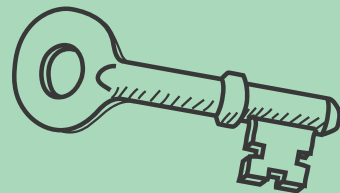


Resident Engagement Strategy



This document will be reviewed every 3 years in line with regulatory standards.

Introduction from the Chair Ian Munro



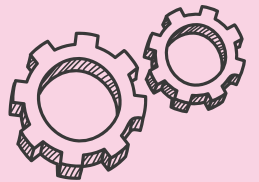
This new engagement strategy marks a shift in how the organisation has engaged residents in helping to shape service delivery and to inform better decision making and investment planning – whether that's about services, homes or neighbourhoods. This will help deliver the new Business Strategy where there are some big challenges to overcome – including; net zero, energy efficiency, development, regeneration and neighbourhood investment. None of this will be possible without taking our customers with us and rethinking the way in which we engage with them. However, it also means making sure that we use every interaction with residents as an opportunity to learn and improve.

The new engagement strategy is about;

BECOMING MORE ACTIVE IN COMMUNITIES – TALKING TO RESIDENTS AND NOT EXPECTING THEM TO COME TO US.

Engaging more people – targeting community champions early on in the decision making process, expanding our tenant scrutiny programme but also engaging with other people who might be interested in engaging with us later on.

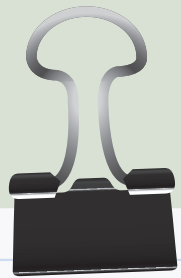
USING DIGITAL TOOLS – TO ENCOURAGE A NEW POOL OF RESIDENTS WHO WISH TO ENGAGE WITH US ONLINE RATHER THAN ATTENDING MEETINGS.



plan

The new strategy will engage with residents when things matter to them and at a time and place that suits them. Faster feedback will be at the cornerstone of this new approach. Resident engagement will no longer be a function, a small team or a regulatory requirement; it's part of what everyone here does. And what we will do going forward is to better 'join up' what our teams are doing so we always think **ENGAGEMENT** before taking action. This will mean less meeting and compliance checking and a focus on ensuring every interaction with residents and their experience with South Lakes Housing is used as a learning opportunity. If we get this right it will contribute to our 'a platform for life' vision. We will have a better insight into our current and future residents, their homes and communities so we are able to make better informed decisions that will have more impact and result in more trust, loyalty and higher customer satisfaction. This is a call to action, are you up for it!

Operating with the National Policy Framework



One

Building safety, social housing policy and regulation – accountability, a focus on what matters to residents, consumer metrics.



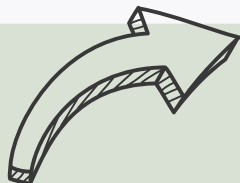
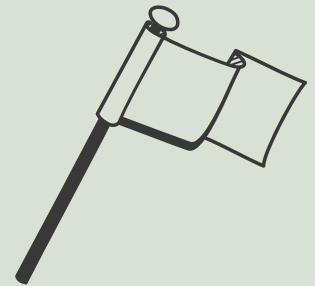
Two

Housing Ombudsman Complaint Handling Code – faster resolution of disputes (less complaint stages) and learning, greater consistency across the sector, self-assessment.



Three

NHF Governance code – accountability to tenants, involvement mechanism and reporting.



Definitions



Engagement, Making an Investment

Engagement is a mutually beneficial interaction that results in participants feeling valued for their unique contribution.

Involvement, Taking Action

Involvement is the act of taking part in an activity or event, or the way in which you take part in participation.



Resident Engagement

Local people who live in the area getting involved and having a say in the decisions that affect their homes and communities.



Why does SLH need to engage with Residents?

Developed decision making- with the help of customers highly informed strategic decisions can be made that contribute positively to the customer experience.

To encourage a proactive learning culture for residents. As residents will receive direct feedback and information from SLH that they can use to make a difference or challenge the norm.

TO CREATE A CUSTOMER OFFER THAT PROVIDES CHOICE OVER ACCESS TO SERVICES AND A BETTER RANGE OF HOUSING SOLUTIONS TO MEET CHANGING DEMANDS.

Increase customer loyalty and recommendations to family and friends.

ENGAGEMENT CAN HELP SHORTEN THE COMMUNICATIONS CYCLE BY KEEPING STAKEHOLDERS INFORMED AND UP TO SPEED ON A REGULAR BASIS.

Build trust by making residents feel valued and listened too.

ENHANCED BRAND IMAGE, AWARENESS AND REPUTATION THROUGH FEEDBACK AS RESPONDING TO CUSTOMERS VIEWS AND OPINIONS CREATES A MORE PERSONAL RELATIONSHIP.

Greater customer satisfaction by staying relevant and responsible to customers.

Current Engagement




TENANTS' COMMITTEE - THIS IS A REFERENCE GROUP OF TENANTS AND LEASEHOLDERS AND A USEFUL FORUM FOR DEVELOPING POTENTIAL RESIDENT BOARD MEMBERS.. THE FOCUS OF THE PANEL IS TO LOOK AT POLICIES AND KEEP UP TO DATE WITH CURRENT ISSUES. A VARIETY OF MANAGERS ARE INVITED TO BRING POLICIES, STRATEGIES OR NEW WAYS OF WORKING TO THE COMMITTEE WHO CAN COMMENT ON IT AND APPROVE IT.

Tenant Scrutiny Groups - the focus of scrutiny is to provide the Board with assurance over compliance with the Regulator's Consumer Standards. Membership of the groups consist of representatives from Tenant Panel and via digital routes, with around 6 attendees. The group focuses on a two or three scrutiny activities in the year, including two Consumer Standards and another area of tenant interest or where the Board have requested additional scrutiny activity. Terms of reference for the groups are established at the start of every meeting.

Grant Applications Panel — GAP
- The panel receive applications from Tenants who would like a small amount of funding to make an environmental improvement. The panel consists of nominations from the Tenants' Committee and other interested residents. These meetings take place every 3 months and involve tenants who have volunteered from Tenants Committee. This could be purchasing a bench, etc.

Digital Engagement
We have set up a Facebook community group for tenants, leaseholders and members of the community and we are sending out Mailchimp emails and surveys including latest news articles. These are digital consultation channels that recognises that more and more customers are transacting with us online.



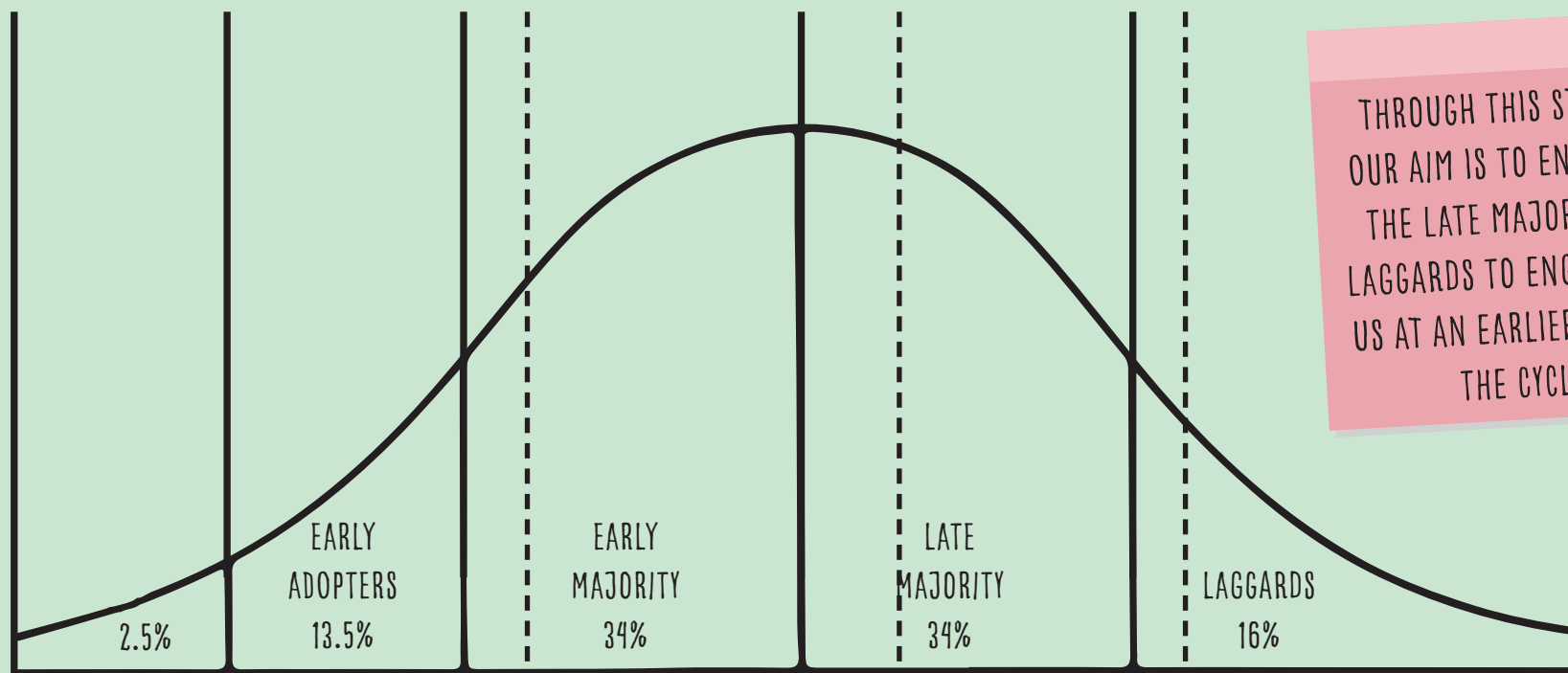
COMPLAINTS PANEL - THE PANEL CONSISTS OF AROUND 6 TENANTS, COMPRISED OF MEMBERS OF THE TENANTS PANEL AND ANY OTHER INTERESTED RESIDENTS. THE PANEL MEETS FOUR TIMES PER YEAR TO MONITOR COMPLAINTS PERFORMANCE AND TO IDENTIFY SERVICE IMPROVEMENTS AND INPUT INTO POLICY AND PROCEDURAL CHANGES. THE PANEL CAN REVIEW COMPLAINTS, WHERE TENANTS HAVE REQUESTED IT.

Transparency - a summary of Board meeting and decisions taken is published on the SLH website. The Tenants' Committee is consulted on policy, investment and governance changes, in line with an annual engagement plan. Engagement outcomes are published in an annual tenant report.

Resident Board Members - Board members are recruited for skills but there are up to two places reserved for residents who meet the Board's skills requirements. Potential Board recruits are identified from our engagement pool and provided with coaching and training to then apply for Board membership.

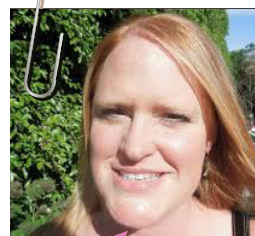


Engagement Cycle

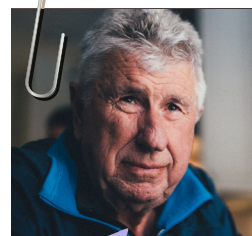


THROUGH THIS STRATEGY
OUR AIM IS TO ENCOURAGE
THE LATE MAJORITY AND
LAGGARDS TO ENGAGE WITH
US AT AN EARLIER POINT IN
THE CYCLE.

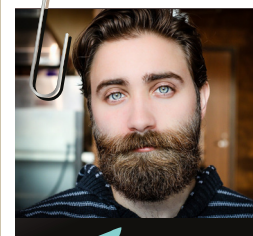
I ALWAYS GET INVOLVED AT THE
BEGINNING OF PROJECTS IN MY
COMMUNITY!



LAURA, AGED 41



BOB, AGED 67



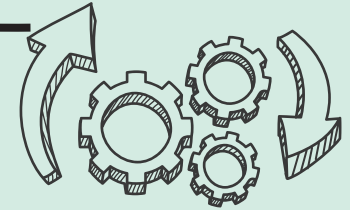
NATHAN, AGED 35

I ONLY GET INVOLVED
WHEN IT AFFECTS ME.

I GET INVOLVED WHEN
EVERYONE ELSE DOES.

*PLEASE NOTE THESE ARE FICTITIOUS TENANTS.

Tenant Engagement to deliver the Business Strategy



Growing



New Home Standard

Extra Care Offer

Rent Setting

Customer Satisfaction

Neighbourhood Plans

Net Promoter Score

Governance Rating

New Development/Regeneration

Greening



Green Strategy

Fuel Poverty/Bills

Guidance & Advice

Transforming



SMART Technology

Replacement for Gas
(Education & Awareness)

Digital Access
(Inclusion & Training)

My Account

Repairs Self Booking

Customer Profiling

RESOURCES FOR ENGAGEMENT

BUSINESS
STRATEGY
2016-2020

Formal Groups
£6k

CONTRACTORS
£10K

Community Environment
Grants £15k

COMMUNICATIONS
£18K

STAFFING £95K

BUSINESS
STRATEGY
2020-2025

DIGITAL/
SOCIAL MEDIA

COMMUNICATIONS
£18K

Formal Groups
£6k

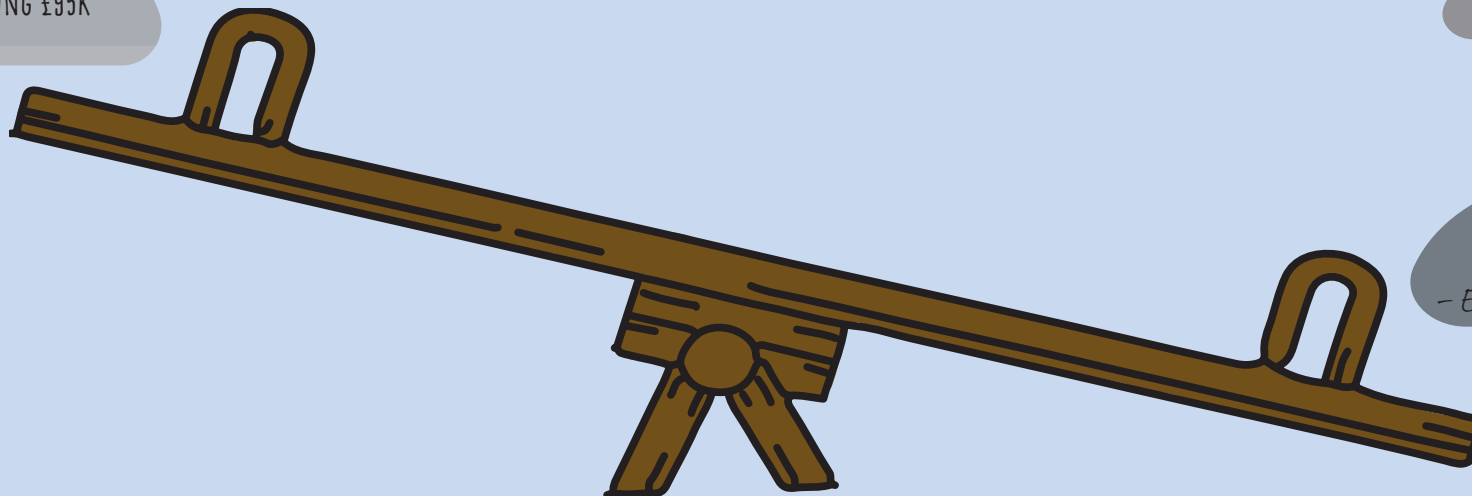
Community
Environment
Grants £15k

Estate Plans

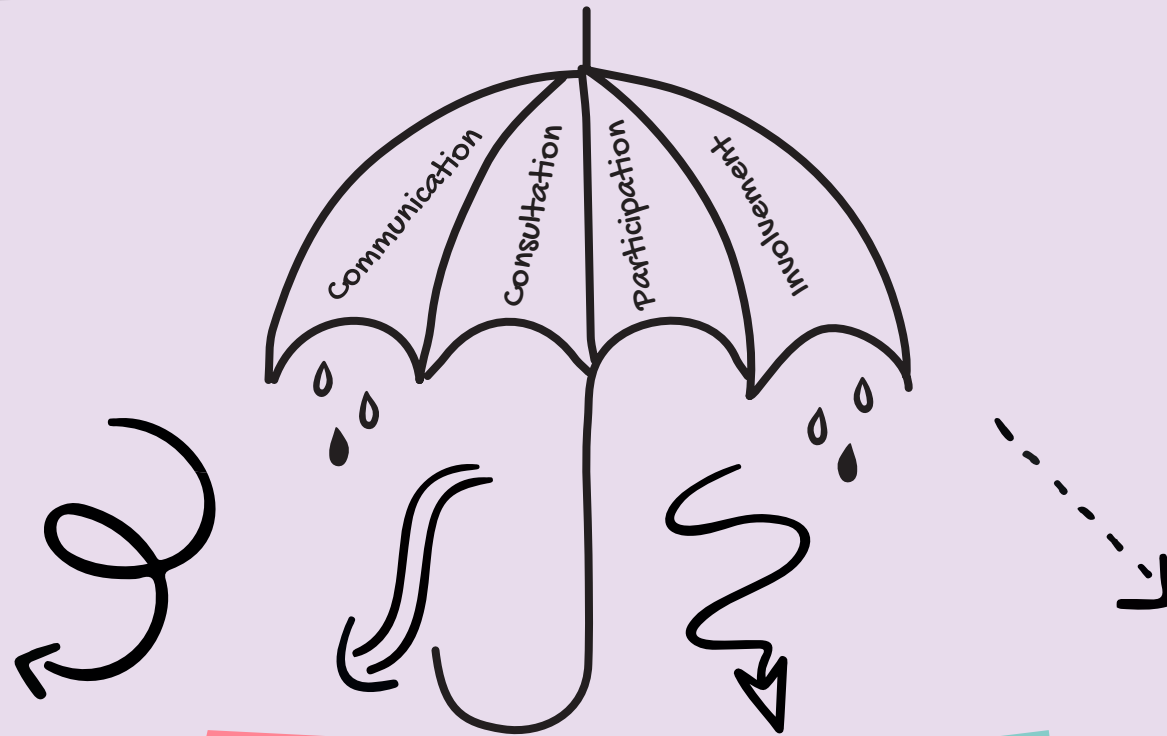
Contractors
£50K+

STAFF VOLUNTEER
DAYS

Staffing £155K
-Recalibration
-Extra tenancy management



WHAT DOES IT LOOK LIKE?



Communication

- Annual Report
- Website
- Social Media
- Letters/ Emails/ Calls/ Live Chat
- Risk Communication
- You said, We did

Consultation

- Surveys
- Policy changes/ New Policies
- Changes to Services
- Neighbourhood Plans
- Service Standards

Participation

- Resident Associations
- Focus Groups
- Community events & Campaigns
- Estate Walkabouts
- Sheltered events
- Procurement Decisions
- Financial Inclusion Projects

Involvement

- Tenants' Committee
- Grant Applications Panel
- Tenant Scrutiny Groups
- Tenant Complaint Panel
- Training & Support
- Leaseholders

8 STEPS TO BETTER ENGAGEMENT



ONE

Improve data capture and conduct more primary research to gain a better understanding of our tenants to help shape the strategy.

TWO

Targeting resources at delivering the Business strategy- moving from meetings to community visibility.

THREE

Short and faster feedback mechanisms (social media, focus groups & use of referrals to support 1 + 2) - use them, lose them.

FOUR

Support neighbourhood champions/shapers and training for potential new board members.



FIVE

Active involvement in communities ahead of major decisions. - trust and transparency/ building relationships.

SIX

Some focus on regulatory compliance- tenant scrutiny to provide Board assurance on our compliance with the standards- annual report etc.

SEVEN

Our guarantee to you:

- Specific on the offer- what & how.
- Based around what we need to be good at and what the Board require assurance on.
- Define what tenant involvement is.

EIGHT

Provide better reporting to the Board (from the people who live & receive our services).