

Tenant Engagement Strategy Review – HPB Update

26th January 2024

Background



Tenant Engagement Strategy Survey Results 2022

**Total of 1092
responses**

16%
*Response rate
overall*

453
*(42% of respondents)
people told us you would
like to engage further*

The top barrier listed for not being involved

was: illness or disability which highlights our aging tenant population, followed by not feeling that views would make a difference.

How do you want to engage with us?

Top 5 answers were:

- Completing surveys
- Holding us to account on performance
- Neighbourhood walkabouts
- Feedback groups
- Being a local community representative.

Top 5 ways of engaging split by survey response type

Paper Based Survey Responses	Digital Survey Responses
Paper letters, leaflets & surveys	Emails
Face to Face	Face to Face
Emails	Website
Website	SMS
SMS	Tenant Portal

Our Tenants Values

We also asked what you valued the most about your relationship with the councils as your landlord and used examples of real tenant values, that were common themes, to inform the strategy's promises and priorities.

Changes to Regulation



- ▶ Social Housing Act now enshrined in Law
- ▶ Requirements under this regarding Tenant Engagement – the Transparency, Influence and Accountability Standard
- ▶ Regulation passed from Housing Ombudsman only to include Regulator for Social Housing April 2023
- ▶ Most requirements covered by our current Strategy
- ▶ However we still fall behind on Diversity and Data
- ▶ In addition the new Tenant Satisfaction Measures produce different results from previous Star Surveys
- ▶ Because of this some of our original targets are now not realistic

Actions: Summary of Progress since November 2022



Actions	Number
Archived (Due to legislation changes)	1
Achieved/ Achieving	8
In Progress	11
Not Started	0

Proposed changes to the Strategy



- ▶ Archive of the action around Local Offers as this is not in the new proposed Consumer Standards and will instead co-design Service standards with Tenants
- ▶ "What Success looks like"- Changes to how we measure success:
 - ▶ Instead of aiming to reduce complaints we instead will aim to understand why complaints satisfaction is low and how we can improve this.
 - ▶ Removal of aims that aren't measurable such as "You trust that we have your best interests at heart" and use TSM data such as "Listen and Acts" instead.

Open & Transparent Communication

ACHIEVED

IN PROGRESS/ ONGOING

TARGET NEXT

- Provide you with the information you need to be able to effectively challenge us and make sure you can see how we are performing.
- Clear and accessible part of the website dedicated to Tenant Engagement
- Access to a wide range of information, so that you can scrutinise and challenge us on areas that are important to you
- Tenant Approved Marker

- We will continue to improve the MyHome Bulletin e-newsletter, sharing essential information and as well as updates on our performance data, tenant satisfaction survey outcomes, safety and compliance information. We will also produce an annual printed edition of MyHome for our tenants who may not be online.
- We will make sure that we consult you on all housing policies that affect you, and that the feedback you give us is used to develop policies and practices before they are approved, ensuring that we are open and transparent

- NEW: Introduce a Customer Relationship Management Tool in 2024
- NEW: Introduce Self-service tool for reporting repairs in 2024-25
- NEW: Improve tenant satisfaction in the way we communicate with them. This can be achieved by our new CRM system and by keeping our tenants up to date with their repairs.
- Improve our Tenant Portal so that you can access everything that is relevant to you and your home

You said We Did

ACHIEVED

IN PROGRESS/ ONGOING

TARGET NEXT

- | ACHIEVED | IN PROGRESS/ ONGOING | TARGET NEXT |
|---|--|--|
| <ul style="list-style-type: none">• Share housing complaints data to make sure you are made aware of when things have gone wrong and what we are doing to put things right• Increase, measure and report on transactional satisfaction for Repairs, New lettings and Anti-Social Behaviour• We are following the Complaint Handling Code of the Housing Ombudsman and share our self-assessment against the code annually | <ul style="list-style-type: none">• We will report at least annually on all our tenant engagement work, our tenant satisfaction levels and what has been achieved through working with you• What you tell us will help us improve services, and we will show you where this has happened. | <ul style="list-style-type: none">• NEW: Instead of attempting to reduce complaint figures, understand why Complaints Satisfaction is low and how we can improve |

Valuing Diversity & Inclusion

ACHIEVED

IN PROGRESS/ ONGOING

TARGET NEXT

- We will develop and put in place the support needed to offer a range of opportunities that encourage engagement, about the things that matter to you and at the level of commitment and involvement that you feel comfortable with

- We will challenge unacceptable views and behaviours associated with someone's protected characteristics, the stereotyping or stigmatising of our tenants and will carry out regular training with all our colleagues.
- We will provide training and support utilising our Tenants Participation Advisory Service (TPAS) membership and working with other partners; including the development of digital skills to ensure that we have a structure that is fit for the future.
- We will increase the collection and usage of data, to ensure we are providing accessible and inclusive opportunities and landlord services

- Improve our data held on our tenants so we can ensure we are designing services around their needs by collecting it at opportunities that present themselves to us, changing behaviours and processes within teams
- NEW: We will collect ED&I data through our engagement opportunities to ensure that the feedback we are collecting is representative our tenants

Engagement Is Everybody's Business

ACHIEVED

IN PROGRESS/ ONGOING

TARGET NEXT

- | ACHIEVED | IN PROGRESS/ ONGOING | TARGET NEXT |
|--|--|--|
| <ul style="list-style-type: none">• We will create, with you and colleagues, performance dashboards across the whole housing service on the information that is important and relevant to you, to provide a 360-degree oversight of all levels of the councils' performance• Build relationships with partners across the housing sector to ensure we are sharing and learning from best practice• You will be able to access the information you need to be able to monitor, scrutinise and challenge the council's performance as a landlord | <ul style="list-style-type: none">• NEW: The Housing Team will work together to track and measure Key performance indicators in relation to Engagement. We will also hold Housing Improvement Days with tenants and Staff.• We are able to report on the levels of engagement and show where this has increased• Our culture represents the councils' values, and we build trust and mutual respect with you• We will develop, with you, a set of service standards and targets relating to the management of your home, tenancy and neighbourhood and ensure these are accessible to you. We will report on our performance relating to these standards at least quarterly | <ul style="list-style-type: none">• Encourage Housing staff to capture tenant engagement preferences when communicating with tenants and passing this on to Tenant Engagement Staff• Work with Staff and Tenants to develop realistic Service Standards and report performance in the Annual Report |

Early and Planned Engagement

ACHIEVED

IN PROGRESS/ ONGOING

TARGET NEXT

- We will showcase where your feedback, influence and involvement has been used in the development of a service or resulted in a policy change so that it is clear for all to see the benefits of designing services with you instead of for you

- We will work towards Tenants Participation Advisory Service (TPAS) accreditation and utilise the full benefits of our membership
- We will create a Tenant Consultation Procedure & toolkit to enable all colleagues to effectively engage with you
- Consultation is embedded in all review activities, in line with our consultation framework.

- NEW: Understand how we can better measure performance in Tenant Engagement activities
- Aim for TPAS Accreditation 2024-25

Proposed Changes to Tenant Groups



- ▶ Changing our "Champions" to "Experts "
- ▶ Archiving "Recruitment Champion" group as this will be a function of the Tenant Board
- ▶ Archiving the "Health and Safety Champions" as this will fall under Neighbourhood Experts Role
- ▶ NEW AIM: This year we want to focus on recruiting Neighbourhood and Complaint experts as these are focus areas from TSM data

Over to you!



- ▶ Do you feel the current aims are still relevant?
- ▶ How can you contribute towards the delivery of our priorities in your day- to day work with your teams?
- ▶ Do you feel that there is anything missing?
- ▶ How can we better embed the engagement strategy throughout housing?

The Ladder of Engagement



Engagement
Empowering
Acting Together
Involving
Consulting
Informing



Monitoring and Governance



- ▶ Strategy will be reviewed annually in November to be published January of the following year.
- ▶ Housing Programme Board will be updated on Delivery Plan every 6 months
- ▶ Delivery Plan will be reviewed with Tenant Board quarterly.
- ▶ Progress on Tenant Engagement activities will be reported to Portfolio Holders monthly.