

Resident Engagement Strategy

2018 - 2021

Foreword

Why do we want a resident engagement strategy?

Our aim at Women's Pioneer is to make a positive difference to women's lives.

We cannot do this without enabling those who live in our homes to shape and monitor the services we provide to them.

We have five strategic objectives:

1. Providing high quality homes and services for existing and future residents
2. Supporting our residents' independence and well-being
3. Growing homes locally
4. Being a leading voice for women's housing
5. Strengthening our organisation.

So the purpose of this strategy is to set out the principles we will adopt to ensure that our residents have a say in how we will achieve these objectives. This strategy will enable us to use our residents' insight into the things that matter most to them to inform our plans. It will be a two way process which means we share information and ideas and in turn we listen & act on suggestions and comments. If we do this well, residents should see an improvement in the services we offer and we should make better decisions.

This is in line with Women's Pioneer's core values of:

- **Positivity:** We are proud about our history and positive about our future. Like our founders we have a "can do" attitude and proud of our history and act positive determined to innovative, bold and solution focussed.
- **Integrity:** We are open, honest and transparent. We respect each other and our residents.
- **One Team:** We work collaboratively with each other, our residents and our partners as One Team.
- **Never forget the customer:** We take a customer centred approach. In everything we do we consider what is best for existing and future residents.
- **Equality:** We champion equality and diversity and, in particular the role that women's housing plays in tackling gender inequality
- **Empowerment:** Our homes and services empower our tenants to live independent lives. Staff and tenants are empowered to contribute to the development of our homes and services.
- **Responsibility:** We are each accountable for delivering excellence. We welcome scrutiny and challenge, always seeking to improve. We are clear about our responsibilities and those of our residents.

Objective 1 – Providing high quality homes and services for existing and future residents

Overview

- We will work with residents across our organisation , using a range of different methods to enable residents to have a say in the quality of our homes and services
- This will include close working with Women’s Pioneer Residents Association and Pioneer Way Residents Association
- We will continue to work with and support the Residents Scrutiny Panel to review and improve the services we provide, enabling a dialogue between the panel, officers and the Board.
- We will communicate with individual residents in ways that best work for them, to enable them to have a say in the things which matter most to them.
- We will involve residents in our work with external providers and partners to consider the quality of their services.

Examples of how we achieve this?

- We will explore a range of ways in which residents can have a say in the services provided to them by Women’s Pioneer Housing e.g. formal meetings, focus groups, email, and website, meet the Managers and continue with the most successful. This will include continuing with our popular “Meet the Managers” sessions, on a quarterly basis and changes to our website and Pioneer Press to enable more resident engagement.
- We will analyse the profile of our residents and research the best ways to communicate with them e.g. the results of a recent survey of residents (by The Leadership Factor) suggested that many tenants like being contacted by text so we will investigate the feasibility of introducing a text messaging service.
- We will seek feedback from our residents’ associations and make senior staff available to attend Residents’ Associations Meetings when invited to discuss key issues.
- We will consult with residents on the development of new “Service” and ‘Home Standards”. Once developed these standards will be publicised to ensure that all residents know our standards and can judge our performance against them.
- We will consult with residents on key activities e.g. cyclical maintenance or improvements to kitchens.
- We will continue to develop ways in which individual residents can find out more about our approach e.g. enabling residents to accompany ESOs on health and safety inspections or where we use contractors providing opportunities for residents to meet the contractors on site team and representatives from the consultants overseeing the work
- We will provide information and resources to enable our Residents’ Scrutiny Panel to review services identified by them as important. We will support the Residents’ Scrutiny Panel to seek feedback from other residents across WPH on which topics might be of interest and to ensure that a range of residents views inform their reports. .

Objective 2 – Supporting our residents independence and well being

Overview

- We will work with residents across our organisation, using a range of different methods to seek residents' views on our homes and services and how they could improve to support independence and wellbeing. This will include close working with Women's Pioneer Residents Association and Pioneer Way Residents Association
- We will work with the Resident Scrutiny Panel to review the services we provide to consider whether we could make improvements to meet this objective.
- We will communicate with our individual residents in ways that best work for them, to enable them to have a say in the things which matter most to them.
- We will involve residents in our work with external providers and partners, to consider how their services meet this objective.
- We will provide opportunities for residents to support each other.

Examples of how we achieve this?

- We will consider our resident profile and adapt our ways of engaging with residents under all our objectives we will ensure that those who need the most support to maintain their independence and well-being are able to participate e.g. ensuring the accessibility of meeting rooms or providing interpreters. Where needed we will introduce tailored projects for under-represented groups.
- We will help residents to build their skills and to engage with us effectively e.g. through learning and development opportunities.
- When consulting residents on our services and homes (including our standards) we will seek views as to how these could support residents' independence and well-being.
- We will provide information to residents about what they would like to know about the area in which they live, for example the nearest dentist, doctors and shops and provide this information for them.
- We will seek residents' views when entering into partnerships with other organisations to offer opportunities to support social, financial and digital inclusion e.g. Staying first, Best Chance, training sessions etc. In doing so we will seek to maximise opportunities for residents to support each other e.g. through befriending services.
- We will provide information and resources to enable our Residents' Scrutiny Panel to review services provided under this objective, this will include support to seek feedback from other residents across WPH.

Objective 3 – Growing locally to provide more homes

Overview

- We will work with residents across our organisation, to inform our development choices and the design and production of new homes to meet the needs of existing and future residents.
- We will use a range of methods to engage residents, taking into account which residents will be directly affected.
- We will communicate with our individual residents in ways that best work for them
- We will also work closely with Women’s Pioneer Residents Association and Pioneer Way Residents Association.
- We will work with the Resident Scrutiny Panel to review our approach to development, including the design and production of new homes.
- We will involve residents in our work with external providers and partners, to consider how their approach meets this objective.

Examples of How will we achieve this?

- We will seek resident’s views across WPH and through the residents’ associations on what they value about their existing, largely heritage, homes and what they believe should be our approach for the future.
- When carrying out development, we will engage an independent tenant’s advisor, who will provide individual affected residents with independent support and advice to inform our decisions.
- We will collect data to indicate how satisfied tenants are with their new homes and use the results to inform future design and contract decisions
- We will facilitate engagement between our residents and organisations with whom we intend to work in partnership to inform their approach to development e.g. to enable developers to understand women’s specific housing needs.
- We will provide information and resources to enable our Residents’ Scrutiny Panel to review our approach to development and the design and production of new homes.

Objective 4 – Being a leading voice for women’s housing

Overview

- We will work with residents across our organisation, to develop our case for women led housing
- We will use a range of methods to engage residents, taking into account residents’ interest in making this case and influencing others.
- We will communicate with our individual residents in ways that best work for them
- We will also work closely with Women’s Pioneer Residents Association and Pioneer Way Residents Association.
- We will involve residents in projects to meet this objective, including work with external providers and partners.

Examples of How will we achieve this?

- We will work with our residents to develop our research into women’s housing needs e.g. seeking views on women’s experiences and specific housing needs through a variety of means including forums or meetings, email, social media and Pioneer Press.
- We will involve residents in a variety of ways in our project to research our history and the impact that our association had on women between the wars e.g. by including women on the project team, providing support and training to research the lives of individual women who helped set up Women’s Pioneer and those who lived in our homes.
- We will set up a communications project team, involving residents, to develop our approach to communications, including supporting residents who are willing to share their own stories with key stakeholders or the media.
- We will seek to facilitate links between our residents and those of other women’s housing organisations to explore the benefits of women led housing.

Objective 5 – Strengthening our organisation

Overview

- We will aim to demonstrate the benefit of learning from residents about their perceptions and their experience, shaping services accordingly
- We will strengthen the links between the Scrutiny Panel, the Executive Team and the Board.
- We will use resident engagement to help us deliver an efficient and effective service providing value for money.
- We will review our resident engagement activities annually to ensure that they support our corporate objectives and are delivered efficiently.
- We will benchmark our performance against others'
- We will ensure that our engagement activities are open and transparent
- We will work with residents to develop our formal resident engagement structures such as residents associations and the Scrutiny Panel

Examples of How will we achieve this?

- Information from engagement activities will be dealt with in a joined up way with service areas using results to shape and improve their services in the future.
- We will take account of resident profiling information and will increase opportunities for residents to become involved.
- We will promote resident engagement successes and achievements and improve satisfaction levels of residents knowing that their contribution makes a difference
- We will involve residents in service reviews and take account of their views in shaping services
We will involve tenants in Value for Money and procurement initiatives including measuring the difference resident engagement activity makes to the organisation and assessment of costs per resident engagement activity
- We will set performance indicators to measure success and benchmark with others and introduce an annual impact assessment
- We will introduce a staff guide to resident engagement and will put staff targets in place to engage fully with resident engagement.
- We will work with residents and the Board to review the operation of our Residents Scrutiny Panel, building on current success to develop its role further.
- We will work with residents to support the continuing development of the residents' associations including criteria for recognition and funding.

How will we get there and how will we know we've got there?

We will develop an action plan based on SMART (Specific, Measurable, Achievable, Realistic, Timely) principles which will enable us to achieve the above objectives. This action plan will be monitored by residents and a progress report produced every year which will be made available for all of our residents.

The action plan will be reviewed annually during the period of this strategy to ensure that it remains timely, up-to-date and relevant.

How do we know these are the right things to focus on?

When deciding on our strategy, we've taken into consideration a number of different factors including:

- How the elements of the strategy fit with our overall strategic aims and objectives
- What our residents have told us, including which issues are important to them
- Our own information, including housing data and resident & staff views
- What's happening nationally
- What our regulator, the Homes & Communities Agency (HCA), tells us we should be doing
- The Tpas National Tenant Engagement Standards

How will we measure & monitor success?

It is very important that feedback from resident engagement is used to have a positive impact on service delivery. Feedback helps us to deliver an efficient and effective service, potentially leading to improved resident satisfaction.

We will ensure that there is a cohesive approach to resident engagement and that activities are monitored for effectiveness. Information will be analysed to ensure that the needs and priorities of residents are taken into account.

Information from engagement activities will be dealt with in a joined up way with service areas using results to shape and improve their services in the future. We also want to be sure that residents that are involved, see what has been achieved and believe that they have made a real difference.

We will work alongside residents to monitor the successful delivery of this strategy with the resident engagement annual impact assessment process, resident scrutiny, the performance management framework and benchmarking.

We will annually review resident engagement in line with revised corporate objectives.

We will publish information and outcomes of resident engagement in a variety of ways including the Women's Pioneer Housing Annual Report and our website.

The Resident Engagement strategy 2018-21 will help to ensure that we continue to deliver our services in the most effective and cost efficient way.