



# Digital Strategy 2021 - 2024

Your experts in housing, community development  
and engagement practice

[www.tis.org.uk](http://www.tis.org.uk)

# TiS

“ We want to change social rented housing in Scotland for *the better*. ”



Engage  
influence  
change

Your experts in housing, community development and engagement practice

As a **national membership organisation**, with over 200 tenants, community and housing organisation Members, we are committed to influencing change and strive for an active, inclusive, and just Scotland, with strong, equitable, and sustainable communities.

Our expert team support communities and housing organisations to work together to **develop effective solutions and services**.

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## Our *digital vision*

We will build on **utilising new technologies to complement our traditional strengths** improve business performance, and support the delivery of services more efficiently.

TIS is committed to supporting the Scottish social rented housing sector to **bridge the gap and break down any barriers** that exclude tenants, residents, and communities in shaping the delivery of housing and wider community services.

In March 2020, the COVID-19 (coronavirus) pandemic gripped the nation. In the challenging months that lay ahead, TIS **accelerated a digital transformation**, embraced technologies, and explored new ways of remote partnership working.

Virtual tools become firmly integrated and played an integral part in allowing TIS to continue business, create effective solutions at pace, broaden opportunities for innovative participation and engagement practices, and extend the reach of our core services.

The **TIS Digital Strategy 2021 – 2024** focuses on how TIS will continue to build on utilising these new technologies to complement our traditional strengths, improve business performance, and support the delivery of services more efficiently and with more choice.

The Strategy is designed to sit in harmony with the **TIS Strategic Business Plan 2019 – 2022** and will further support the organisation to achieve its five key priorities, to:

- + Develop a range of **cutting-edge** services;
- + Continue to grow our **thriving Membership** community;
- + **Empower** tenants, residents, and communities;
- + Lead the development of **innovative** participation; and
- + Ensure participation and engagement **remains at the forefront**.

The framework sets out an ambitious programme of work, and details how our existing services and new technologies will work together, **the commitment from our staff team to evolve** in the light of emerging digital initiatives, and explores how we will embed digital **within the culture of our organisation**.

## The future of blended learning *is vibrant*

Whilst we move forward in the journey of undertaking a digital transformation, it is essential that we must also **create a balance** between our online and offline presences.

There remains a significant number of people who do not or cannot access the internet due challenging factors that include affordability; connectivity; lack of confidence and skills; and access to technology.

The **TIS Digital Strategy 2021 – 2024** outlines a unique blended approach that works for TIS and outlines priorities that ensure technology is being adopted in a way that **supports and enriches** our traditional offline services.

Our expert team will continue to trail blaze in the development of cutting-edge solutions that support communities and housing organisations to work together more effectively.

We will embrace **both online and offline services** that provide equal learning opportunities; encourage full participation; and deliver maximum impact.

## Our *digital priorities* will be measurable

Over the course of three-years, the Strategy will maintain a strong foundation, although it is critical to recognise that dynamics in digital technology shift rapidly and **these concrete steps must be flexible enough** to allow TIS to pivot as needed.

The framework will be **revisited annually** and our digital priorities will be measurable to ensure that technology is being implemented in a way that supports the TIS core values, business vision, and supports the Strategic Business Plan.

In delivering our digital priorities we strive to create a positive and motivated environment for staff to flourish and continue their work in developing effective solutions to support tenants, communities, and housing organisations across the sector.

**The following digital priorities have been identified.**



## Develop a range of *cutting-edge* services

- + **Build on the digital capacity of the TIS Board** to ensure there is clear and effective Governance in place in order to provide leadership, agree the strategic direction of the business, and ensure its long-term success.
- + Source funding to equip the TIS Board **with technology and devices to communicate virtually** and continue key discussions, progress plans, and make critical decisions at pace.
- + Research and **invest in technologies** that will streamline our internal processes, improve business performance, and support the delivery of services more efficiently and with more choice.
- + **Embed digital within the culture** of the organisation and identify staff training and peer support opportunities to ensure staff are fully equipped to embrace new software.
- + **Develop our website** to ensure we provide the right content at the right time, and stay abreast of the latest developments across the sector.
- + Implement **accessible communication formats** across all areas of digital service.
- + Make the most of digital technologies to extend the reach of our services, form key partnerships, and **target hard to reach groups including:** young people and individuals who are faced with remote geographical challenges.
- + Continually review our digital services to ensure they complement our traditional offline solutions, and that we transition towards offering a **blended approach to learning** that meets the needs of tenants, communities, and housing organisations across the sector.

## Continue to grow our *thriving membership* community

- + **Develop an online community for Members** to network, bring content together, share knowledge and expertise, and gain peer support.
- + Grow the **TIS Digital Toolkit** to support Members in the delivery of fit-for-purpose, strategic plans for long-term digital engagement.
- + Proactively promote the role of **Digital Leader** amongst Members in order to facilitate and nurture peer-to-peer digital skills and confidence building.
- + Review how we can make the most of digital technologies to **streamline how Membership is processed** and administered.
- + Consult with Members to **identify training and support requirements** to ensure our Member gatherings, briefings and workshops are inclusive and explore the most topical challenges and opportunities.
- + Develop the Member area of the TIS website to **provide a catalogue** of the sector's leading information and resources.
- + Create **e-learning opportunities and introduce video format** to enable Members to access training resources at a time, pace, and location that is tailored to the individual.

## Empower tenants, residents, and communities

- + Increase **capacity building opportunities** for tenants, residents, and communities to build digital confidence and knowledge, and prioritise online safety recognising that this is one of the biggest fears people face about getting online.
- + Signpost opportunities for tenants, residents, and communities to access digital devices and **inform individuals about existing good practice examples** and free resources available from partner anchor organisations across the sector.
- + Make better use of **social media platforms to extend the awareness** of TIS and the expert online and offline solutions and services that we provide.
- + **Embed digital** into existing engagement activities and showcase case studies of successful online participation and scrutiny exercises.

## Lead the development of *innovative participation*

- + Research and collect data from across the sector to produce reports that identify digital challenges, opportunities, and good practice that will be widely available and promoted throughout Scotland.
- + Work to achieve digital buy-in across the Regional Networks, providing online capacity building opportunities in order to create a web of digital confidence and identify potential Digital Leaders.
- + Develop a comprehensive communication strategy in order to raise our profile as leaders in digital participation, engagement, and scrutiny practices.
- + Proactively promote the TIS Digital Engagement Pledge and encourage organisations across the sector to sign-up and make a commitment to work towards strengthening innovative digital engagement opportunities.
- + Expand the criteria of the TIS National Excellence Award categories to reflect and acknowledge outstanding digital innovations, and proactively search for organisations to submit applications in order to highlight digital achievements that others can learn from.
- + Design an independent training programme that supports housing organisations across the sector to develop their digital strategies, embed digital engagement within the culture of their organisation, and ensure their core values, business vision and digital road-map are aligned.
- + Revisit the TIS in partnership with Scotland's Housing Network Scrutiny Approved Accreditation model to include a review of digital participation, engagement, and scrutiny developments.

## Engagement at the *forefront*

- + Continue to **work in partnership with the Scottish Government** and other key decision makers to ensure there is a strong commitment to funding and supporting blended learning opportunities for communities.
- + Develop a broad range of **cutting-edge blended learning opportunities** to encourage involvement in tenant participation, engagement, and scrutiny activities.
- + **Strengthen our existing partnerships** with anchor organisations across the sector to identify potential blended learning opportunities to ensure our services meet the needs of tenants, communities, and housing organisations.
- + **Form new relationships with academic institutions** to champion blended participation, engagement, and scrutiny opportunities.

### Tenants Information Service

Registered Office Clockwise,  
77 Renfrew Street, Glasgow, G2 3BZ

T 0141 248 1242 • E [info@tis.org.uk](mailto:info@tis.org.uk)

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