

HOW TO ENGAGE PEOPLE IN 2025 AND BEYOND: THE TENANT ENGAGEMENT BEST PRACTICE DAY



 **25th June, 2025**
10:00am-3:30pm

 **Leonardo Hotel,
Cardiff City Centre**

Programme *

How Wales is changing - What could this mean for engagement?



Hear the very latest insights from Rhodri ab Owen, Managing Director of Camlas. Rhodri works to make Welsh politics more accessible, helping people across Wales understand how decisions are made and how they can get involved.

In this timely keynote ahead of the 2026 Senedd elections, Rhodri will explore some of the major shifts happening in Welsh democracy, and how these developments could impact communities and housing policy across Wales.

What could all this mean for tenant, community and citizen engagement?

CAMLAS
Public Affairs | Materion Cyhoeddus

The latest context for engagement - Why is engagement such a big deal?

Engagement isn't just a buzzword, it's the backbone of a better housing sector. Join David and Eleanor from TPAS Cymru as they unpack why meaningful tenant engagement is more vital than ever.

Expect the latest updates on emerging policies, Welsh Government expectations and innovative engagement methods in Wales - plus an insider's view of what TPAS Cymru is hearing, seeing, and predicting for engagement.

What do you need to have in place to make engagement work in 2025 and beyond?

Panel Discussion:

During this thought-provoking session, you will hear from our fantastic and specialist panellists who will share insight and ideas. Our Panel Chair and expert Panellists are:

Dr.Mena Fombo: Merthyr Valleys Homes



Dr. Mena Fombo (Hon) is Head of Culture & Inclusion at Merthyr Valleys Homes (MVH), passionate about creating equitable spaces where individuals, teams, and communities thrive.

Mena also hosts 'Our Mutual Interest' - MVH's new podcast. It's more than just a housing podcast - it's a space for meaningful conversations with our tenants, colleagues, and the wider sector.

Caritas Charles- Tpas (England)



Currently Senior Policy, Innovation and Insight Manager at Tpas, Caritas has over 20 years of experience in the housing sector at customer facing and strategic levels.

Rachel Brydon



Rachel Brydon is a mentor whose approach is based on the elements of resilience, empowerment and wellbeing. She will explore the importance of organisations having a 'safe to fail' culture when it comes to engagement innovation.

Tenant Advisory Group at First Choice Housing



First Choice Housing provide homes that support independence and help people feel part of a community.

Hear from staff at and a member of their Tenant Advisory Group about what's changed through tenant involvement, sharing lived experiences and through collaborative working.

Engaging Young Voices in Social Housing - Making It Meaningful

Rachel Brydon brings years of hands-on experience working with:



- Communities and residents across diverse settings
- Young people aged 16–24, whose voices are often overlooked by social landlords

In this session, Rachel will:

- Explore why young people's voices matter in housing and community decision-making
- Share practical approaches for engaging young people in ways that suit their communication styles
- Offer tips to ensure young people feel genuinely heard - and know their opinions make a difference

What makes a 'Getting Involved Framework' work?

- Find out about the award-winning tenant engagement work happening at Grŵp Cynefin.
- You'll hear about what makes their 'Cymryd Rhan/Getting Involved Framework' a real success, including how they support and encourage all tenants to have a voice and how they have been successful in attracting tenants to be involved.
- With a refreshed Framework in development what are their plans for the future? And what ideas and inspiration could you take away?



Grŵp Cynefin

Mwy na thai • More than housing

Engagement innovation in England: Learning from across the border



TENANT ENGAGEMENT EXPERTS

tpas

Many of us understand tenant engagement in Wales, but what does it look like in England? Are there ideas we can learn? Tpas are England's leading tenant engagement experts. Find out about exciting new methods being used to over the border to engage with tenants, such as Assemblies and Deliberative democracy.

How to recruit for engagement - an interactive learning and sharing session



- Ever wondered how to get more people involved so all voices are heard but struggling for ideas?
- Leading this exciting session is our expert Associate, Sam Evans, who will highlight good practice and lead us in the sharing of ideas on how to maximise recruitment of engaged tenants the social housing
- Also being discussed is how to retain that initial engagement with the tenants.
- Have YOUR say and share your ideas – what works **and** what doesn't?!

'Talking Shops': How could this exciting engagement concept work in housing?

The Talking Shop is described as "a shop which sells nothing and where ideas, information and conversation are free".



- Hear from Yvonne Murphy, the creator of The Talking Shop and The Democracy Box, who has been developing this concept since 2017.
- Find out how this innovative concept uses a disused shop to provide a creative public space for engagement.

The Social Shift: reaching our community in a changing world



- Social behaviour is evolving fast, and so is the way tenants engage online.
- In this session, TPAS Cymru will explore the latest trends, challenges, and opportunities in digital communication.
- Discover what's changing, what's working, and how you can adapt to reach more tenants, more effectively.

*** Please note programme content and timings are subject to change***