



Resident Engagement Strategy 2022-2025

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Introduction

Message from the Chairs of our Resident Panels

Positive about partnerships

We, the Chairs of the One Housing Resident Panels are unremittingly positive about partnerships!

We welcome this new 2022-2025 One Housing Group Resident Engagement Strategy. It was created with the feedback and input of nearly 2000 residents and will give great opportunities for us all to work together to create top-class neighbourhoods and homes for people to live in.

We are proud to be part of the existing OHG resident engagement network that enables us to influence the development of a collaborative ethos that places the customer first and supports residents to live well in strong communities. But we can't do this on our own – this new Strategy is designed to open more opportunities to communicate, so the organisation and the Resident Panels can engage with and listen to more of its customers. We would encourage all residents to get involved in feeding back and helping One Housing to improve our services.

Together, One Housing Group staff, Governance and residents can work to develop trust and partnerships, maintain safe, top-quality homes and services, and build strong neighbourhoods and communities.

Introduction

Message from the Chair of One Housing

As the Chair of One Housing, I am pleased to endorse the Resident Engagement Strategy 2022-2025 which is supported and was approved by the Board in July 2022. To develop this strategy, One Housing consulted extensively with residents on how they would like to be involved in improving and shaping our services. The result is a truly co-created strategy.

It is important that we recognise and hear residents' concerns and that we demonstrate how they will be addressed. We want to assure residents that the Board of One Housing is committed to focussing on customer experience and satisfaction. The strategy will enable us to hear from more of our residents and give residents a stronger, louder voice to influence the ways we deliver our services.

Strategy and Vision

The Resident Engagement Strategy 2022-2025 was co-created with residents to signify the start of a stronger partnership to improve our services.

It will inform how One Housing will better engage, involve and listen to residents and will help us embed the value of the resident voice and experience in all areas of housing and property services.

The strategy sets out new and enhanced ways of partnership working to meet the diverse needs of our residents and involve everyone more effectively in scrutiny, service planning, decision-making and service delivery. It aims to strengthen community participation and engagement across all areas where we build our homes.

Our vision for this strategy is to:

- Engage with more residents and provide them with the opportunity to share feedback in ways that suit their needs
- Ensure residents have more influence over the way we deliver our services
- Work towards becoming a truly 'Customer First' organisation
- Meet the regulatory standards and key legislation on engaging and listening to residents
- Improve the way we communicate with residents

Our approach

As resident involvement is at the heart of everything we do, we will ensure that the Resident Engagement Strategy is linked to our corporate plan (2018-2023) and other key strategies.

Our Vision and Plan 2018-2023

We will support the delivery of our vision *“We create places for people to call home and support them to live well”* and all five of our key values.

Customer Experience Strategy 2021-2024

Our approach is particularly focused on the delivery of the themes included in our Customer Experience Strategy.

- Think ‘Customer First’
- Build trust and keep our promises
- Engage with customers by being transparent and accountable
- Learn from our customers
- Communicate with clarity and compassion

Equality Diversity Inclusion Strategy (EDI)

We are committed to equality of opportunity for all. We will develop specific action plans to ensure our resident voice represents the needs of our diverse community. We are an inclusive organisation where everyone can be their best authentic self – where we are comfortable with celebrating difference, challenging ignorance and embracing learning.

Riverside/One Housing Merger Pledge – “We will make sure there is a louder customer voice”

As part of the Riverside and One Housing merger, we jointly pledged to ensure residents have a louder voice including having a role in our Boards and Committees. We want to give our residents more opportunity to hold us to account and to shape improved services.

National/External context

The pandemic saw organisations shift to delivering services and communications using more digital methods. Employees and businesses across the globe moved online and worked from home, some for the first time, and customers were offered new ways of communicating. Housing providers also had to change the way in which they worked and communicated; we saw some innovative approaches delivered and residents joined landlords on the journey through making digital methods work.

We have also seen fundamental changes through new regulation and guidance coming into the housing sector. The Social Housing White Paper, The Tenants' Charter and legislation around building and fire safety require all housing providers to enhance how they engage with and respond to residents. There is a big focus on offering opportunities for scrutiny and co-creation of services.

The priority for the housing sector to better engage is also reflected by the new Tenant Satisfaction Measures due to be introduced by the Regulator of Social Housing from April 2023.

One Housing joined numerous other organisations in becoming an early adopter of the National Federation for Housing's Together with Tenants Charter. We continue to measure and benchmark our work against the agreed standards.



Resident priorities

To find out what resident engagement means to our customers and how we can truly co-create a strategy in partnership with our residents, we conducted an extensive consultation, which over 2000 residents fed back on. We continued to talk with our residents throughout the process of shaping this document to ensure our delivery plans matched what our residents wanted. This is what they said:

- Residents want to get involved in shaping, scrutinising and improving services
- Residents want more communication from One Housing and want to help us to review our communication to them
- Residents identified repairs, customer service and estate services as areas needing the most improvement
- Residents did not feel we offer enough or the right opportunities for them to get involved in a way that suited their lifestyle or commitments
- Residents told us they want flexibly timed, online meetings and an online platform with fast surveys and polls to support them to take part
- Residents asked us to communicate with them about our performance and opportunities to get involved more regularly and wanted updates on things that have been improved via email newsletters and an online platform for residents



Strategy themes

01

**Stronger working partnerships
with our residents**

02

**Resident-led scrutiny leading to
service improvement**

03

**Improved two-way communication
with our residents**

04

Community development

05

**Supporting our residents to
become engaged**



01

Stronger working partnerships with our residents

More influence in top level decision-making that links to your home

We will achieve this by

Ensuring residents have more influence in One Housing strategic decisions by creating more resident member roles on Committees and the Board

Creating a stronger, more defined resident engagement structure, which will include a refresh of our Resident Panels

Working in partnership with residents to introduce more opportunities for developing and improving services together. These will include involvement in resident facing staff recruitment, reviewing policy, selecting contractors and influencing social value priorities

Ensuring residents are informed of and can take part in national conversations about social housing and community investment.

02

Resident-led scrutiny leading to service improvement

We will achieve this by

Creating a resident-led inspection programme that will review the different services delivered to residents of One Housing and recommend areas for improvement

Enabling more residents to challenge service delivery and our performance in a critical but constructive way

Offering more opportunities for residents to scrutinise our services

Publishing performance information on our website with a feedback mechanism for residents to help us identify areas for improvement

Creating more robust escalation processes and more opportunity for residents to hold One Housing to account.

03

Improved two-way communication with our residents

We will achieve this by

Sending a quarterly resident newsletter to all residents via post and email and introducing additional local newsletters

Sharing feedback about resident recommended improvements – “You said, we did” and providing updates on our successes and lessons learnt

Sending quarterly building and fire safety information to residents affected by cladding and fire works

Carrying out more consultations with residents to improve our communication

Creating a digital platform for residents to talk with us and share feedback

Raising awareness of resident engagement opportunities and benefits internally and externally and embedding a Customer First ethos across our organisation

Ensuring residents’ communication preferences are acted on.

04

Community development

Identifying needs and addressing these to build stronger communities

We will achieve this by

Working with residents and local groups to improve neighbourhoods and strengthen communities

Co-creating, fundraising and delivering community projects and supporting residents' groups to do the same to meet identified local need

Helping residents to become Community Champions and advocate for their neighbourhoods

Reviewing our community facilities to ensure they are welcoming, inclusive, well-utilised spaces.

05

Supporting our residents to become engaged

Providing more opportunities for our residents to talk with us

We will achieve this by

Giving residents a louder voice by creating easy ways for residents to share feedback and get involved in tailoring services to local need and improving our delivery

Raising awareness of resident engagement activities

Planning and delivering training, induction and capacity building sessions

Offering development opportunities to residents who would like to learn more about social housing and service delivery, as well as organisational performance and policy

Building stronger relationships with our residents and working towards mutual trust

Collecting and utilising customer insight and feedback to improve services and feeding back on the changes made as a result of resident input.



Measuring and reporting success

Residents told us that they want to hear about the changes we have made as a result of their feedback. We are committed to keeping our residents updated with this information and plan to measure and report successes as set out below.

What does success look like and how will we measure it?

- ✓ We will deliver our year one action plan and meet new Resident Engagement performance measures
- ✓ We will work in partnership with Riverside to share best practice
- ✓ We will hear our teams talk about involved residents and proactively request feedback
- ✓ We will listen to resident feedback, which will show us our direction of travel and where improvements should be made
- ✓ We will encourage more residents to be involved in resident engagement activities and talk to us through surveys and via the digital platform
- ✓ We will produce an annual impact assessment on our successes and lessons learnt
- ✓ We will see improved customer satisfaction and better relationships with our residents

How will we keep residents updated?

- ✓ Report updates on progress to each meeting of the four Resident Panels
- ✓ Provide a bi-annual update to the Customer Services Committee on progress against the associated Resident Engagement Strategy action plan
- ✓ Report on resident engagement outcomes and case studies in our quarterly newsletters
- ✓ Provide annual feedback to wider residents through our residents' annual report

Resident Engagement action plan – key objectives

What we'll do		What does success look like?
Stronger working partnerships with our residents	More residents on Customer Services Committee and Board with stronger links to the resident engagement structures	Three resident CSC members and one resident Board member to engage and advocate for other residents and able to shape services
	Refresh membership of our resident engagement structures and create opportunities for succession	Strengthen membership on the Resident Panels to help us develop and implement other activities
	Enable residents to influence the procurement of contractors, shape of policies and influence staff recruitment	New activities developed, strengthening resident feedback gathered and utilised
Resident-led scrutiny leading to service improvement	Develop a scrutiny panel to review services, recognise best practise and offer recommendations for improvement	Two scrutiny inspections carried out per year with tangible recommendations for service improvement
	Publish performance for residents to review and feedback	Performance information shared widely available with residents able to feedback
Improved two-way communication with our residents	Co-Creation, in partnership with Riverside and residents, of a digital platform for residents to talk with us and for us to offer more consultation opportunities	A digital platform to be launched in June 2022, enabling consultation, information sharing and networking
	More local newsletters and updates sent via a number of different channels	Local newsletters sent to seven neighbourhood plan patches every quarter
	Sharing changes made and actions taken from listening to residents' feedback	"You said; we did" improvements published in our newsletters and on the digital platform bi-monthly
Community development	A review of our tenants and residents' associations to see what more we can do to support stronger communities	Support with fundraising, recruitment etc, provided. Clear channels for reporting community issues
	Focused fundraising with our communities to start, and build on, local projects	Identified local objectives and need met through planned projects with clear outcomes and outputs
	Community facilities review to ensure they are fit for purpose, self-sustainable and well-utilised by the community	Community facilities and usage published. Local requirements and projects/usage matched to need
Supporting our residents to become engaged	Induction process created for newly involved residents	Menu of resident involvement opportunities created with clear role profiles and induction processes
	Work with One Academy on volunteering and training offer	Assess and develop training programmes for involved residents to support their development needs and to be involved in co-production of services
	Check all activities to ensure we are being inclusive (EDI impact assessments)	Assess each involvement activity with an EDI impact assessment and change offers, where required

Contact us

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আপনি যদি চান যে, এই ডকুমেন্টটি বাংলায় অনুবাদ করা হোক বা আপনি যদি বাংলা বা সিলেটি ভাষায় আলোচনা করতে এবং আপনার মতামত দিতে চান, তাহলে অনুগ্রহ করে নিঃশুঙ্ক ফোন নম্বর 0800 030 4588-এ ফোন করুন এবং আপনার নাম, ঠিকানা এবং যোগাযোগের বিবরণ সহ একটি ভয়েসমেল ছেড়ে আসুন। কেউ একজন আপনার সাথে যোগাযোগ করবেন।

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