

## Housing Engagement Strategy 2019 – 2022

### 2021-2022 Action Plan

<b>Increase our range of informal engagement opportunities</b>	
<b>Strategy Action</b>	<b>To be achieved in 2021-2022</b>
Re-engage with community groups and attend events in order to promote the work of the housing service and seek feedback.	Minimum of five community events attended by a cross section of managers from the housing service.
Housing Engagement Team and new Neighbourhoods Team to establish working methods in line with the Neighbourhood Strategy.	To have gained greater understanding of customer views at a localised level.
Continue to ensure information on our website is up to date to highlight opportunities for involvement and provide opportunity to share views.	Development of the Housing web pages to highlight the new methods of engagement and develop virtual engagement methods.

<b>Review our formal engagement structure</b>	
<b>Strategy Action</b>	<b>To be achieved in 2021-2022</b>
Maintain database of existing tenant and community groups in the Borough for 2021/22.	Database of groups kept up to date using information from key stakeholders
Engage with other Council Departments to share learning and insight.	Include outcomes of engagement activities in a minimum of 6 briefings Employee Briefings.
Complete an annual assessment of Housing Engagement to ensure that outcomes are being achieved.	Record outcomes in line with Performance Management Framework
Recruit Community Champions.	Seek to recruit 4 Community Champions.
Promote the Community Fund to enable tenants to bid for small scale improvements to their area.	Complete 3 rounds of bidding.
Housing Performance Group (HPG) recruit to vacancies and provide support and training to members	Completion of recruitment to HPG and a programme of training delivered for members.
Implement reviewed role of the Resident Involvement Group (RIG)	Develop new structure, role and monitor impact of the group

### Improve our approach to encouraging involvement

Strategy Action	To be achieved in 2021-2022
Use customer feedback to improve services	Through Complaints Learning /STAR responses/scrutiny outcomes to inform You Said, We Did messages
Embed the use of the Housing Community Facebook Page to encourage wider engagement and feedback	A programme of posts and polls for the group and a target to increase membership by 50% during the year.
Increase take up of the Email Me service.	Increase "Email Me" service take up to the service by 10%.
Complete pilot of Email me advanced features for general needs tenants.	Complete pilot of 'Email Me' advanced features' by August 2021.
Improve promotion of opportunities to get involved.	Use a range of communications such as social media, leaflets, website, notice boards in schemes to promote opportunities.
Encourage engagement through the promotion of skills development.	Work with partners, delivering training and providing job opportunities in the Borough, to promote opportunities.

### Increase the methods used to provide feedback

Strategy Action	To be achieved in 2021-2022
Undertake STAR Survey (bi-annual).	Review responses and implement an action plan to understand and address key themes and issues raised and publish on website.
Increase opportunities for customers to engage on safety issues and provide feedback on resolutions	Develop Service Inspector (formally known as Tenant Inspectors) programme.
Ensure information on performance is provided to customers.	Further development of performance information provided using a range of Housing communications.
Introduce new methods of capturing customer satisfaction feedback by use of digital interactions using Survey Monkey moving away from telephone/paper feedback.	Capture 60% of customer satisfaction feedback by use of digital interactions and include 'You Said, We Did' messages in a range of Housing communications