

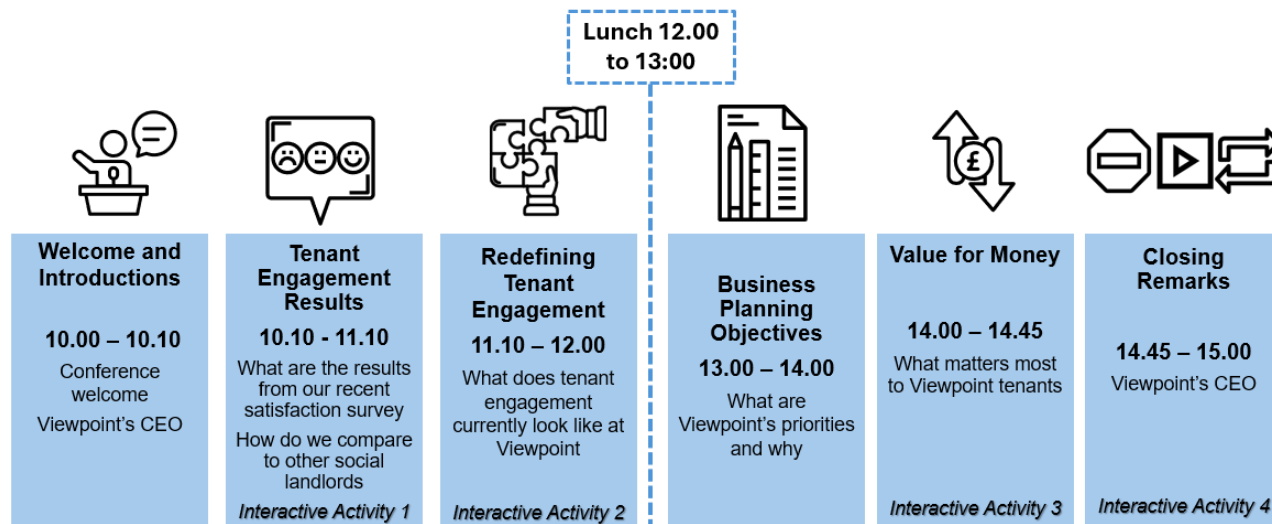
Viewpoint Housing Association

Tenant Conference Outcomes Report

June 2025

1 Introduction

In April 2025, Viewpoint Housing Association commissioned Arneil Johnston to facilitate their annual tenants' conference which was held on Friday 20th June 2025 in the Cosla Conference Centre in Edinburgh. In total 51 tenants attended along with 15 staff representing all teams who attended throughout the day. The agenda for the day comprised of:



This briefing paper summarises the outcomes of the Viewpoint Tenants Conference 2025 across the various interactive activities.


The presentation material delivered during the event can be accessed in a separate document

2 Tenant Engagement Results

Arneil Johnson began by updating delegates on the latest results from the recent tenant satisfaction survey. The results had identified that in the main, satisfaction was declining with Viewpoint's services and in many cases satisfaction levels were below the Scottish average of all social landlords. Viewpoint were keen to explore the reasons for these results in more depth with tenants. To that end Interactive Activity was 1 designed to understand what was driving the latest survey results. Based on the satisfaction performance levels discussed in the presentation, tenants were asked to consider at their tables the reasons why satisfaction levels had dropped or were lower than the Scottish average. Each table were asked to provide three reasons for the drop in satisfaction for the six measures below:

Interactive Activity 1

What's driving the latest survey results?



In your table group agree the top **three** reasons why satisfaction might have dropped or is lower than the Scottish average for:

Using the 3 blank A5 cards for each satisfaction measure given

1. Repairs satisfaction
2. Being kept informed about services and decisions
3. Opportunities to participate
4. Contribution to management of neighbourhood
5. Quality of home
6. Value for Money

Common themes emerged across each area and good discussions were generated on the issues affecting the tenants. The main tenant responses were as follows:



Repairs Satisfaction

While many tenants were happy with the service provided concerns were raised regarding the issue with the timescales of work being carried out. Viewpoint has excellent repairs performance statistics when looking at days to complete both emergency and non-emergency repairs but tenants felt that the time taken to get repairs started was an issue. Tenants were also dissatisfied with staff attitudes when chasing up repairs and poor communication was highlighted with regards to follow up appointments with frequent breakdowns in communication occurring between tenants/Viewpoint/contractor. Repair issues also impacted on other categories of satisfaction including quality of home and value for money so this is a key area for Viewpoint to address. [Appendix A](#) provides a complete list of the issues tenants raised under this area.



Being Kept Informed About Services and Decisions

Tenants highlighted the lack of communication from not seeing staff regularly to not receiving minutes of meetings. There was an issue with noticeboards not being clear or updated. While the newsletter was valued it should not replace more direct communication where there is an important message to convey. There was a significant issue raised across all tenants about the lack of consultation on the Zero Tolerance policy and this was highlighted as one of the main issues of dissatisfaction amongst tenants.

Tenants were also distressed with what they viewed as aggressive and dictatorial letters they received regarding the Zero Tolerance policy, highlighting the need for tenants to review letters and information leaflets as outlined in the current Tenant Participation Strategy. [Appendix A](#) provides a complete list of the issues tenants raised under this area.



Opportunities to Participate

There were mixed issues under this category and many tenants felt that a lot of the tenant participation activities that used to be in place were no longer available. Some thought there was a lack of trust in the tenant's capacity to carry out some tasks like the tenant scrutiny reviews. One tenant expressed a particular concern that they were asked to be removed from engagement activities as 'Viewpoint only want yes people'. Another tenant advised that their dyslexia was a barrier to getting involved but there is a real need for Viewpoint to ensure that material issued to tenants is accessible to those with similar learning disabilities. Many tenants said that they would participate if there were more activities available whereas some were not really interested. There seemed to be an inconsistency in what is available at each complex with some saying there are more things to do at the sheltered complexes than the alarmed complexes. Tenants questioned the effectiveness of the quarterly meetings and that they did not always receive the minutes from these meetings. [Appendix A](#) provides a complete list of the issues tenants raised under this area.



Contribution to management of neighbourhood

The contribution to the management of the neighbourhood focused on two key themes; grounds maintenance and security. Some tenants were complaining about the lack of seating facilities in and around the complexes. There was an issue with the standard of the gardening service with some tenants looking for more colour throughout the garden areas in the spring and summer. Some tenants felt that security was an issue and they would like to see some more security cameras put up to enhance their security. An issue of security was also raised now that younger tenants were being allocated properties within, what tenants believe, is designated older people housing. [Appendix A](#) provides a complete list of the issues tenants raised under this area.



Quality of home

There were recurring issues being highlighted under this category by the tenants including issues related to repairs, capital works and modernisation upgrades. Tenants felt that their homes required upgrading and modernising and many were losing heat via the windows as they required to be replaced. There were concerns around the quality of workmanship that some felt lead on to other issues. Again, issues with timescales to get repairs done was raised as was the inadequacy of the quarterly meetings which tenants said were ineffective in addressing quality of home concerns as all too often the response from Viewpoint was 'there is no money'. [Appendix A](#) provides a complete list of the issues tenants raised under this area.



Value for Money

The themes under this category were; rent increase, repairs, tenant involvement and more senior staff interaction. The tenants were mixed in their views about the rent increase, some felt that the increase was justified due to the good

location of the properties and the high standards of the properties, whereas some felt that the increase was too much last year considering the cost of living crisis. Some tenants highlighted that staff training is required both to ensure staff know what their daily tasks are but also in facilitating the quarterly meetings which some felt were unruly and disruptive. Some tenants felt that they had no interaction with the senior staff and noted that it was nice to see and hear from senior staff at this conference. Another issue raised was the inconsistent approach to estate management walkabouts that did not happen at all complexes after the quarterly meetings.

Appendix A provides a complete list of the issues tenants raised under this area.

3 Redefining Tenant Engagement

Arneil Johnson began this session by reminding tenants on the range of opportunities Viewpoint currently engages and communicates with tenants, and these are listed below

Redefining Tenant Engagement: How Viewpoint currently communicates



Interactive activity 2 was designed to test with tenants:

- Their awareness of the range of tenant engagement activities that currently existed
- Their appetite for getting involved in the various engagement activities
- What Viewpoint could do more to promote involvement
- What were the barriers to getting involved
- What areas of the business tenants would like to get involved in

Tenants were split into two groups and asked to use red and green voting cards to show whether they were aware of the current engagement methods and their interest in getting involved. **Table 1** below shows the responses from tenants to these activity questions.

	GROUP	Are you aware you can get involved in this?		Are you interested in getting involved in this?	
		Yes	No	Yes	No
Changes to rent and service charges	1	23	0	23	0
Tenant performance report and Scottish Housing Charter	1	8	10	4	11
Policy review	1	2	15	12	4
Customer engagement strategy	1	14	3	14	6
Information shared with tenant eg letters/leaflets etc	1	17	4	12	6
Newsletter	1	17	3	9	13
Annual General Meeting	2	16	5	8	15
Face to Face eg meeting, walkabouts etc	2	23	1	22	2
How we deliver services	2	13	8	13	7
overall satisfaction with services	2	16	4	14	10
In depth review of a service eg tenant scrutiny	2	17	4	15	8

Table 1: Interactive activity 2 results Q1 & 2

The responses from this part of the activity show clearly that tenants are very aware that they can be involved in the rent and service charge annual consultation as well as the face to face meetings and walkabouts. The tenants were not as aware that they could be involved in the other activities. The lowest Yes score was for 'Tenant performance report', 'Scottish Social Housing Charter (SSHC)' and 'Policy Review', in fact only two tenants said they were aware they could get involved in reviewing policies. This highlights that tenants are aware of the activities they are used to being involved in i.e. the rent consultation and the estate management walkabouts and quarterly meetings but when it comes to more in depth service review then only a small number are aware they can be involved.



For the following question 'are you interested in being involved'? there was high interest expressed for getting involved in the rent consultation and walkabout/quarterly meetings. It was notable that while only two tenants were aware they could be involved in policy review, 12 of them would actually be interested in being involved in this. This is perhaps reflective of the concerns tenants had expressed earlier regarding the lack of consultation on the Zero Tolerance policy review. The least popular activities that tenants want involved in are the performance report and SSHC, the newsletter and the AGM. There was also a high number of tenants (15) saying that they would be interested in tenant scrutiny activities.

Following on from this insight, tenants were then asked what Viewpoint could do more to promote tenant involvement and what were the barriers to getting involved. The majority of tenants felt that Viewpoint could do more to promote activities via noticeboards, newsletters and at the quarterly meetings. Barriers to involvement include unable to commit to time requirements or unsure about time requirements, tenant apathy due to lack of outcomes/action from tenant feedback and conflict with other tenants. Tenants would like to resurrect the forum representative meetings and use

these to replace the quarterly meetings. This would remove the unruly nature of the quarterly meetings but still provide tenants with an opportunity to raise issues with Viewpoint. Tenants also expressed a preference to be called tenants or residents and not customers, which Viewpoint may wish to reflect on in their upcoming tenant participation strategy update. [Appendix B](#) provides the full range of comments received from this activity.

4 Business Planning Objectives

Following a networking lunch, the senior leadership team then hosted the next part of the conference. The leadership team wanted to use the opportunity afforded by the tenant conference to outline Viewpoint's proposed business planning objectives for the five years from 2025 to 2030. The CEO began by setting the scene on why a business plan is needed and set out Viewpoint's strategic aims. The CEO then outlined the following six strategic objectives and the rationale behind these:



A range of current asset activities were shared with tenants which outlined progress with the stock condition survey, health and safety compliance, net zero requirements and issues that had arisen from the identification of Reinforced Autoclaved Aerated Concrete (RAAC). Tenants were then updated on the future asset investment opportunities including fabric upgrades, heating replacements programmes, health and safety works, kitchen and bathroom upgrades, energy efficiency and net zero improvements. The challenges of funding these properties were also shared with tenants including the need to bring forward business efficiencies to ensure that rent increases nan as far as possible be kept to a minimum. As a result, value for money will be a strong feature in Viewpoint's proposed new Business Plan.

The Director of Housing and Care then shared with tenants headline performance on lets, voids and arrears and showcased that despite letting 22% more homes in the last year, performance in both void turnaround times and arrears performance had improved. Priorities for the Housing and Care team over the life of the next Business Plan will include:

- Developing and implementing a new Customer Engagement Strategy
- Improving value for money
- Adapting to the changing needs of Viewpoint's customers
- Reviewing the care homes service
- Improving the reputation of care homes

There then followed a Q&A session between tenants and the leadership team where tenants again used the opportunity to raise concerns over the Zero Tolerance policy. The CEO acknowledged the concerns and apologised for the unintended impact tenants had experienced and gave a commitment to review the policy in six months.

5 Value for Money

The Business Plan Objectives session provided a valuable segway into the next interactive session on Value for Money. Arneil Johnston again facilitated this element of the conference and began by outlining how might value for money be defined using the Scottish Social Housing Charter and emphasised the need for all social landlords to strike a balance between services provided and the cost of these services to tenants.

Tenants were then provided with five stickers and asked to place a sticker on a range of services and priorities from the 12 listed below. There was also the option for tenants to add to the list if they felt something important was missing.

Affordable Rents	Affordable Service Charges	Investment in complexes and homes	Responsive repairs service	Energy efficient and low carbon homes
High quality housing services	On site staff	Social and learning activities	Outdoor garden space	Communal lounges
Community alarm service	Getting involved in how Viewpoint is run	Something else?		

This activity was to establish what mattered most to tenants with the priorities with the highest number of stickers evidencing the greatest priority of tenants. The results identified that the top three priorities for Viewpoint tenants are:

- Affordable Rents
- High quality housing service
- Responsive repairs service

Three additional priorities were added to the list of 12 from above, including anti-social behaviour (ASB)/security, continuing to provide a secure tenancy and rebuilding trust between the landlord and tenants. The addition of the ASB/ security priority featured high on what matters most to tenants and echoed earlier concerns about the shift in tenant dynamics in some developments with lets to younger people. Interestingly the provision of energy efficient and low carbon homes didn't feature high on the list of tenant properties despite this being a high priority for Governments and therefore landlords.

A full list of voting outcomes from this activity is shared in [Appendix C](#).

6 Stop, Start, Continue

Following closing remarks from Viewpoint's CEO, in the final activity of the day Arneil Johnston asked tenants to capture their thoughts from what they had said, heard and learned from the day and complete a comment card to capture what they think Viewpoint should:

- **START** doing
- **STOP** doing
- **CONTINUE** doing

In total only 35 cards were returned but the results echoed the views of tenants throughout the day. Appendix D provides the feedback from the completed comment cards.

Appendix A

Repairs satisfaction



Being kept informed about services and decisions

Generally happy -
noticeboards could be
better more clear
information

Very Good

Not being informed or
seeing housing officer

No minutes being
circulated and we need a
tenants association

No notice taken from
tenants and a lack of
communication

Coordinators are not
informed about services or
decisions

Not seeing housing officer
or maintenance chap

Meeting notes never sent
until day before meeting

Tenant Apathy - feels
negative

They should want to hear
good and bad feedback

There was no consulting
on the zero tolerance
policy

Newsletter is good but
tenants should be informed
straight away if it is
something important not
have to wait on Newpoint

Opportunities to participate

There should be more groups and there should be a spokesperson for each area that can speak up for all the tenants in that area

There is a lack of trust in what the tenants can do

I would be keen to be involved if there were more things available

There are good opportunities to participate - quarterly meetings with the housing officer and the assets officer - if people don't come then that is their problem

Viewpoint are not listening to the tenants - all the activities to encourage have stopped

There has been bad history/tenant apathy - there is a decline in interest from tenants

I attend meetings and appreciate the taxi fares provided

The quarterly meetings are of no use as the housing officer and assets officer are not interested

There are plenty of opportunities at the sheltered complexes but none at the alarmed complexes??

Contribution to management of neighbourhood

There are issues with the trees, leaf issues and boundary issues

General decline in feeling of safety in the area

We need more security cameras to help us to feel safer

Gardening is always an issue people are not satisfied with the service provided

Gardens need to look prettier with changing colours through the seasons

Ground spaces could do with seats & tables for sitting at

There is nothing for the tenants and no improvements to make it easier for the tenants to enjoy ie benches

The alarmed complexes need social activities

Issue with vermin due to bin uplift issue

Quality of home

Room for improvement re heating, new radiators and there is bad workmanship on the outside of the building

Common areas need upgrading - new carpets needed

Upgrade homes and provide housing for electric scooters

Homes and buildings need to be modernised

Quarterly tenant meetings are not inviting with responses like 'no money!' They are not always done quarterly and minutes are not always sent out to tenants - they are not handled correctly and no updates are given

There is a loss of heat due to the windows needing upgraded

Repairs take far too long to complete

The pandemic caused a big backlog and it is still taking time to catch up

The standard and quality of workmanship is not always the best which then leads to more problems

Value for Money

The increase in rent is an issue for many people but the standard of housing is high and this justifies the increase in rent

Rent has gone up and services have been cut back so no value for money there

Increase of rent in a cost of living crisis

Standard of homes due to services and location is good value for money

More staff training required - coordinators. They need more info on what their tasks are. Need facilitation training - quarterly meetings are unruly with no staff discipline

Would like more interaction from senior staff

Timespan for repairs to be acknowledged and actioned is too long. Older buildings need more upkeep

Needs investment in a general tenants association and need better communication

Estate management visits with assets and housing does not happen at every complex after the quarterly meetings

	What could Viewpoint do to promote involvement more?	What are the barriers to getting involved?
Changes to rent and service charges	<i>Promote more online</i>	<i>Difficulty in filling in forms - staff support to assist tenants to complete survey</i>
Tenant performance report and Scottish Housing Charter	<i>Promote on noticeboards and make these accessible</i>	<i>Tenant apathy is a barrier - tenants fed up giving feedback without it being acted upon - what's the point?</i>
Policy review	<i>Housing Officer could promote at the face to face meetings or highlight this in the newsletter, localised promotion at each development</i>	<i>Don't get the minutes from the quarterly meetings</i>
Customer engagement strategy	<i>Why customer? Would prefer tenant or resident if change at all</i>	<i>Busy lives, unsure of the commitment required, mobility and transport issues.</i>
Information shared with tenant eg letters/leaflets etc	<i>Nothing more</i>	<i>conflict with other tenants - anti social behaviour, aggressive language is a barrier to being involved</i>
Newsletter	<i>Needs consistency - not picking and choosing what the tenants are told, Could they be done area based?</i>	<i>Learning difficulties eg dyslexia, Too many taking part, rota of attendance program?</i>
Annual General Meeting	<i>Not just online - highlight in the newsletter or at quarterly meetings or on the noticeboards, not just about AGM but also about becoming a member of the association.</i>	<i>Membership fee of £1 to be paid to allow you to attend the AGM, we did not know about this.</i>
Face to Face eg meeting, walkabouts etc	<i>Meetings are a rabble - they do not want to promote meetings until the staff can control the room - the tenants want these meetings but they are pointless the way they are run</i>	<i>Lack of trust in the tenants to manage big reviews, projects are stopped before they are even off the ground, same old issue nothing gets done with the feedback from tenants so what's the point</i>
How we deliver services		<i>Difficulty in committing to something with busy lives and health issues and not wanting to let people down.</i>
overall satisfaction with services	<i>More communication on everything that is included in satisfaction and when tenants can get involved in this</i>	<i>Poor communication</i>
In depth review of a service eg tenant scrutiny	<i>highlight in the newsletter or at quarterly meetings or on the noticeboards</i>	<i>Lack of tenant associations which would usually contribute to the scrutiny panel.</i>

Appendix C

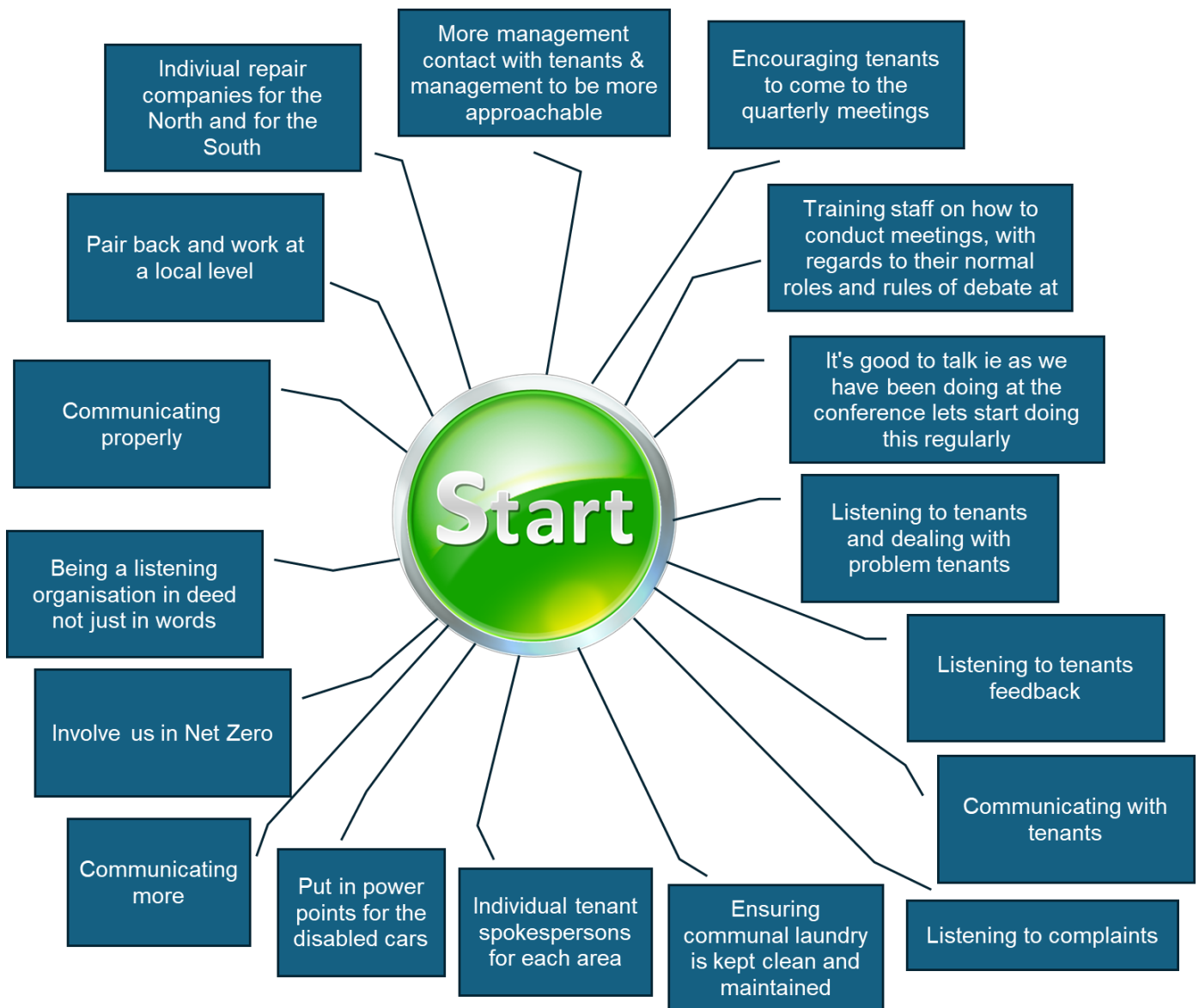


Appendix D

What should Viewpoint **STOP** doing?



What should Viewpoint **START** doing?



What should Viewpoint **CONTINUE** doing?

