



Involvement Trends for 2019: Our Predictions

Organisations are constantly looking to re-invent involvement to make it more representative and inclusive...2019 will be no different. So here are our predications for the involvement trends of 2019.



Experiential Outreach

Engaging and consulting with people out and about within their communities will continue to develop but with a move from exhibition stands, questionnaires on clipboards, and sticky dots! People are increasingly attracted to experiences, so engagement activities need to think about how they offer this method to attract a diverse range of people to gather community views and opinions. Consultation using Virtual Reality (VR), Pop-up cinemas, Craftivism, outdoorsy activities, food fairs, film making, drama and walking tours are just some ideas.



Engagement Technology

Our 'phones' are no longer just phones but a tool we use to interact, get news, gossip and entertainment. New engagement technology gives the ability to widen tenants' voice in shaping services and communities. Some housing associations are trialling Alexa apps for tenant engagement and others testing Virtual Reality for viewing empty properties etc. We are still waiting for 'Tinder style' consultations i.e. swipe right if you like this idea! Also, this year will see real progress in enabling the Welsh language to be used in Artificial Intelligence. This is so important to ensuring the Welsh language stays at the heart of the home and housing services.



Multi-channel insight

Making use of customer data and insight will progress at a pace, such as the development of Online Survey Communities. This method can be used to complement other engagement options such as face to face contact and Tenant groups e.g. Forums, Panels and scrutiny groups. Having a range of options will enhance the impact of tenant involvement and provide more representative and incisive insight.

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Asset Based Involvement

Tapping into people's skills and experience can be hugely beneficial to them on a personal level and to their community. Therefore, we'll see an 'asset-based' type approach being used more in the planning and delivery of community engagement and consultation activities. Getting tenants and communities involved in engagement activities and events will provide new opportunities to share their assets and skills. This might include: Acting as 'community reporters' gathering local insight; being the 'meeters & greeters' at engagement events; creating and designing the marketing materials; filming or photographing events; running 'skill sharing' stalls.



'Nudge' for involvement

We'll begin to see organisations testing 'Nudge' theory methods to encourage more tenants to get involved by using what they know about how people behave and think. Instead of always asking tenants to get involved with regular 'calls to action' we'll see more effective marketing which will encourage and 'nudge' people to take part. This will widen out participation making it more representative.



'Micro-Involvement'

Technological changes and time pressures will fuel a trend towards short-term involvement opportunities that require small amounts of time commitment and are easy to start and complete. Asking residents to give 15-20 minutes of their time on a regular basis, matched to their interests, can help attract busy people. This could involve: reviewing documents or publications at home; helping with website testing or review; feeding in views and ideas to scrutiny; and service reviews.



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