



Tenant Engagement Strategy

Havebury Housing Partnership 21-23

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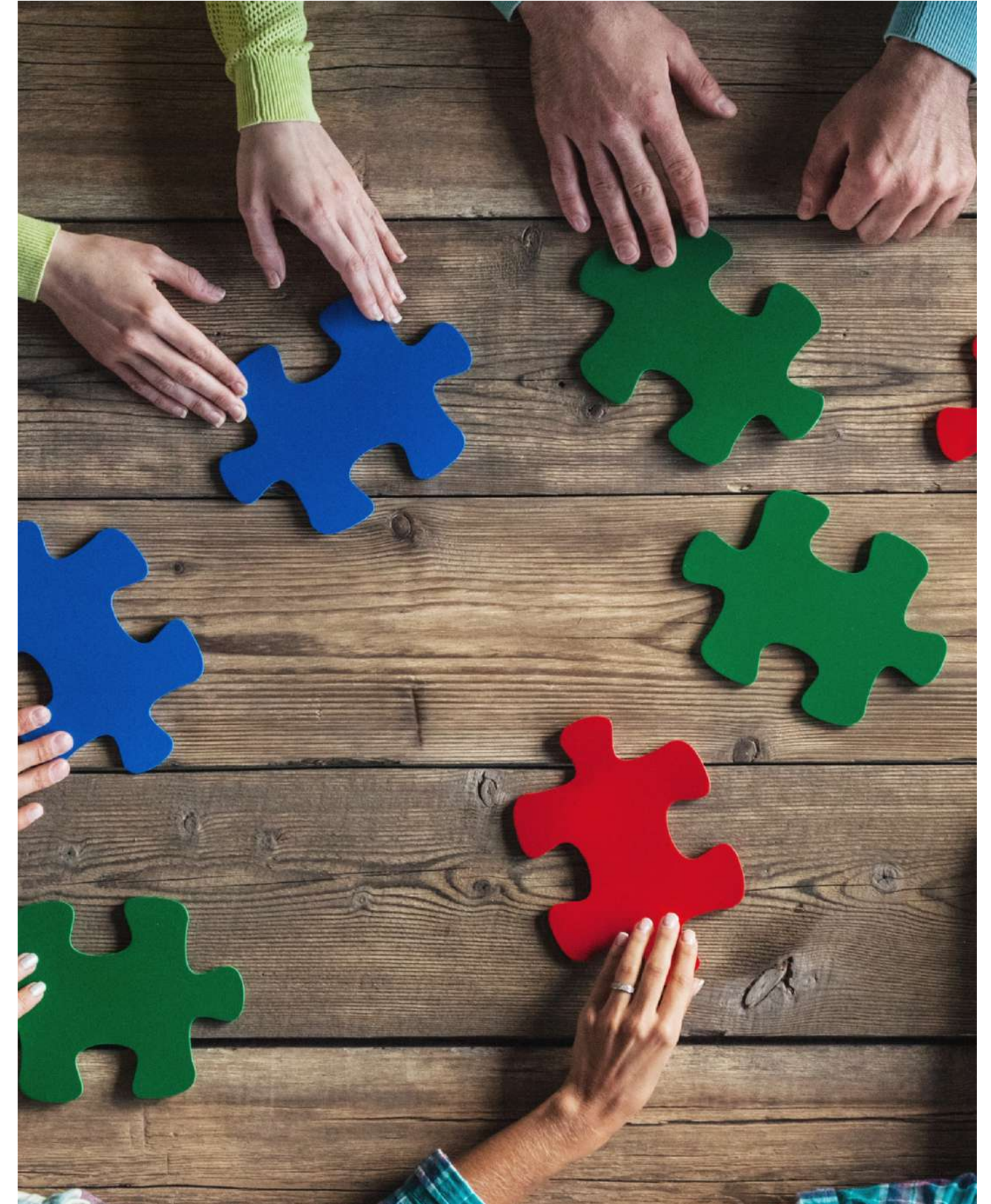
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Introduction

We have a long track record of working with you on the services we deliver, as well as how we deliver them. The pandemic affected all of us, but collectively we adapted and changed the way we lived and worked. We also changed the way we delivered some services and how we engaged and delivered services to tenants. There's other changes alongside these, including meeting Zero Carbon by 2050, the Social Housing White Paper and the Building Safety Bill.

These changes, plus our desire to start the next step of our tenant engagement journey, means this is a good time to set out our new strategy and reframing what this means and how we do this. In January 2021 we undertook a consultation with you all to understand your appetite for engaging with us (pg. 6). This, along with our findings from being early adopters of the NHF's Together with Tenants, has formed the foundations of this strategy.





We are also widening what we mean about engagement, away from a traditional model. Completing a satisfaction survey or making a complaint or compliment is still engagement; and insight from these allows us to feed into service improvements. We also recognise that not everyone will want to engage with us, you just want to know what to expect from us and what to do when things go wrong.

This strategy is split into three strands: 'listen and act on feedback', 'jointly create services' and 'be accountable in our performance'.

Whilst we are recruiting a new post of tenant engagement officer to aid in delivering this strategy, this is not just one person's role. Tenant engagement is part of everybody's role, through how we deliver services and listen to tenants. With this strategy also supporting our Customer Strategy and corporate plan, we look forward to jointly shaping our services to continue to be a tenant focussed organisation.

Our vision

- We want you to be able to engage with us in a way and at a time which suits you best.
- We want you to be able to easily scrutinise the services we provide and know how you're able to do this.
- We want to increase our levels of tenant engagement, and these be representative of all our tenants and the communities in which we work.
- We want you to have direct insight into how engaging with us shapes the services we provide.
- We will up skill our teams and have dedicated resource specifically for engagement.

This strategy sets out how we will develop a culture which listen to and values feedback - from however we receive this - to develop tenant led and focussed services.



Tenant Engagement Survey - The Results (950 responses)

How did you complete the survey?

Online
52.32%



Paper
47.68%



61.95%

of you told us you
would like to
engage with us
further.

Of the 38.05% of you
who said you would
not like to engage with
us

78.96%

Stated you were
happy with our
services.

Other reasons you didn't want
to engage with us included;

- 8.63% didn't think we would listen
- 4.66% wouldn't have the time

How do you want
to engage with us?

10.78%



Other

Other answers
included;

Phone calls



Or a mix of methods

Letters



59.04%



Email

18.68%



Surveys

4.78%



Face to
Face

2.99%



Online
Platform

2.24%



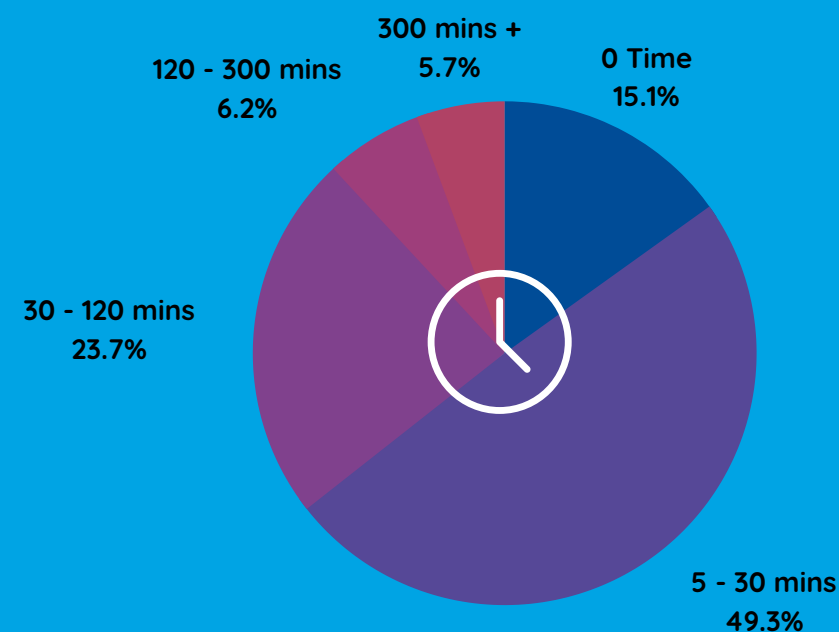
Social
Media

1.49%

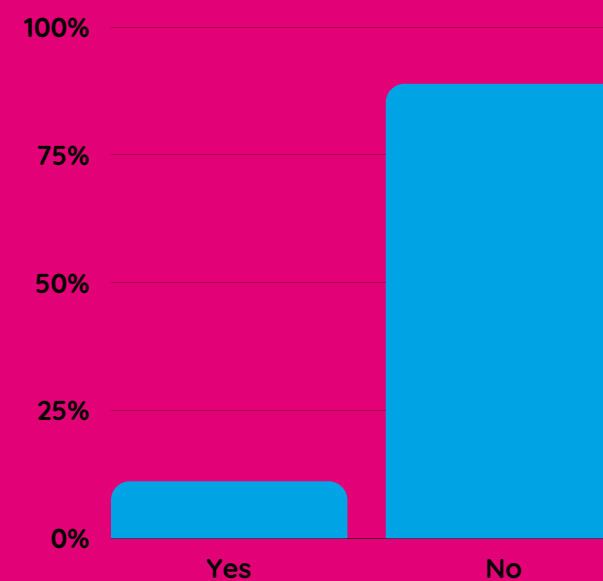


Online
Meetings

How much time do you have to engage with us?



Do you know how their views
currently get to board members?



90.15%

of you are very or fairly satisfied with us
as a landlord.

Our Strategic Objectives



Being a great landlord



Developing new affordable homes



Investing in our existing homes and communities



Playing our part in addressing climate change



Building a great team



Remaining a thriving business

Our Linked Strategies



Corporate Plan



Asset Management



Communications



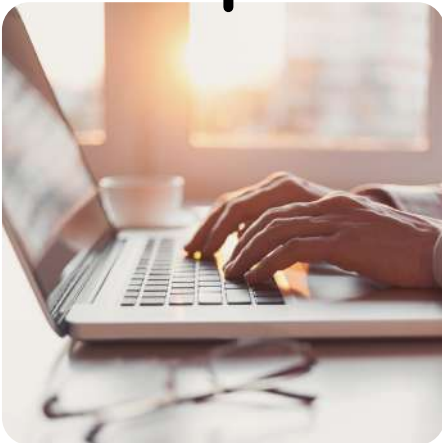
Customer



Development



Equality ,
Diversity and
Inclusion



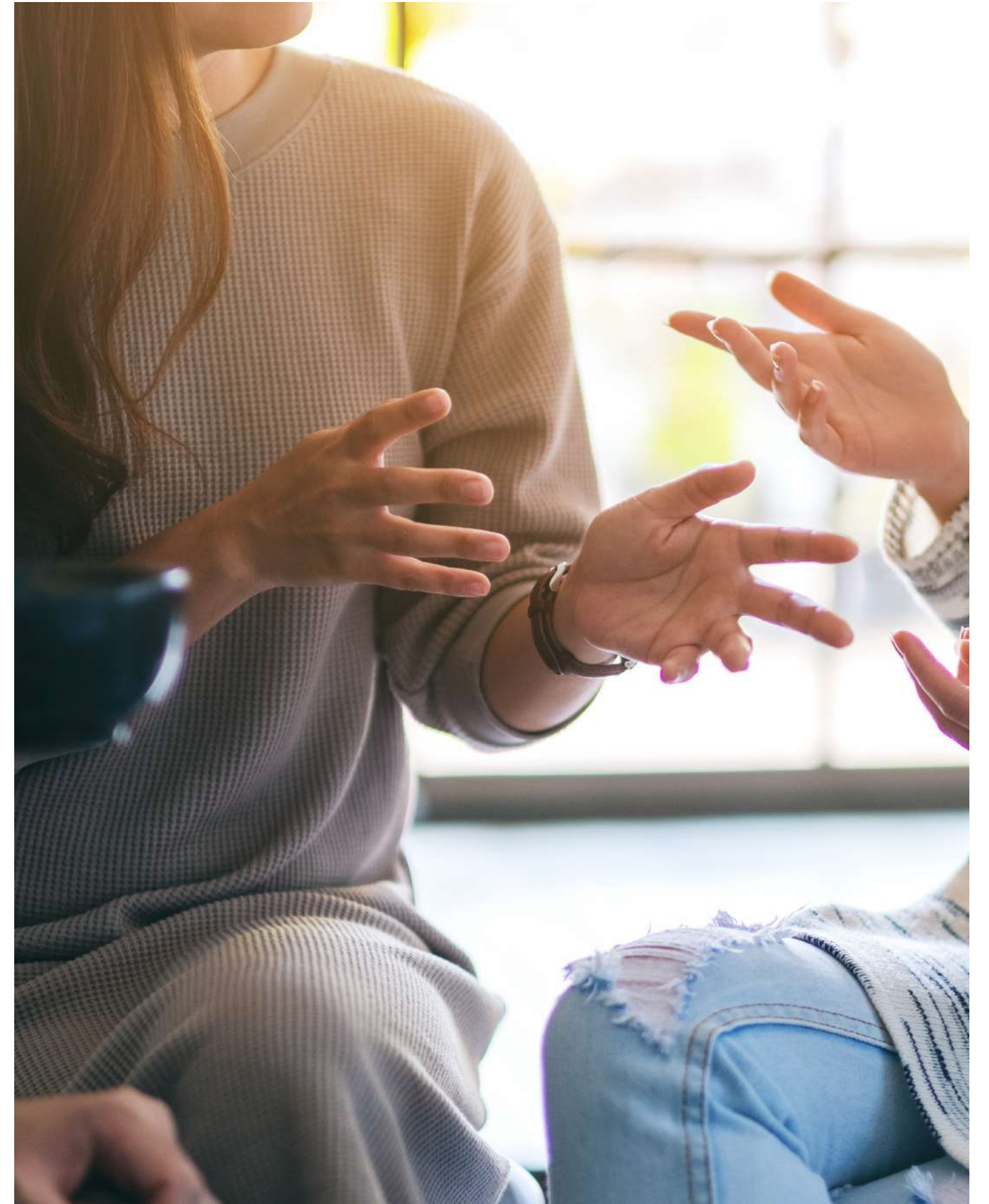
ICT



People



**Strengthening
relationships
between housing
associations and
residents**





A new requirement in the National Housing Federation Code of Governance for boards to be accountable to their residents

We are producing a new Code of Governance, which will be published later this year, in collaboration with partners and stakeholders, including residents. The new 2020 code builds on earlier versions to include provisions that the views and needs of residents and other customers must be at the heart of strategic decision-making.



A new Together with Tenants charter

The charter is designed to ensure all residents know what they can expect from their housing association landlord, regardless of where they live, what type of home they live in, or who their landlord is.



Resident oversight and reporting of progress against the charter

Resident oversight and public reporting against the commitments set out in the charter will give residents a stronger role in holding their landlord to account. This aims to prevent Together with Tenants from becoming a tick-box exercise that does not drive change. Boards will be expected to respond and take action where required.



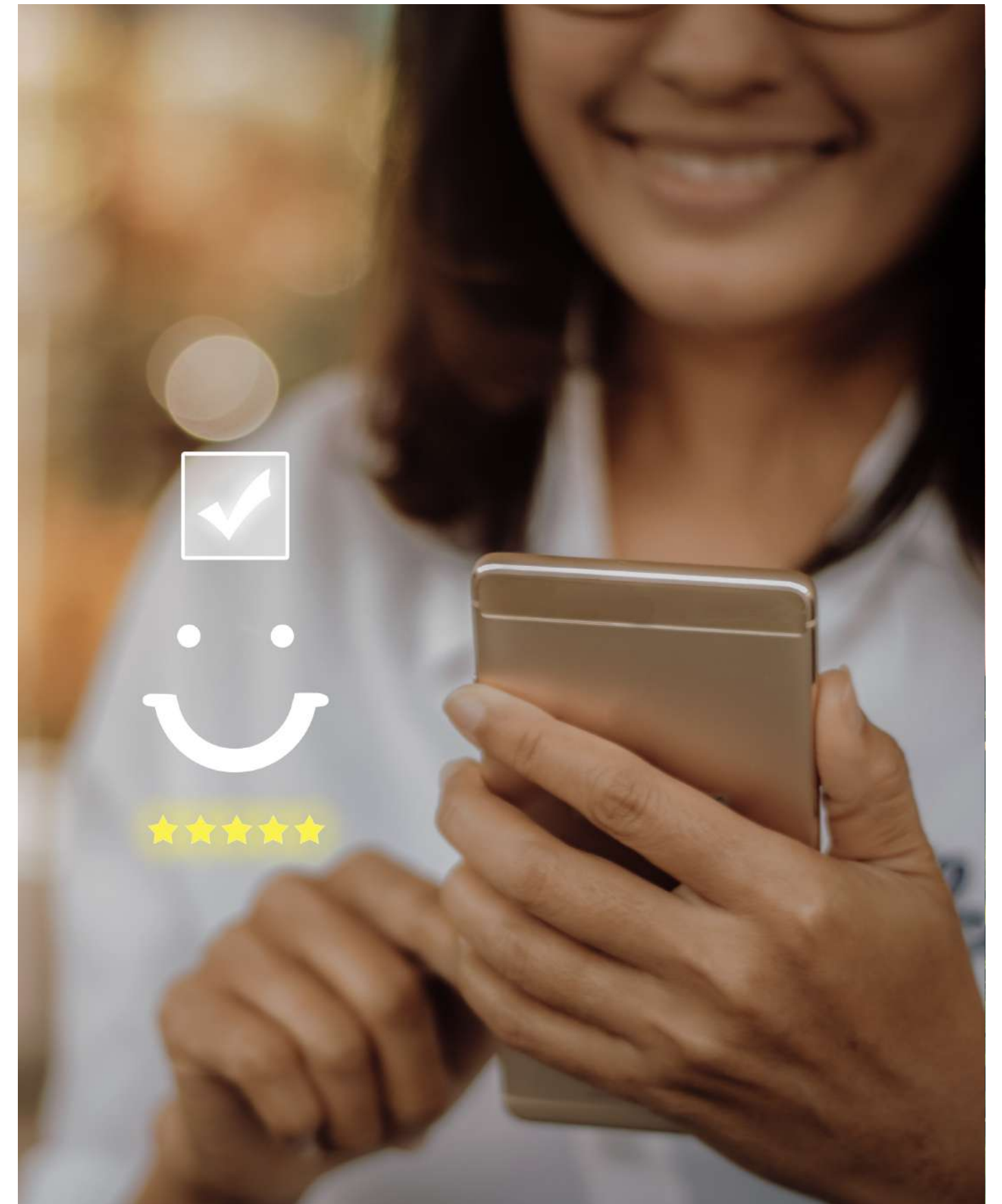
Giving residents a stronger collective voice with the regulator

Resident oversight and reporting against the charter may uncover issues of interest to the regulator, including potential non-compliance with consumer standards. Linking the Together with Tenants approach to regulation in this way will ensure that action is taken where necessary to protect the rights and interests of residents.

Our Action Plan

We will:

- 1. Listen and act on feedback**
- 2. Jointly create services**
- 3. Be accountable in our performance**



1



Listen and act on feedback

ACTION

Create a menu of options for tenant engagement; update our website with this, plus upcoming events and consultation opportunities.

THIS WILL ALLOW YOU TO

Have the skills and confidence to be able to engage with us as little or as much as you like, in a way that suits you.

TIMEFRAME

May - June 2021

OUTCOME

Increased numbers of tenants who engage with us.

ACTION

Using behavioural and wider insight data to understand how customers engage with us and access our services.

THIS WILL ALLOW YOU TO

Have the skills and confidence to be able to engage with us as little or as much as you like, in a way that suits you.

TIMEFRAME

From July 2021 and throughout life of strategy

OUTCOME

Increased numbers of tenants who engage with us.

ACTION

Create a process to amalgamate all insight we receive. We will then demonstrate how this has improved future service delivery and communicate this to you.

THIS WILL ALLOW YOU TO

Be able to have a say in how we deliver services in your area and see how your feedback has led to changes we have made.

TIMEFRAME

From July 2021

OUTCOME

Engagement links built with shared owners and leaseholders.

continued

ACTION

Tailor an engagement programme for Shared Owners and leaseholders.

THIS WILL ALLOW YOU TO

Have the skills and confidence to be able to engage with us as little or as much as you like, in a way which suits you.

TIMEFRAME

From July 2021

OUTCOME

Clear and demonstrable link between insight we received and changes we make as a result.

ACTION

Ensure Strategic Board and other delegated committees have insight into your views and needs, including complaints.

THIS WILL ALLOW YOU TO

Build trust in working with us.

TIMEFRAME

by September 2021

OUTCOME

Ensure and demonstrate tenant feedback is at the heart of decision making of the business.

2



Jointly create services

ACTION

Involve tenants in the early consultation stages of reviewing tenant facing strategies and policies.

THIS WILL ALLOW YOU TO

Be able to have a say in how we deliver services in your area and see how your feedback has led to changes we have made.

TIMEFRAME

From July 2021

OUTCOME

Consultation embedded into the creation of tenant facing policies.

ACTION

Provide training and support for tenants who wish to engage with us.

THIS WILL ALLOW YOU TO

Have the confidence to engage with us and see how your feedback has directly impacted on the services we deliver.

TIMEFRAME

Ongoing through life of strategy.

OUTCOME

Increase the number and opportunities for tenants engaging with us.

3



Be accountable in our performance

ACTION

Publish monthly performance data with updates on where performance is not as we anticipate.

THIS WILL ALLOW YOU TO

Have a full and complete understanding as to how we're performing and how we compare with other landlords. You can provide feedback and challenge us about areas where we're not performing.

TIMEFRAME

From July 2021

OUTCOME

Tenant's will be able to see how we're performing and delivering services.

ACTION

We will design what performance information you see, around your priorities.

THIS WILL ALLOW YOU TO

You have the opportunity to question our performance and contribute to tenant's scrutiny reviews.

TIMEFRAME

From July 2021

OUTCOME

Tenant's will have oversight of information and demonstration of using feedback.

Timeline of outcomes

