

HINTS & TIPS 6

Developing interest in engagement

Attracting participants whether you are a landlord or a tenants' groups to engage needs a consistent approach that builds:

Trust	<ul style="list-style-type: none"> • that engaging makes a difference and benefits lives and services
Knowledge & skills	<ul style="list-style-type: none"> • of standards, targets and the law • how to effectively challenge • undertake roles
Options	<ul style="list-style-type: none"> • that are flexible and fit their interests and commitments

Trust

Starts by building **rapport and credibility**, which takes time and a pre-cursor to results.

Keys building **rapport** to building rapport are taking time to listen to views, explain you views, welcoming questions, getting back to them and doing what you say you will and open about what you can't do.

Keys to building **credibility** are trustworthiness, reliability, expertise (including information quality), caring and sharing interests and quickly responding.

Knowledge & skills

Hearing from experts who are comfortable to listen to opposing views and take time to respond to them is attractive. Those seeking to engage with others need to make information available in attractive and varied ways that matches knowledge to the audience's requirement and interests.

Inaccessible information creates barrier while sharing knowledge and skills simply and openly attracts interest in engagement as it demonstrates a willingness to learn and make the effort to communicate.

Options

Offering opportunities at different times, places, and via a mix of mediums (on paper, face to face, via the internet etc.) to learn and comment increases the likelihood of successful engagement by upping the chances of suiting the tenant. Success depends on:

When	Frequency	Time it takes	Relevance to you, & community
What's happening elsewhere	Publicity	Choice	Support from key people
Urgency	Likely benefits to self	Fun	Importance
Links	Rewards	Liking others involved	Understanding
Barrier free	Where	Confidence views effect decisions	Benefits to others
Knowledge	Previous experiences	Co-ordination	Potential impacts

Why engage in:

Groups are a pro – active voice, campaigning on housing and other issues and can work together.

Individual methods of engagement attract more / different people because they need no long-term commitment, no (or less) administration by participants and you can get involved only what interests you - have your say and go.

What stops people getting engaging?

Issues are irrelevant to them	Lack confidence in their knowledge and skills	Poorly advertised - didn't know
Unsure what it is about	Couldn't attend at time / place	Don't know what they might be asked to do
Their views don't matter	Decisions already made	Unclear about time it takes

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