

# Housing Engagement Strategy 2019 – 2022

## 2019 Action Plan

## APPENDIX 1

| Increase our range of informal engagement opportunities  |   |   |          |              |   |
|--|---|---|----------|--------------|---|
| Strategy Action  | To be achieved in 2019-2020   | How   | Due Date | Who          | Progress/Notes  |
| Increase Housing's attendance at community events to promote the work of the team and seek feedback about services | Minimum of five community events attended   | Consideration of community events being held in the Borough to ensure appropriate for Housing to attend | 31.03.20 | CR/AH        | Complete - Five events attended. ILS, Lifeline and Garages promoted. Managers and officers from across Housing attended. Further events to be considered as details known |
| Increase the use of 'Meet the Manager' events for managers to gain greater understanding of customer views         | Minimum of 20 'Meet the Manager' events arranged; with every manager attending at least one event | HMT to consider how events should be developed  | 19.11.19 | RSh/CR       | Meeting held with HMT on 19 <sup>th</sup> November 2019   |
|  |   | Identify numbers of ILS events completed and planned  | 30.09.19 | CR           | Complete - 11 taken place since 1 April. Two more booked in for November.   |
|  |   | Complete Community Mapping of venues within high density housing areas                                  | 29.11.19 | AH           | Database obtained from Corporate Comms as starting point. More detail to be added for suitable venues for events  |
|  |   | Planning of communications to promote events  | 29.11.19 | AH           |   |
|  |   | Co-ordinate and run required number of events   | 31.03.20 | CR/AH<br>HMT | Dates tbc after Neighbourhood Strategy approved   |

### Increase our range of informal engagement opportunities

| Strategy Action   | To be achieved in 2019-2020  | How  | Due Date | Who    | Progress/Notes   |
|---|--|--|----------|--------|--|
| Review information on our website to highlight opportunities for involvement and provide opportunity to share views | Review Housing web pages to highlight the new methods of engagement and develop virtual engagement methods | Update webpages to reflect new Housing Engagement Strategy   | 30.08.19 | AH     | Complete   |
|   |  | Research virtual methods used by other housing providers and identify how administered and how effective | 31.10.19 | AH     | Contacted housing providers directly and through emtpf/TPAS forums   |
|   |  | Consult Corporate Communications on virtual channels identified and suitability                          | 28.11.19 | CR/AH  | Meeting arranged to time with new member of staff starting in Corporate Communications, as requested by Communications Manager |
|   |  | Develop virtual group administration rules   | 31.12.19 | AH     |  |
|   |  | Develop virtual group confidentiality clause   | 31.12.19 | AH     |  |
|   |  | Identify how virtual engagement informs other engagement methods   | 31.12.19 | CR     |  |
|   |  | Incorporate outcomes of virtual engagement into other engagement methods                                 | 31.03.20 | CR     |  |
|   |  |  |          |        |  |
| Embed the use of informal engagement methods throughout the Housing Department                                      | Training provided to Housing Managers on informal methods of engagement and                                | Session arranged with HMT for awareness and input into development of some informal methods              | 19.11.19 | RSh/CR | Training provided 19 <sup>th</sup> November 2019   |

**Increase our range of informal engagement opportunities**

| Strategy Action | To be achieved in 2019-2020              | How | Due Date | Who | Progress/Notes |
|-----------------|--|-----|----------|-----|----------------|
|                 | the benefit of this approach to services |     |          |     |                |

### Review our formal engagement structure

| Strategy Action   | To be achieved in 2019-2020   | How  | Due Date | Who    | Progress/Notes   |
|---|---|--|----------|--------|--|
| Map out existing tenant and community groups in the Borough   | Database of groups developed using information from key stakeholders          | Complete community mapping of groups within high density housing areas                                 | 30.11.19 | AH     | Database obtained from Corporate Comms as starting point. More information to be added and to include training providers for employability |
| Engage with other Council Departments to share learning and insight                                     | Include the outcomes of engagement activities in a minimum of 6 SMT Briefings | SMT timings to be included in Comms Plan   | 31.10.19 | AH     | Complete - Dates added into comms plan   |
|   |   | Identify how many outcomes already included  | 30.09.19 | CR     | Activities Co-ordinators – May 19  |
|   |   | Identify further engagement outcomes to include  | 31.03.20 | CR/AH  | ILS Events<br>Meet the Manager   |
| Complete an annual impact assessment of resident involvement to ensure that outcomes are being achieved | Impact assessment model developed and outcomes published                      | Complete timely analysis of engagement activities  | 31.03.20 | CR     |  |
|   |   | Identify most appropriate method of publicising results of impact assessment                           | 31.01.20 | CR     | RIG Report<br>Housing Comms Website<br>HPG/Housing Committee?  |
| Develop a Community Champion programme  | A minimum of 4 Community Champions recruited                                  | HMT to consider how Community Champions should be developed  | 19.11.19 | RSh/CR | Discussed at meeting on 19 <sup>th</sup> November 2019   |
|   |   | Research similar roles used by other housing providers and identify how administered and how effective | 31.10.19 | AH     | Complete and information gained collated   |
|   |   | Engage with customers engaged informally and formally to provide insight into development of           | 31.11.19 | CR/AH  |  |

### Review our formal engagement structure

| Strategy Action   | To be achieved in 2019-2020          | How  | Due Date | Who   | Progress/Notes  |
|---|--------------------------------------|--|----------|-------|---|
|   |                                      | Community Champion role  |          |       |   |
|   |                                      | Establish Community Champion role  | 31.12.19 | CR/AH |   |
|   |                                      | Planning of communications/activities to recruit Community Champions                                   | 31.12.19 | CR/AH |   |
|   |                                      | Recruitment of at least four Community Champions   | 31.03.20 | CR/AH |   |
| Establish a community pot to enable groups of tenants to bid for small scale improvements to their area | At least one bidding round completed | Research similar roles used by other housing providers and identify how administered and how effective | 31.10.19 | AH    | Complete and information collated   |
|   |                                      | Arrange meeting with Tenancy & Estates Manager to identify available funds and discuss criteria        | 05.11.19 | CR    | Meeting held on 5 <sup>th</sup> November 2019   |
|   |                                      | Development of bidding process, application form and criteria  | 31.11.19 | CR    | Frequency of bidding to be agreed<br>Neighbourhood Strategy and STAR results may inform areas to target |
|   |                                      | Planning of communications/activities to raise awareness of Community Pot and encourage bids           | 31.12.19 | CR/AH |   |

### Review our formal engagement structure

| Strategy Action   | To be achieved in 2019-2020                        | How   | Due Date | Who   | Progress/Notes |
|---|--|---|----------|-------|----------------|
|   |  | Completion of one bidding round   | 31.03.20 | CR/AH |                |
| Review the role of the Resident Involvement Group (RIG) | Assess the structure, role and impact of the group | Begin discussions with the RIG about their role   | 17.09.19 | CR    | Complete       |
|   |  | Review Terms of Reference for High Level Engagement Groups with RIG                       | 15.10.19 | CR    | Complete       |
|   |  | Review dates of meetings to bring in line with Housing Performance Group meetings         | 31.10.19 | CR    | Complete       |
|   |  | Discuss and identify role of the RIG in reviewing how Housing complaints are responded to | 31.12.19 | CR    |                |
|   |  | Discuss and identify role of the RIG in monitoring Housing performance                    | 31.03.20 | CR    |                |

### Improve our approach to encouraging involvement

| Strategy Action  | To be achieved in 2019 - 2020   | How  | Due Date | Who     | Progress/Notes  |
|--|---|--|----------|---------|---|
| Review how we use information provided in complaints to improve services   | Include learning logs to direct scrutiny reviews and promote "You said, We Did" messages to customers | Include You Said, We Did messages in the Housing Annual Report   | 18.09.19 | CR      | Complete  |
|  |   | Include at least one You Said, We Did messages in monthly social media schedules                         | 31.10.19 | AH      | Complete – started including from October   |
|  |   | Include at least one You Said, We Did message in monthly Housing News Email Me bulletins                 | 30.10.19 | AH      | Complete – started including from October   |
|  |   | Complaints learning logs used to identify scrutiny review area   | 31.12.19 | HMTM    |   |
| Increase the use of text messages and email, where customers have identified this as their preferred method of contact | Introduce the use of text messages and increase the use of the "Email me" service                     | Send out monthly Housing News Bulletins using Email Me   | 30.09.19 | AH      | Complete – 1,523 subscribers as at 25.09.19, compared to 1,401 as at 24.04.19                 |
|  |   | Use of Capita to ensure customers are contacted and engaged with using their preferred method of contact | 31.03.20 | Housing |   |
| Improve promotion of upcoming decisions and opportunities to get involved  | Use a range of Housing communications to promote decisions and opportunities                          | Use of Housing News, social media and website to promote RIG and Task and Finish Groups                  | 30.09.19 | AH      | Complete – Housing Communications being used to highlight high level engagement opportunities |
|  |   | Use of Housing News and social media to promote upcoming decisions                                       | 31.10.19 | AH      | Complete – Message included about Housing Committee   |

### Improve our approach to encouraging involvement

| Strategy Action  | To be achieved in 2019 - 2020   | How  | Due Date | Who     | Progress/Notes  |
|--|---|--|----------|---------|---|
| Review the use of surveys, including frequency, method and impact                                | Update Capita Open Housing system to enable surveys to be undertaken using customers' preferred method of contact | Information collated about surveys used across the Department                                  | 30.09.19 | CR      | Complete  |
|  |   | Update on progress towards implementing new methods of surveying                               | 31.12.19 | CR      |   |
|  |   | Capita updated to enable surveys to be undertaken using customers' preferred method of contact | 31.03.20 | Housing |   |
| Consider how the Council's Mediation Service can be used to resolve landlord and tenant disputes | Assess the impact of the service in improving disputes  | Decision being made on how service will be delivered in future                                 | tbc      | tbc     | Mediation Co-ordinator post currently vacant  |
| Encourage engagement through the promotion of skills development                                 | Review the provision of traineeships and apprenticeships  | Highlight skills development through communications and promotion of engagement activities     | 30.09.19 | AH      | Complete – Housing News, social media, website and event information showing skill development opportunities                        |
|  |   | Complete Community Mapping of employability training providers                                 | 31.12.19 | AH      |   |
|  |   | Establish how Modernisation contractors are utilising apprenticeships                          | 30.10.19 | CR      | Complete – United Living committed to one apprenticeship and in place. Scope for work experience with all Modernisation contractors |



| Improve our approach to encouraging involvement |                                  |  |             |     |  |
|---|----------------------------------|--|-------------|-----|--|
| Strategy Action                                 | To be achieved in<br>2019 - 2020 | How  | Due<br>Date | Who | Progress/Notes   |
|   |                                  | Research provision of<br>NCC Adult Education<br>Budget and support for<br>traineeships | 30.10.19    | CR  | Complete – Inspire Libraries<br>administer Adult Education<br>Budget on behalf of NCC and<br>information about traineeships<br>gained. |
|   |                                  | Attendance at Midlands<br>Housing and<br>Employment Forum                              | 30.01.20    | CR  | Joined mailing list  |

| Increase the methods used to provide feedback   |  |   |          |       |   |
|---|--|---|----------|-------|---|
| Strategy Action   | To be achieved in 2019- 2020   | How   | Due Date | Who   | Progress  |
| Increase opportunities for customers to engage on safety issues and provide feedback on resolutions | Develop Tenant Inspector programme                                       | Training of customers to undertake Tenant Inspector role  | 31.08.19 | CR/KG | Complete – 7 tenants trained to undertake role. 5 still actively involved |
|   |  | Establish trial programme of Tenant Inspections for Independent Living internal communal areas            | 31.10.19 | CR/KG | Complete – 6 month trial programme completed                              |
|   |  | RIG review of Tenant Inspectors trial programme   | 19.11.19 | CR/KG |   |
|   |  | Use of Housing communications to feedback on outcomes of Tenant Inspections                               | 30.11.19 | AH    |   |
| Ensure information on our performance is provided to customers                                      | Provide performance information using a range of Housing communications  | Identify performance information to be used on website and frequency                                      | 30.11.19 | CR/KD | Quarterly updates   |
|   |  | Include performance information article in Housing News and social media posts                            | 31.12.19 | AH    |   |
|   |  | Feedback from STAR to be shown on website   | 30.11.19 | KD/AH |   |
| Improve feedback on service improvements, such as 'You Said, We Did' bulletins                      | Include "You Said, We Did" features in a range of Housing communications | Use of Complaints learning logs, STAR responses and scrutiny outcomes to inform You Said, We Did messages | 31.10.19 | AH    | Complete – messages included from October                                 |