



Creating a

Tenant Communication Profile (TCP)

What are they trying to tell you?

C'est moi

यह मैं हूँ

Este soy yo

Это я

Bu benim

これは私です

هذا أنا

이것은 나입니다



Any clearer?

C'est moi (French)

Este soy yo
(Spanish)

これは私です (Japanese)

이것은 나입니다 (Korean)

هذا أنا (Arabic)

Это я (Russian)

यह मैं हूँ (Hindi)

Bu benim (Turkish)

   (Pictorial)

This is me!

Communication Barriers

Language differences: Tenants who are not fluent in English may struggle to express their concerns or understand responses.

Literacy challenges: Some tenants may have difficulty reading or writing, making it hard to fill out forms or understand written notices.

Hearing or speech impairments: Tenants with disabilities may need alternative communication methods, such as sign language interpreters or text-based services.

Technology Barriers

Lack of internet access: Tenants without reliable internet or digital devices may struggle to use online portals or email.

Low digital literacy: Some may not be comfortable using technology, especially older tenants or those unfamiliar with digital tools.

Limited contact options: If the only way to reach the landlord is through a specific app or website, it may exclude those who prefer or need other methods (e.g., phone or in-person).

Emotional and Psychological Barriers

Lack of confidence: Some may feel intimidated or unsure about how to raise issues, especially if they've had negative experiences in the past.

Mental health challenges: Anxiety, depression, or other conditions can make it difficult to initiate contact or advocate for oneself.

Systemic & Organisational Barriers

Unclear contact information: If it's not obvious who to contact or how, tenants may give up trying.

Limited office hours: Tenants who work during the day may find it hard to reach someone during business hours.

Slow or no response: If previous attempts to contact have gone unanswered, tenants may feel discouraged from trying again.

Cultural & Social Barriers

Different expectations: Cultural norms around authority, conflict, or housing rights can affect how and whether tenants reach out.

Stigma or shame: Some may feel embarrassed to report issues like pests, mould, or financial hardship.

What is a Tenant Communication Profile (TCP)?

A TCP is a document that records how a tenant prefers to be contacted and communicated with.

It helps ensure that communication is accessible, respectful, and tailored to individual needs.

Benefits of a TCP

- ✓ Improves communication between tenants and staff
- ✓ Ensures accessibility and inclusion
- ✓ Builds trust and understanding
- ✓ Helps staff respond appropriately to tenant needs

How will it be used?

The TCP would be used by housing staff to:

- Record communication preferences
- Identify support needs
- Ensure consistent and respectful contact
- Update records when preferences change

What could it Include?

A profile would typically include:



- Preferred contact method (e.g., phone, email, letter)



- Language or communication support needs



- Emergency contact preferences



- Consent for sharing information

You might want to include:



- Name:
- Address:
- Date of Profile:
- Preferred Name :
- Pronouns:
- How I Prefer to Communicate:
- Supports I Need:
- What Helps Me Understand:
- What Doesn't Work for Me:
- Other Notes:
- Next Review Due:
- Staff Member Assisting with Profile:

This is me

- Name: Evelyn Mathershaw
- Address: Paragon HA
- Preferred Name : Evelyn – but make sure you pronounce it right!
- Pronouns: She / Her
- How I Prefer to Communicate: Email or Telephone, but face to face if its important
- Supports I Need: If you are talking to me, I need you to talk clear & slow and avoid jargon
- What Helps Me Understand:
- What Doesn't Work for Me: Being over familiar when you don't know me, talking to me as if I'm 6!
- Other Notes: Please don't call too late, give me time to answer the phone / door

Piloting the Profile

You can help us by:

- ✓ Completing a profile
- ✓ Feeding back on what you think of the idea
- ✓ Encouraging others to complete a TCP too