



HOME STUDY FOR TENANTS

A FREE Service for Tenants

Course Description

BUILDING MEMBERSHIP

Version: for all tenants

Aim: The aim of this course is to help you consider ways to get more people actively involved in your tenants or residents association.

What You Will Learn in this Course

- ❑ How people are encouraged to take part
- ❑ How people can be put off getting involved
- ❑ The importance of success
- ❑ How activities can help you involve more people

Who This Course is For

This course is designed for tenants on the committee of a local tenants or residents association

- ❑ Who want to encourage more local people to take part in the tenants association's affairs, and
- ❑ Who want their local association to be more successful.

You may find it beneficial to do the TIS Home Study course on Effective Organisation before you tackle this one.

How to Get Started

Phone or write to us at the Tenants Information Service and you will be sent the free workbook straight away.

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HOME STUDY FOR TENANTS Building Membership

Workbook

Aim: The aim of this workbook is to help you consider ways to get more people actively involved in your tenants or residents association.

Version: *for all tenants*

What You Will Learn in this Workbook

- How people are encouraged to take part
- How people can be put off getting involved
- The importance of success
- How activities can help you involve more people

How to Use This Workbook

Go through it at your own pace. Stop for a break whenever you want. When you start up again, look back at what you had just completed.

As you go through the workbook, you are sometimes asked to carry out tasks. Sometimes you read short passages of text.

DO NOT look ahead in the book for answers. These are given in the correct place in the workbook. You will come to them at the correct stage.

If you get stuck on something, try the following:

- Leave aside and try again later
- Turn back pages in the workbook looking for clues / ideas.
- Phone TIS for help [freephone or reverse charges]

- DO NOT look ahead in the workbook for answers. It is important to do the tasks and reading in the order given.

SECTION 1

Encouraging More People to Take Part

Activity 1

You have decided to take part in your local tenants or residents association. It might be a good idea for you to reflect on what motivated you to do so. Other people may have motivations similar to your own.

List here some of the reasons which made you decide to get involved in your local tenants or residents association:

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Activity 2

You may have indicated in your list that there was one, or perhaps several issues which needed to be taken up. Perhaps you felt that your area was beginning to experience problems it didn't used to have, and something had to be done.

There is another type of reason why some people get involved. That is simply that they get a lot of personal satisfaction from working for their local community. Did you have a reason like this in your list in ACTIVITY 1?

Activity 3

Here is a list of things a new member turning up at a meeting may notice. Some of them are things which may encourage the new member to become, or stay actively involved. Some are also things which could put a new member off. Put an "X" in the column corresponding to your view.

	Encouraging to a new member	Off-putting to a new member
The meeting is being well run		
Discussion seems to go round in circles and never get to the point		
Being expected to take on a lot of new tasks		
Being welcomed to the meeting, with an experienced committee member taking an interest in them		
Updating the new member with information and explanations, to help them catch up		
Discussion at the meeting being dominated by one or two dominant individuals		
Disagreements in the meeting causing bitterness		
Disagreements being handled respectfully		
The meeting is being held in comfortable surroundings		
The meeting being bogged down with administrative matters, and no sense of getting anywhere with the issues coming up		
New members being asked if they could help with easier tasks		

Activity 4

Now go back over each item on the list in ACTIVITY 3 and answer honestly, is your association encouraging people or putting them off?

Activity 5

In addition to those in ACTIVITY 3, there are more practical ways that new members can be encouraged.

List a few of your ideas here for more ways to encourage new members to get or stay involved

List a few of your ideas here for more ways to encourage new members to get or stay involved

In addition to those in ACTIVITY 3, there are more things which could be off-putting to new members.

List a few things you feel could be off-putting for new members.

List a few things you feel could be off-putting for new members.

Check that your own association isn't unwittingly putting people off.

Activity 6

New people on a committee will get a good impression if you have

- ❑ Clear agendas
- ❑ Operate in a business-like way, even if it is informal, and
- ❑ Everyone gets a fair hearing.

Even more important is the way decisions are made.

Let's look at an example:

New double-glazed windows are being installed in the Anderson area. Several committee members of the Anderson Residents Association (ARA) have had complaints from local tenants that some of the windows are badly fitting. At the ARA committee meeting, Dave said "we've got to get the contract stopped, it's going from bad to worse." John said, "if we do that the tenants who haven't had new windows will complain." Alison said, "the contractor should have to go back over all windows and make good any defects in the fitting".

Sarah, who chaired the meeting said, "okay, John and I will speak to the contract liaison officer. Let's move on to the next item of business."

Would you say the decision taken here was	probably	unlikely
CLEAR to all committee members?		
UNDERSTOOD by all committee members?		
SUPPORTED by all committee members?		

Would a new committee member be impressed by this approach to decision making?

Let's look at the same example again, except the decision making is handled differently.

New double-glazed windows are being installed in the Anderson area. Several committee members of the Anderson Residents Association (ARA) have had complaints from local tenants that some of the windows are badly fitting. At the ARA committee meeting, Dave said "we've got to get the contract stopped, it's going from bad to worse." John said, "if we do that the tenants who haven't had new windows will complain." Alison said, "the contractor should have to go back over all windows and make good any defects in the fitting".

Sarah, who chaired the meeting said, "different views have been expressed in the discussion. We need to work out the best way to proceed. We're agreed there is a serious problem with the new windows. There are options. We could try to have the contract stopped. We could ask that the contractor goes back over all windows to make good the defects."

After more discussion of the pros and cons of these options, a consensus was reached that Sarah and Alison would seek a meeting with the contract liaison officer. He would be asked to instruct the contractor to go back over all the faulty windows. If he did not agree to this, the committee would seek a meeting with the director of housing to demand a stop to the contract, until the defects were sorted out.

Do you think the decision taken this time would have been	probably	unlikely
CLEAR to all committee members?		
UNDERSTOOD by all committee members?		
SUPPORTED by all committee members?		

Which of the two approaches to decision making would have impressed a new committee member, the first or second?

Activity 7

We've seen how important it is to be systematic about decision making. It's one thing to make good decisions. It's another to carry them out. A tenants' or residents' association is only going to be credible with local tenants if it can carry out the decisions it makes.

Let's take the problem of the badly fitting windows a step further.

The contract liaison officer refused to instruct the contractor to go back over the faulty windows. He said no evidence of faults had been brought to his attention. The director of housing said she would make some enquiries, but made no commitment to ensuring the problem was sorted out.

The committee met again to review the situation. After full discussion, they resolved to gather the names and addresses of tenants who had reported badly fitting windows to them. Photographs would be taken of some of the faults. The local councillor would be invited to come and see the faults and the press were to be contacted and told about the issue.

This decision involves a lot of work. Pick the word or phrase from the list below, which best sums up for you how the Anderson Residents Association should implement this decision:

- Leave it to Sarah, as the chair of the committee
- Assume Sarah and Alison will do what's needed
- Teamwork.

All of the committee members could help identify tenants who are complaining of faulty windows. Maybe someone on the committee is a good photographer or knows one. Someone else could contact the local councillor and another could contact the press. Teamwork is most likely to get results. If there are new committee members, they could be asked to help, but not given any tasks they did not feel confident about.

Activity 8

In the last few activities, good organisational practices have been stressed. There are two HOME STUDY FOR TENANTS workbooks on effective organisation. These go in much more detail on groups being well organised.

We have established that good organisational practices help keep new committee members involved. Taking up issues should also be seen as an opportunity to involve more people.

Thinking about the example of the faulty windows, can you list two ideas worth trying which might get more local tenants involved?

1)

2)

Section 4 of this workbook explores how in more detail how to involve people while taking up an issue.

SECTION 2

Don't Put People Off

Activity 9

Let's think about a new person coming along to a general meeting or committee meeting for the first time.

Which of the following statements may well apply to how that new person feels?	May well apply	Unlikely to apply
1. The person is unsure about how the association conducts its meetings.		
2. The person doesn't know anyone else present very well.		
3. The person takes to the meeting like a "duck to water".		
4. The person will speak up at every opportunity.		
5. The person may not feel very confident about volunteering to help.		
6. The person will be very impressed if one or two people seem to run the "show" and always get their own way.		
7. The person would appreciate being introduced and encouraged to contribute, but never "put on the spot".		

Activity 10

Other things which put new people off include:

- Thrashing a subject to death, and boring most people attending
- Where a personality clash seems to dominate the agenda
- When a leading committee member seems to be on an ego trip the whole time.

Let's think how we can avoid putting new people off. Let's also think how we can encourage new people to keep coming back.

List below a few things you can think of, which would encourage a new person to come back again to meetings

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SECTION 3

Achieving Results

Activity 11

Which of these three possibilities would most encourage more people to get involved?

1. The tenants association is floundering and never seems to get anywhere
2. The tenants association works hard and gets results, but never tells anyone else about it
3. The tenants association works hard and gets results, and makes a point of publicising its successes.

You have no doubt heard of the slogan, "success breeds success". People usually like to be associated with success. There is of course the danger that some people will say, "leave it to the present committee, they're doing a great job". More often than not, if your committee gives the impression of being organised and business-like, new people asked to help will do so.

Activity 12

This and the next activity will highlight a couple of important ideas related to making a success of what you do. The committee of a tenants or residents association has to make judgements about what it will try to achieve. Here is a difficult question.

When judging what a committee should take on, the most important thing is:

1. Going for broke to get exactly what you want?
2. Setting an aim which is easy to achieve?
3. Working within the limits of what committee members are actually willing to do? or
4. Judging carefully what is actually achievable in the circumstances?

The first option runs the risk of ending up with nothing but disappointment and bitterness. The second option could mean you achieve less than was possible. The third option makes some sense, as long as the committee doesn't underestimate what it is capable of. The fourth option suggests weighing up how difficult an issue will be to win, alongside what the committee is capable of. The fourth option is perhaps the one likely to give the best results.

Activity 13

Look at this example of a situation faced by the Brunton Tenants Association.

The Brunton Tenants Association (BTA) has been trying to get more secure window locks fitted to the windows in their homes. Evidence from the local police's Community Safety Unit (CSU) suggests that the Brunton area has become a "soft touch" for burglars and several recent break-ins were all through "locked" windows. The CSU has told BTA that the windows in Brunton are not very secure. It advised that there is a way to strengthen the window locks.

Brunton Housing Association owns the houses. Its reaction to the BTA demand is to ask BTA to join with it to seek more frequent police patrols though Brunton during hours of darkness.

How should the BTA react to the Brunton Housing Association suggestion?

1. Go along with it and forget the security locks issue
2. Turn the suggestion down and repeat the case for better window security
3. Go along with the Housing Association's suggestion, provided it is willing to acknowledge the window security problem and promises to investigate the possibility of dealing with it.

What was the landlord up to here? Do you think it was trying to side-track the Tenants association? Certainly, if the BTA had chosen option 1 here, it would have been side-tracked.

Achieving results is rarely easy. It pays to remain clearly focused on what you are trying to achieve. This involves setting realistic aims as well as letting no one side-track you.

This may be a good time to take a break. The remainder of this workbook concentrates on how to get more people involved, while you are working on an issue.

SECTION 4

How More People Can Join In

Activity 14

In section 4 we will explore how to get more people involved while you are taking up an issue. We will use a case study.

Read this description of the case:

There has been a tenants' association in Seaton Way for many years. It relied on two people doing most of the work. They have now retired through illness. The remaining four people on the committee are unsure what to do. Having said that, a new problem has come up in the area, namely the Council wants to demolish Seaton Hut and sell its site to a private developer. Seaton Way Tenants Association (SWTA) hold their meetings in this old wooden hut, which sits on quite a large area of open space in the middle of the estate. There is also a lunch club, play group and occasional bingo sessions held in the hut. SWTA had previously asked the Council to help them set up a youth club to be run in the hut. However, the Council said the hut was unsuitable. In any case, the Council said, the hut is in poor condition and won't last much longer.

SWTA has long requested a new building be provided to replace the hut. An application for help with the cost has been submitted to the National Lottery Charities Board.

Put yourself in the shoes of one of the SWTA committee members. Is it the end of the line for Seaton Hut? Is it the end of the line for SWTA? What can be done? Let's take this question bit by bit.

Activity 15

It's one thing to have ideas about what can be done. It's quite another to have people willing to work on the issue together. Imagine you are one of the remaining committee members. In discussion, none of you appeared to have the time or "know-how" to tackle such a big problem. You felt the

Council has probably made up its mind about demolishing the hut. On the other hand, you all agreed something had to be done.

List here any ideas you have about what the remaining committee members could or should do next (Don't list anything you would not be prepared to take part in yourself)

Activity 16

Some of your ideas might be big ideas. Some might be just first steps. The steps worth taking depend on what the remaining committee members are actually willing to do. They also depend on what the committee members aims are.

In your view should the committee

1. Decide to campaign to get a new building to replace the hut?
2. Decide to campaign to keep the hut meantime and "buy time"?
3. Decide to clarify what the Council has actually decided, and hold back on any decision about a campaign?
4. Decide to do something else? If so, what? _____

Activity 17

Not feeling very confident about anything, but angry about the prospect of losing the only community meeting place in the area, the committee decided to seek a meeting with the Council. Their aim in doing this was to clarify whether a firm decision has been made, and if so why did the Council make this decision. They all wanted to attend any meeting arranged. One committee member agreed to write requesting the meeting.

A meeting was set up with the Director of Housing. The committee members agreed to meet themselves first to prepare. They tried to list questions they would put to the Director of Housing.

Can you think of some questions to put at the meeting with the Director of Housing? List them here. (Remember the main aim is to clarify the facts and reasoning behind the decision of the Council.)

Activity 18

The questions the committee members worked out were:

- ❑ Has the Council made a firm decision, or what stage is it at in considering its options?
- ❑ If a decision has been made, what were the main factors taken into account?
- ❑ Was the continuing need for a community building in Seaton taken into account?
- ❑ What effect does the Council think it will have if the community loses access to a community building?
- ❑ Is the Council aware that there are no alternative places to run the various activities currently on at Seaton Hut?
- ❑ Is the Council aware that a Lottery grant has been applied for to replace the Hut, and the local councillor backed this application?

The committee members were clear they did not go to the meeting for an argument. It was purely a fact finding mission. After the meeting they would decide what to do next?

Activity 19

At the meeting with the Director of Housing, they learned the following:

- ❑ A final decision had not been made. A decision to demolish the Hut and sell the site was to be taken soon. Negotiations with a private developer were at an advanced stage.
- ❑ The attraction for the Council was that the developer would build 30 houses on the site and give back 6 houses to the Council it could then rent. These houses were, in a sense, payment for the land.

The Council had also received complaints from time to time that Seaton Hut was an eyesore.

- ❑ The Director of Housing was aware that the Hut was still used occasionally. She was unaware of the ambition to start a youth club, the Community Education Department's view that the Hut was unsuitable for a youth club, and that a Lottery grant had been applied for to replace the Hut with a new community building.
- ❑ The Director of Housing did seem to acknowledge the loss of a meeting place for the community, but felt it was now too late to do anything about it.

The SWTA committee members met again to discuss what they had learned, and what, if anything, they would do next.

What can the committee do next? What you think the options are now:

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Activity 20

The committee members arrived at the following views:

- ❑ There was only a slim chance of preventing the Council going ahead with its demolition and sale proposal.
- ❑ Trying to save Seaton Hut as it stood wouldn't work. It was always going to be a target for being removed because of its condition and appearance.
- ❑ The aim had to be to have a new community building to replace the Hut.
- ❑ There was room on the whole site for a new community building and some new houses. It didn't have to be one or the other.
- ❑ Some of the open space should be kept as open space because children played on it all the time.

The problem was that the 4 remaining committee members seemed to be the only people who cared. It occurred to them that most of the people involved in the lunch club, the parents who used the play group and those who attended the bingo had not heard about the Council's pending decision. It also occurred to them that many of the young people in the estate had already voiced their support for a youth club being started.

Whatever the 4 committee members decided to do next, it had to include letting more people know what was afoot, and then see who really cared.

What different ways might the 4 committee members use to let more people in the area know what was going on? Put your ideas here:

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The committee members also decided to ask the local councillor if he would try to get the Council's decision delayed, to allow further consideration of options. He agreed to do this, since he was also keen to see a youth club started in the area.

Activity 21

The committee members considered the idea of a public meeting in Seaton Hut. There were problems with this idea. The Hut was not large. They were unsure how to get word out about any meeting called. They had never produced any leaflets or newsletters before. None of them had ever organised or addressed a public meeting.

They saw their initial problem as getting more people to take an active interest. They listed about twenty adults they knew used the Hut. Each agreed to visit 5 of these people over the week ahead. The committee members set the aim of getting as many of these adults to a meeting to discuss the situation. Only 4 of the 20 turned up, but they brought 3 others with them. Suddenly there were 11 of them!

None of the new people were willing at this time to come on the SWTA committee or become office bearers. However, they did commit themselves to helping fight for a new community building. They agreed to meet weekly for the next few weeks. They agreed to take turns at chairing meetings and noting decisions taken and the allocation of tasks.

Activity 22

The "action group" of 11 people decided they should produce a leaflet explaining the problem, with a tear off slip at the bottom for people to register their support for a community building and for starting a youth club. They wanted to establish a FREEPOST address at the hut so the tear off slip could be returned without the need for a stamp. They also decided to mount a display with photographs, showing off the activities at the Hut. When ready, this display would be taken to the Council to show how important a community building was to Seaton Way.

There was one snag. These things would cost money. The first thing was to raise some money.

Can you list here some options the action group might have for raising money?

Activity 23

The action group decided to run two special bingo sessions to raise money. One would be added in to one of the lunch club sessions. All the "regulars" were given notice ahead and asked to bring friends and neighbours. The other would be an evening event. One of the action group managed to borrow a loud hailer. The bingo was advertised by going round Seaton Way in a car with the loud hailer during the two days before the event.

The bingo succeeded in raising money for the leaflet and display. It did more than that. During the bingo, an appeal was made for more people to join the group co-ordinating the campaign, and three more people started to come along to their weekly meetings.

Activity 24

Through contact with the Tenants Information Service, the action group was able to get advice about leaflet design, running public meetings, public speaking and how to negotiate.

The group heard through their councillor that no proposal went to the Council's Housing Committee at its last meeting. He thought this was because the private developer had heard about the group's campaign and was becoming a little hesitant. The councillor also reported, however, that the Director of Housing's proposal to sell the site had the backing of several influential councillors.

With a lot of help from the sons and daughters of action group members and their friends, the leaflet with tear off slip went round Seaton Way. The response was quite good. A third of all households sent back the tear-off slip registering their support. Two more residents phoned to ask for more information and began coming to action group meetings. The group now had 16 members most of whom attended every meeting.

How might the group make full use of the evidence of support from the returned tear-off slips? Put down your ideas here:

Activity 25

The group summarised the tear-off slip findings and added them to the photograph display, which they mounted on a borrowed display board. They decided to call a public meeting. The Hut would be used and chairs put out at the front only. The remaining space would probably hold about forty people standing. The meeting would need to be short in view of this.

They had enough money left to post out invitations to this meeting to all the people who sent back the tear-off slips. They invited the Director of Housing to attend the public meeting. She declined, but said she would be willing to meet some representatives of SWTA to discuss the issues further.

They also invited the local councillor to the meeting, but not to be on the platform. He would be asked to give an update of what he was doing, and an expression of his support, from his position in the audience.

The press were invited also. If lots of people turned up, this would be yet another demonstration of local feeling, and get some press coverage. As well as letters, the group agreed to rally as much support as possible for the meeting by word of mouth.

An activities day was then organised for the children and young people in Seaton Way. The base of support for this came from the youngsters who distributed the leaflets. They brought all their friends along, and everyone had a great day out. This activity brought the campaign to the attention of more adults. It also demonstrated the value young people placed on having a space in the estate for their activities. Photographs were sent to the local press who gave the activity day good coverage.

Activity 26

By continuing in this way, the action group raised the profile of the issue. In a series of meetings with the Director of Housing and the Director of Community Education, a compromise solution was thrashed out. Part of the site was to be sold, but open space was left for youngsters and a site for a new community building earmarked, very close to where Seaton Hut stands.

The Lottery application for a new community building was revised to take account of a contribution to the building cost from the site sale to the private developer. The result of the application is still awaited.

Something else, very important was achieved, apart from raising the profile of the issue. What else of importance to SWTA was achieved?

Activity 27

One of the secrets of success of the action group's campaign was to use the issue to involve more local people in activity. This did not happen by accident. They set about getting more involvement as a specific objective of what they did. At the start they did not try to carry out any tasks they felt unable to succeed in.

Looking back over this case study, what things did the action group do which helped attract more people to join their group? (If you need a clue, look specifically at ACTIVITIES 21, 22, 23, 24 & 25)

Activity 28

With more active involvement, SWTA strengthened their committee, elected new office bearers, and right away, identified what other issues they would work on, to keep the interest and activity going. They established a Hut sub-committee to oversee use of Seaton Hut and plan for its replacement. This sub-committee won an early agreement that the Hut would not be demolished before its replacement was built.

At the AGM of SWTA, which elected new office bearers, those attending were asked to fill out a very short questionnaire. This asked what issues local people wanted the Tenants Association to take up next. There was no shortage of ideas.

Activity 29

The main lesson to draw from the Seaton Way case study was how an issue being worked on was used to get more people involved. Now consider your own local tenants' or residents association.

List two issues you are currently working on as an association. If you are not currently working on any issues, what issues might the association consider taking on?

Which of these two issues do you think local people would benefit most from, if you were able to get results?

For which of the two issues do you feel there is most chance of getting some results?

Choose one of the two issues. Use the last two questions to help you decide. Now consider some next steps the association could take to pursue the issue. List your ideas here.

Now consider things you and your colleagues could do, **while pursuing one or more of these steps**, to attract a few more people to take part. List these ideas here.

The thinking you have done in this *ACTIVITY* should help you and your colleagues in the association, attract more people to get involved, while you are working on an issue.

SUMMARY

In this workbook, we have covered the following topics:

Section 1

When encouraging more people to take part, appeal not only to what can be achieved for your area, but to the personal satisfaction people get from working for their local community.

The first impressions that new members get are very important when it comes to encouraging them to stay involved. Informal, but business-like procedures are likely to impress best.

It's worth taking trouble to help a new member feel welcome and valued.

How decisions are made in the committee is very important. What the decisions are must be clear, as well as why they were taken. Remember also that well supported decisions are more likely to be implemented.

Section 2

It is worth remembering how strange new people might find committee meetings and procedures. New people may not feel confident. This should be allowed for.

It is also worth thinking out how you can take a particular interest in new participants and what you can do to encourage them to keep coming back.

New people will be put off by established committee members playing out personality clashes or serving their own egos, during the conduct of the business.

Section 3

As an association you could potentially achieve more if more people participate. There's the chicken and egg problem of having to show some successes to attract more people in the first place.

From the point of view of attracting more people to take part, it is important to publicise any successes the association has already had.

Getting results depends crucially on having a clear focus on realistic aims while letting no one side-track you.

Section 4

It's easier to think of involving more people a few at a time. The Seaton Hut case study was an example of a committee close to folding, which shared a few extra tasks to get the ball rolling on an important issue. Success with the issue depended on getting more people involved. The committee paid very close attention to all possibilities for encouraging more people to take part as the issue was worked on.

The Seaton Way Tenants Association succeeded because

- The issue was important to local people
- People were asked to contribute in ways they felt they could
- No one was left doing too much on their own
- Activity was built up gradually, as more people became involved.

Check Up

Here are some answers for many of the ACTIVITIES you have worked on.

ACTIVITY 3 (page 3)

	Encouraging to a new member	Off-putting to a new member
The meeting is being well run	x	
Discussion seems to go round in circles and never get to the point		x
Being expected to take on a lot of new tasks		x
Being welcomed to the meeting, with an experienced committee member taking an interest in them	x	
Updating the new member with information and explanations, to help them catch up	x	
Discussion at the meeting being dominated by one or two dominant individuals		x
Disagreements in the meeting causing bitterness		x
Disagreements being handled respectfully	x	
The meeting is being held in comfortable surroundings	x	
The meeting being bogged down with administrative matters, and no sense of getting anywhere with the issues coming up		x
New members being asked if they could help with easier tasks	x	

ACTIVITY 5

Ideas for answers to ACTIVITY 5 are covered in ACTIVITIES 6 & 9.

ACTIVITY 6 (pages 5 & 6)

Would you say the decision taken here was	probably	unlikely
CLEAR to all committee members?		x
UNDERSTOOD by all committee members?		x
SUPPORTED by all committee members?		x

Do you think the decision taken this time would have been	probably	unlikely
CLEAR to all committee members?	x	
UNDERSTOOD by all committee members?	x	
SUPPORTED by all committee members?	x	

The approach described on page 6 showed how different views were respected, but how a shared view emerged after discussion. Note how Sarah, the chair, clarified the options and guided debate round them, until a clear consensus came out.

ACTIVITY 7 (page 7)

- Teamwork

ACTIVITY 8 (page 8)

There are many possible answers here. For example:

Thinking about the example of the faulty windows, can you list two ideas worth trying which might get more local tenants involved?
<p>1) Organise a special meeting for Anderson tenants, with tenants who had reported badly fitting windows given an invitation in person, while being visited to photograph the windows.</p> <p>2) Gather together as many of the tenants who had reported badly fitting windows for the press coming to take photographs.</p>

ACTIVITY 9 (page 9)

Which of the following statements may well apply to how that new person feels?	May well apply	Unlikely to apply
1. The person is unsure about how the association conducts its meetings.	x	
2. The person doesn't know anyone else present very well.	x	
3. The person takes to the meeting like a "duck to water".		x
4. The person will speak up at every opportunity.		x
5. The person may not feel very confident about volunteering to help.	x	
6. The person will be very impressed if one or two people seem to run the "show" and always get their own way.		x
7. The person would appreciate being introduced and encouraged to contribute, but never "put on the spot".	x	

ACTIVITY 10

Anything which makes a new person feel welcome and valued, would encourage them to come back.

ACTIVITY 26

<p>Something else, very important was achieved, apart from raising the profile of the issue. What else of importance to SWTA was achieved?</p>
<p>The few tenants left running SWTA managed to rally more local people into activity. SWTA's profile was raised. The value of local people working together on an issue was demonstrated. The value of SWTA to the community was shown.</p> <p>The really important thing to note is that SWTA made a point <u>of choosing activities which would draw more people into activity!</u></p>

ACTIVITY 27

Looking back over this case study, what things did the action group do which helped attract more people to join their group?

ACTIVITY 21

Sharing the task of visiting people who used the hut.
No obligation was put on new people to join SWTA at this stage.

ACTIVITY 22

Include a tear-off reply slip on their leaflet.

ACTIVITY 23

Held extra bingo sessions (knowing that bingo was already an activity bringing local people together). An appeal for more helpers was made at the bingo.

ACTIVITY 24

Used sons, daughters, friends and neighbours to help get the leaflet distributed.

ACTIVITY 25

Called a public meeting. Used the list of people returning tear-off slips to target invitations to the public meeting. Sought press coverage for the meeting. Held an activities day - fun in itself, but linked to the hut issue. A particular effort was made to include young people.

SWTA did not expect any one activity to get lots more people involved. They kept offering opportunities for others to get involved, and were rewarded with a slow but steady build up of more involved people.

Notice also, how (in ACTIVITY 28) they were thinking ahead to what new issues they could work on to keep the new interest in SWTA alive.

Now, to Round off the Course...

This part of the course gives you a chance to check your understanding of the main points presented. It takes the form of a TRUE/FALSE quiz. All you do is place an "X" in the correct column to indicate whether you think each statement is TRUE or FALSE

Statement	TRUE	FALSE
1. For many people actively involved in tenants and residents associations, they keep going because they get personal satisfaction from the work, despite the frustrations.		
2. You never get a second chance to make a first impression.		
3. Meetings work best if there is complete informality.		
4. New people never have a problem speaking up at meetings.		
5. The behaviour in meetings of the "old hands" on the committee has no bearing on the impression new people get of an association.		
6. Publicising successes is unnecessary, it's just a sign of arrogance.		
7. Sometimes associations fail to achieve a result with an issue because they get side-tracked.		
8. When choosing an issue to work on, it does not matter whether or not the issue is important to local people.		
9. To ensure something is done well, it is always better to do it yourself.		
10. When deciding what to do about an issue, a golden rule is to consider how more people can be involved, while working on the issue.		

What Next?

Phone or write to TIS to ask for the Checkback Pack for this course. We'll send it on to you straight away.

In it you will get

- the answers to the TRUE/FALSE quiz
- a list of sources of further information about good organisation in tenants' associations
- a list of other courses in TIS' **Home Study for Tenants** series
- a questionnaire to enable you to give use feedback on how well this course worked for you (or how badly)
- a course completion certificate.

For Now.....

WELL DONE FOR COMPLETING THIS COURSE. We hope you enjoyed studying this way and will ask for more Home Study courses to be sent to you.

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