Community Food Workshop

Customers participated in a practical cooking workshop where conversations about housing services took place naturally while preparing food together. This took place over a 6-week period.

Between all of our EDI events the team have used:

- Informal discussion tables.
- Interactive feedback boards.
- Short conversation prompts about neighbourhood priorities.
- Sign-ups for future engagement opportunities.
- Community partnerships.





Outcomes and impact

The events successfully engaged customers who had not previously participated in engagement activities.

Key outcomes included:

- Increased participation from customers from ethnic minority backgrounds.
- New relationships established between residents and Customer Voice colleagues.
- Valuable feedback on service improvements.
- Identification of customers interested in ongoing engagement opportunities.

Customers reported feeling more comfortable sharing their views in an informal and culturally inclusive environment.

We have seen a noticeable increase in the diversity of customers participating in our focus groups and engagement events, reflecting broad representation involvement from different communities and backgrounds.



Lessons learned

- ✓ Informal settings encourage more open conversation and participation.
- ✓ Direct outreach such as door-knocking helps overcome awareness barriers.
- ✓ Culturally relevant activities can create a stronger sense of belonging and trust.
- ✓ Flexible engagement approaches are essential to ensure diverse customer voices are heard.

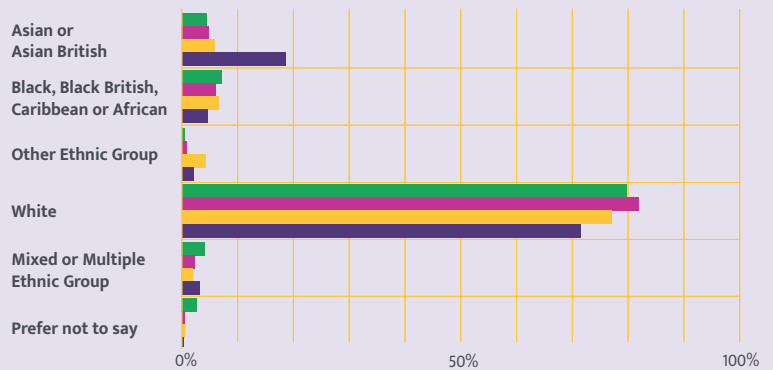
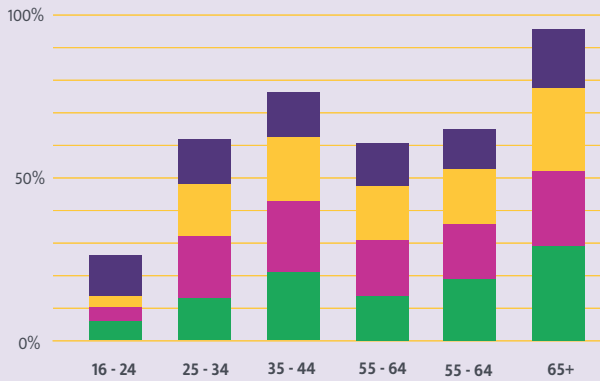
Next steps

Building on this success, we are now:

- Continuing to develop more community based engagement activities to reach underrepresented groups.
- Expanding outreach through targeted neighbourhood engagement.
- Encouraging participants to join future involvement opportunities.
- Embedding inclusive engagement approaches into our wider customer engagement strategy.

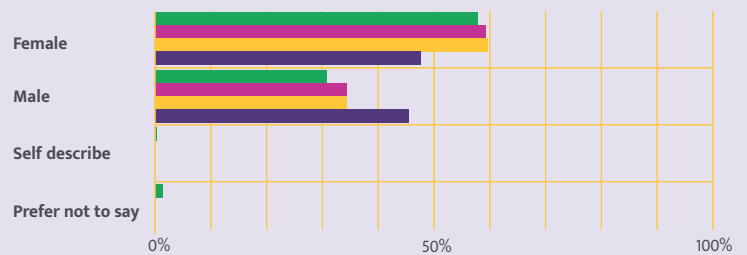
Evidence and data

Diversity of customers



In Q2 there is improvement relating to the diversity of our customers and this is representative of all customers. 95.5% of engaged customers are known to live in Walsall and 4.5% live outside of Walsall.

The age profile of our customer is also more closely represented in this quarter. There continues to marginal over representation of customers aged 65+ and this is consistent with Q1. We have seen an improvement the 25 - 34 age profile compared to Q1.



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TENANT ENGAGEMENT EXPERTS
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