

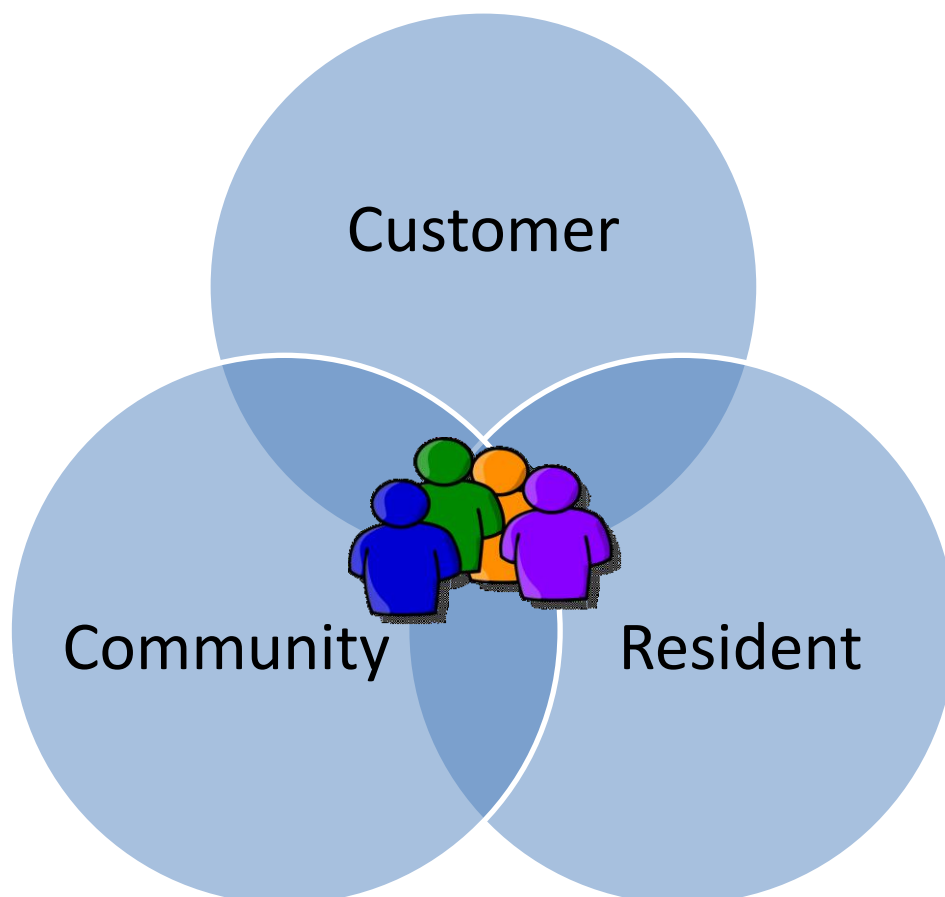
Resident Engagement Plan 2019 – 2022

“Services and decision making that has residents at its heart.”

(Resident Engagement, ‘Vision’ statement)

“By listening and supporting residents ideas will be converted into action to bring communities together.”

(Resident Engagement, ‘Mission’ statement)



Resident Engagement Plan 2019-2022

Vision: 'Services and Decision making that has residents at its heart'

Plan Objective	Where We Are Now	Where we will be in 2022
1. To increase engagement	<ul style="list-style-type: none"> ○ 62% of tenants thought Council listened and took views into account (3rd quartile) ○ 25% of all engaged customers under 65yrs old ○ 75% of customers thought they were kept informed ○ 65% of customers have internet access 	<ul style="list-style-type: none"> ○ Top quartile performance achieved for customers who believe Council listened and took views into account ○ 35% of engaged customers are under-65yr olds ○ 85% of customers feel they are kept well informed ○ TPAS Accreditation ○ More customers engage via digital channels
2. Through engagement improve services and improve value for money	<ul style="list-style-type: none"> ○ Challenge and Change Group programme ○ Monthly Estate/Customer inspection programme ○ Repairs and maintenance focus group 	<ul style="list-style-type: none"> ○ All services reviewed including review of VFM ○ Estate standard agreements in place ○ Mystery shopping programme with customers, and service standards agreed with customers ○ Customer panels to inform estate improvements and new build and major repair specifications ○ Governance reviewed
3. To Strengthen Communities	<ul style="list-style-type: none"> ○ 89% of customers are satisfied with their neighbourhood as a place to live ○ 75% of customers would recommend Council to family and friends ○ Area Boards – customers supported to access grant funding 	<ul style="list-style-type: none"> ○ 91% of customers satisfied with their neighbourhood ○ 75% of customers would recommend the Council to family and friends ○ Increased engagement with Area Boards ○ Local service arrangements for service delivery ○ Estate environmental improvement programme

Our Plan

“Wiltshire is a thriving county that enables and positively encourages healthy living in strong, inclusive and prosperous communities. We are proud of our heritage and for having a strong community spirit where people in communities come together to support each other, take part in events and activities, and take responsibility for what matters to them. That is what makes us unique and it’s at the heart of everything we do.” - Baroness Scott of Bybrook OBE, Leader of Wiltshire Council.

Our plan sits within the council’s overall Business Plan 2017-2027. Putting residents and their families at the heart of everything we do was our underlying principal when undertaking our review of Resident Engagement which took place during 2018.

Council Business Plan (2017-2027)	Resident Engagement Plan Objectives
Community wellbeing – I can get involved and influence locally	✓ To increase engagement
Delivering together – Designing services with communities; considering new delivery models and joint commissioning with partners	✓ Through engagement improve services and improve value for money
Community Involvement – Robust decision making which is open, inclusive, flexible and responsive	✓ To strengthen communities

Why we do Resident Engagement?

Resident Engagement is undertaken for a variety of benefits. Benefits include; stronger more resilient communities, driving service improvements, enhancing accountability to residents and providing social value to individuals and the communities they live in.

The benefits of good Resident Engagement can be considerable. Benefits can be at an organisational level, individual resident level and at community level.

Benefits to an organisation can include; cost savings on the design and delivery of new services, reduction in voids and transfers, provision of a value for money service and being accountable to residents and regulators.

Benefits to residents include; having resident focused services, opportunities to gain new skills (e.g. gain qualifications and work experience) and making a difference to the communities they live in. Improved standard of living and improved health and wellbeing.

Benefits to the community can include; better social cohesion and reduction in Anti-Social behaviour (ASB). Higher community esteem, ownership and value of communities, pride in their neighbourhood and a much more resilient community.

Plan Objective 1

1) To increase engagement

- 1.1 71% of tenants believe Council listen and take views into account** (to achieve top quartile performance)
- Our bi-annual STAR survey gives us insight into how our customers think we are performing. This indicator shows that we are listening and that our engagement is working effectively. Moving into a top quartile position (HouseMark) is where we want to be.
 - We will create a new Bi-annual Resident Engagement survey to ensure data is up to date
- 1.2 35% of engaged tenants are under-65yr olds**
- Expanding our digital presence on social media and corresponding via electronic means
 - Publicise a programme of ‘pop-up’ engagements to engage with tenants and identify the issues they want to discuss
 - Working with partners at family events across the district
- 1.3 85% of tenants feel they are kept well informed**
- Channel shift to digital methods – immediate notification of important information
 - We will make our ‘iHousing’ tenant portal part of the signup process for all tenants. Here they will be able to make use of the secure portal to keep them informed of relevant things on their tenancy and Housing events
- 1.4 TPAS Accreditation**
- Accreditation from social housing leading advisory organisation <https://www.tpas.org.uk/>
 - External validation of good practice in Resident and Community engagement
- 1.5 70 % of tenants engage via digital channels**
- Channel shift from paper and telephone to digital channels appropriate for customer demographics
 - Provide and signpost customers to online resources including hands-on training courses
 - Provide a range of digital options for engagement (email, social media, online surveys, online publications, secure portals)
 - Send ‘Housing Matters’ magazine via online delivery
 - Migrate customers to online portal to receive service information

Plan Objective 2

2) Through engagement reduce cost or improve services

2.1. All services reviewed and redesigned with customers and better value for money achieved

- The Housing Revenue Account (HRA) income has been reducing for the past 3 years and will continue to decrease until at least April 2020 due to the legislative 1% reduction in Housing rents as defined by central government. Our Challenge & Change Group will continue to support the Housing service by identifying better ways of doing things and focussing us on areas that improve services.

2.2. Estate standard agreements in place

- Local offer agreements to be made with communities, setting out clear services and expectations

2.3. Mystery shopping programme with residents, service standards agreed with residents

- Engage residents to become mystery shoppers to identify areas of improvement across the service

2.4. Customer panels to inform estate improvements and new build and major repair specifications

- Panels set up to work with officers and agree standards of specifications
- Work with Resident Associations where setting up panels is not feasible

2.5. Governance reviewed

- Review the governance model within Housing. The 2018 Green paper sets our “Strengthening choice over services” (section 3.4) using effective governance models. We will review our Governance structure to ensure the most effective model for us.
- We will undertake a governance review ensuring compliance with Regulatory Standards

Plan Objective 3

3) To Strengthen Communities

3.1 91% tenants satisfied with their neighbourhood

- Our ambition is to aim for top quartile performance

3.2 75% tenants would recommend the Council to family and friends

- Our Net Promoter score (NPS) to increase as a result of improved services to residents and communities
- Our bi-annual Resident Engagement survey and bi-annual STAR survey to ask the NPS question

3.3 Increase engagement with Area Boards and partners

- Work with resident associations and community groups to assist in bidding for funding for projects from Area Boards
- Work collaboratively with partners (e.g. Salisbury City Council) in hosting shared events

3.4 Local service arrangements for service delivery

- Agree local offers with different communities
- Increase number of Resident Associations in order for them to agree local services with us

3.5 Estates environmental improvement programme

- Our tenants have consistently indicated that environmental improvements are a priority for them
- STAR survey 2018 report shows that tenants top priorities were:
 - i) 55% of respondents wanted improvements to roads and path
 - ii) 41% of respondents wanted parking improvements
 - iii) 38% wanted solar panels for electricity
- We will work with our residents to develop a programme of improvements that will be based on resident engagement

The plan will be implemented through:

Menu of Involvement	Communication and Information	Support and Training
Estate inspections	Focus on digital engagement and communication	Area based Resident Engagement team
Pop-up engagements	Social Media interactions	Asset based (ABCD) approach to engagement
Doorstep conversations	Website	Grant schemes
Older persons' groups	Surveys	Community Engagement Managers
Asset Management / Repairs and Maintenance Strategy and Focus Groups	Questionnaires	
Sheltered Scheme Community Meetings	Housing Matters editorial group	
Online training courses (Virtual College)	Letters and leaflets	
Residents surveys	Resident Associations / Community Groups	
Parish Council meetings		
Area Board meetings		
Charity Groups and Social Sector		
Asset mapping locally with residents		
Challenge and Change Group (resident lead scrutiny)		
Housing Board (one third resident membership)		

Each resident will have their own preference as to the level and extent of engagement. Some want minimal engagement. Others enjoy having an input on a regular basis on the widest range of issues. This could be input into local issues and decisions, for others it could be strategic matters or policies and procedures. Likewise, active engagement at meetings or focus groups is welcome by some, whilst others prefer one to one meetings, a telephone call, letter or email.

ACTION PLAN

Specific Objective	Measurable Outcome	Achievable Milestone	Resourced Resources	Timed Target date	Progress to date
1. To increase engagement					
71% of customers believe Council listen and take views into account	Achieve top quartile performance in this indicator	71% achieved by 2022	<ul style="list-style-type: none"> Menu of involvement Support and Training Focus groups 	April 2022	October 2018 (STAR survey) = 62%
35% of engaged tenants under-65yr old	Shifting the balance of engaged tenants to those of working age as they are currently under represented	<ul style="list-style-type: none"> 35% of engaged tenants under-65 Channel shift to digital methods wherever possible 	<ul style="list-style-type: none"> Expansion of social media 	April 2022	October 2018 = 25% of engaged tenants are under-65yr
85% of customers feel they are kept well informed	<ul style="list-style-type: none"> Resident engagement survey Bi-annual STAR survey results 	<ul style="list-style-type: none"> Resident Engagement 'Menu of involvement' Improved use of digital communications 	<ul style="list-style-type: none"> Electronic and event surveys Resident Engagement officers Improvements to secure tenant portal 	April 2022	October 2018 (STAR survey) = 78%
TPAS Accreditation	Accreditation achieved	Accreditation status	Resident Engagement team	December 2018	Documentary evidence submitted and 'reality checking' undertaken in October 2018
70% of customers engage via digital channels	Channel shift from paper to digital across all services using email, social media, website, iHousing	<ul style="list-style-type: none"> Key publications made available online by default Expansion of online 	Tenancies with valid email addresses moved to 100% digital correspondence	April 2022	65% of tenants (from 2018 STAR survey) have access to online facilities

Specific Objective	Measurable Outcome	Achievable Milestone	Resourced Resources	Timed Target date	Progress to date
		channels (social media etc)			
2. Through engagement improve services and achieve improved value for money					
1% reduction in service costs	Expenditure reduced across HRA by 1%	Reduction in spend across all teams	Team budgets scrutinized. C&CG identify better ways of working	April 2022	
Estate agreements in place	Estates have agreed local offers	Agree with Residents Associations	Resident Engagement teams working with Tenancy management	April 2022	
Mystery shopping programme with residents, service standards agreed with residents	Tenants engaged to do mystery shopping. Feedback reports to Housing department	Train tenants to become mystery shoppers	Resident engagement team officers supporting tenants	From April 2019	
Customer panels to inform estate improvements and new build and major repair specifications	Set up customer panel to work with Asset and maintenance teams	Panel established and part of decision making	Asset and maintenance teams with support from Resident Engagement team	April 2022	
Governance reviewed	Undertake governance review ensuring compliance with Regulatory Standards (TI&E, 2.2.4: consult at least every 3 years about governance and scrutiny)	Receipt of report (internal or external – to be determined) Agreement with ESC New/different model implemented, if appropriate	Commissioned external agency OR Resident engagement team officers Housing Board Head of Service Director	April 2020	

Specific Objective	Measurable Outcome	Achievable Milestone	Resourced Resources	Timed Target date	Progress to date
3. To Strengthen Communities					
91% customers satisfied with their neighbourhood	Set up community groups to improve look and feel of estate areas	Community groups reducing the burden on non-essential council provided services	Resident Engagement officers work to establish groups and enable them to be self-managed	October 2022	October 2018 (STAR survey) = 89%
75% customers would recommend the Council to family and friends	Net Promoter score (NPS) re-introduced in STAR survey and annual Resident Engagement survey	Improvements in services to increase net promoters	Housing services improved Resident Engagement methods used effectively	October 2022	Current NPS = 74% in 2016
Increase engagement with Area Boards and partners	<ul style="list-style-type: none"> ▪ Resident Engagement Officers attending Area Board meetings ▪ Increase in the number of applications for grant funding for small resident led projects ▪ Joint hosting of larger events with Salisbury City Council 	<ul style="list-style-type: none"> ▪ 4 larger events with Salisbury City Council ▪ Funding for community projects 	<ul style="list-style-type: none"> ▪ Resident Engagement officers (REO) assist with funding applications ▪ REO's working collaboratively with SCC and other parish councils 	From October 2018	
Estates environmental improvement programme	Surveys of residents indicates this is what tenants want us to spend money on	Agreed works undertaken	Budget resources made available from HRA	April 2020	