

Involvement Pack



# National Involvement Week 2024

Spotlighting all your tenant involvement  
14th – 18th October



[www.tpas.org.uk/involvementweek](http://www.tpas.org.uk/involvementweek)



# How to support #IW24

Following four years of our incredibly popular Scrutiny Week, we are thrilled to announce that this year we are elevating the experience with our inaugural National Involvement Week!

During the week, Tpas will encourage members and the wider sector to showcase and celebrate all forms of resident, tenant, and customer-led involvement, from grassroots community initiatives to boardroom decisions!

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

Within this pack we detail the programme, we offer social media artwork, newsletter templates, Involvement Selfie Callout printouts to raise awareness of #IW24.

If there is anything further you need to support #IW24 then please get in touch with the Tpas team by emailing [info@tpas.org.uk](mailto:info@tpas.org.uk)

“ After last year’s successful scrutiny week, our members asked us to widen out the week to include other aspects of involvement too and we have done just that! With the new Regulatory Framework now in place, and a growing emphasis on successful engagement, National Involvement Week will provide a great opportunity to come together and showcase the outstanding involvement work that is happening across the country, and the significant impact it is having. ”



Jenny Osbourne MBE, Tpas Chief Executive

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 piece

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Following four years of Scrutiny Week, Tpas are delighted to expand the experience and co-ordinate a new initiative of Involvement Week which will run from 14 – 18th October 2024 - **#IW24!**

The week will shine a spotlight on and celebrate all forms of resident, tenant, and customer-led involvement, from grassroots community initiatives to boardroom decisions. 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 Name)**.

Visit **[www.tpas.org.uk/member-search](http://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?
- Live stream your involvement meeting that week?
- Come up with your own ideas of how you can get involved. There is an IMPACTATHON on Friday 18th October. Visit **[www.tpas.org.uk/tpas-events/show/1019](http://www.tpas.org.uk/tpas-events/show/1019)**

Don't forget to use the hashtag **#IW24**

You can email Tpas on **[info@tpas.org.uk](mailto:info@tpas.org.uk)** with any ideas or to find out more.



# Example social media posts

Here are just a few examples of social media posts you could do in the run up towards #IW24. The key action we'd like you to do is to use your posts to shine the spotlight on the important work that involvement does in social housing.

Please remember to use the hashtag #IW24



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@tpas.england

 **Faith Collins** 10 minutes ago · 

I'm proud to spot improvements for Homes Housing Association. See the difference we can make by following #IW24

 Like       Comment       Copy

 Write a comment...     

 **Home Housing Association** @HomeAssociation · 1h

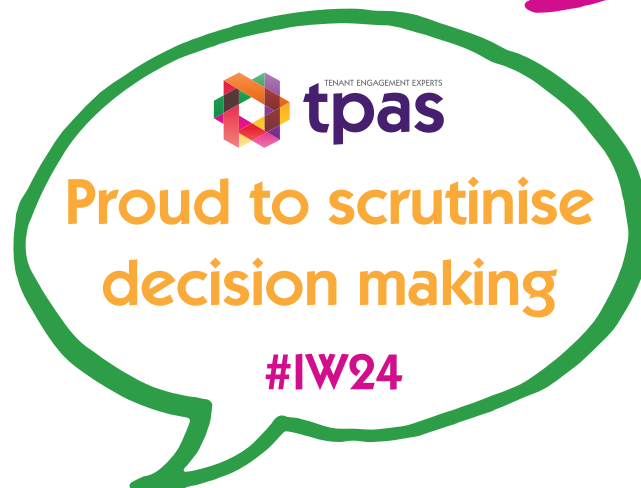
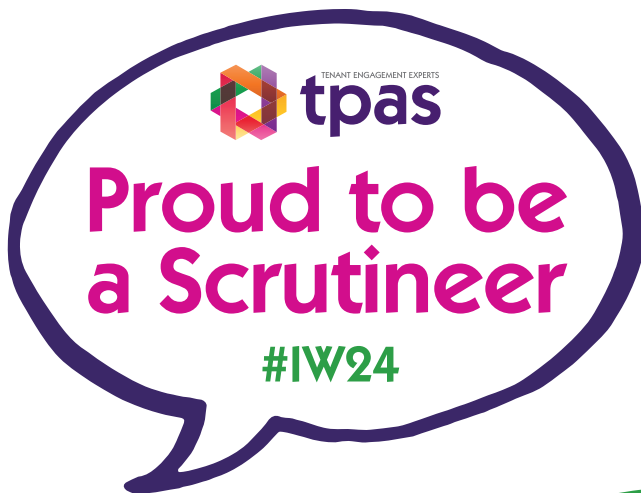
This year Home Housing Association's tenant scrutiny panel have investigated 12 services and identified 32 improvements we've made. Find out more during Involvement Week #IW24

 20       43       845       47K       



# Involvement selfie callouts

We've prepared four quick posters that you can print at home or at the office to do an 'Involvement Selfie' with. Don't worry if you haven't got a printer, you don't have to be an artist to copy our selfie posters. Just take a look at how we've done ours and create your own speech bubble at home. An involvement selfie is a fun and simple way to show your face and let people know that you support #IW24



Download from our Dropbox:  
<https://tinyurl.com/y84hj9p8>



# Social media image cards

These are prepared for you as tenants and housing organisations to share your support for #IW24.



Download from our Dropbox:  
<https://tinyurl.com/nhaecxdm>



# Animated GIFs

Who doesn't love a GIF? These simple GIFs promote #IW24 and the dates it's taking place.



Download from our Dropbox:  
<https://tinyurl.com/mtjh76es>



# Social media banners

These are prepared for you as tenants and housing organisations to share your support for #IW24. They are formatted to fit on X but can sit on Facebook too.



Download from our Dropbox:

<https://tinyurl.com/3wv24cbf>





# Additional ideas

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Here's some more ideas of what you could do to support the #IW24 campaign in the run up to the actual week:

- Use social media to share your involvement stories and successes
- Book on an event – explore the programme [here](#)
- Email Tpas your reports to [info@tpas.org.uk](mailto:info@tpas.org.uk) to boost our resource library
- Blog for us about why involvement matters and what it has done for your organisation.



# At a glance programme

| When  | What  |
|---|---|
| <b>Monday</b><br><b>14<sup>th</sup> October</b>                             | <b>Service Influencers Day</b><br>Today spotlights tenants who are reviewing, scrutinising, mystery shopping and doing any other work to improve their Housing Services.  |
| <b>10.30am – 10.45am</b>  | #IW24 Launch live on our <a href="#">YouTube Channel</a> . Hear from Tpas Chief Executive, Jenny Osbourne, as she shares her thoughts on Involvement Week and highlights some of the events and activities you can get involved in.   |
| <b>1.00pm – 2.30pm</b>  | <b>Free Online Session</b> <a href="#">BOOK YOUR PLACE HERE</a><br>Good practice panel session to include St Leger Homes and other Landlords TBC.   |
| <b>Tuesday</b><br><b>15<sup>th</sup> October</b>                            | <b>Community Do-ers Day</b><br>From Tenants Associations to Block and Community Champions, Tuesday is all about celebrating the grass roots volunteers making a difference in their communities.  |
| <b>11.00am – 12.30pm</b>  | <b>Free Online Session</b> <a href="#">BOOK YOUR PLACE HERE</a><br>Workshop - Gain some top Tpas Tips for successful Community Engagement and hear some good news stories from those making it happen in their communities.   |
| <b>Wednesday</b><br><b>16<sup>th</sup> October</b>                          | <b>Scrutiny Conference</b><br>In person Scrutiny Conference. Paid event. <a href="#">Click here for details</a> .   |
| <b>Thursday 17<sup>th</sup></b><br><b>October</b>                           | <b>Decision Makers Day</b><br>Whether its Tenant Board Members or Tenants who are part of a Shadow or Strategic Board, today is all about spotlighting those who are making their voices heard as part of their Landlords Governance structure.   |
| <b>1.00pm – 2.30pm</b>  | <b>Free Online Session</b> <a href="#">BOOK YOUR PLACE HERE</a><br>Round Table Discussion Session: Tenant Involvement in the world of Governance - Where is at and where should it be? Featuring presentation from a Tenant Board Member.   |
| <b>Friday</b><br><b>18<sup>th</sup> October</b><br><b>10.30am – 12.30pm</b> | <b>Measuring Engagement Club plus IMPACTATHON</b> <a href="#">BOOK YOUR PLACE HERE</a><br>Join our measuring engagement club meetup to discuss in groups what measures people are taking to ensure compliance plus our <b>Impactathon</b> where members can discuss and spotlight how engagement in their organisation is making a difference across the country. |
| <b>2.00pm – 2.15pm</b>  | <b>Involvement Week Closing Session</b><br>We round up the highlights and key messages from the week and the conference over on our <a href="#">YouTube Channel</a> .   |

If you are interested in being part of Friday's Impactathon please email us at [info@tpas.org.uk](mailto:info@tpas.org.uk) for more detail



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

T: 0161 868 3500

E. [info@tpas.org.uk](mailto:info@tpas.org.uk)

W. [www.tpas.org.uk](http://www.tpas.org.uk)

    [tpasengland](https://www.instagram.com/tpasengland)



TENANT ENGAGEMENT EXPERTS

**tpas**