



# Resident Involvement Plan 2016 to 2020

April 2016

## Foreword

We have always placed our tenants at the heart of our services, offering tenants and residents the opportunity to be involved at a level at which they choose.

Our latest Resident Involvement Plan aims to continue to build upon this good work and further support and embed effective Resident Involvement across the district.

We are committed to involving our residents in improving and shaping services by offering a variety of opportunities to be involved both informally and formally at a level to suit them. In doing this we understand the importance of effective engagement and why it is pivotal to our success.

We believe our success at involving our residents in the way we shape our services provides us with a strong foundation for good governance

We have successfully achieved and retained the Tenant Participation Advisory Service (TPAS) accreditation for Resident Involvement since 2006, demonstrating year after year our commitment to providing opportunities for all, and working with those people who are in the heart of our communities.

Kevin Dodd  
Chief Executive

## Executive Summary

This plan sets out how we will support and deliver effective Resident Involvement within WDH. It shows how we will engage with our tenants and residents who are at the heart of everything we do.

We will work in partnership with community groups by offering them the support they need in line with our Communities Together Agreement, and to ensure that they are comfortable and confident in the work they do.

We will support all tenants and residents who wish to be involved by offering a range of ways to do this, and we will do this at a level they choose to suit them.

We will use profiling information to find out where we have under represented groups of people, paying particular attention to those that fall within the protected characteristics. Once we have this we will target engagement to increase their representation.

# Contents

1.	Aim .....	1
2.	Our Vision.....	1
3.	Background to this plan .....	2
4.	Annual Milestones .....	2
5.	Targets and Plans for Change .....	3

## 1. Aim

To ensure that residents are effectively involved in all aspects of the business, at a level they choose, and that what they do is effective. We want to ensure that all involvement makes a difference, and that our residents have the opportunity to challenge and scrutinise our services. We want to ensure that the engagement work we do is value for money, and we will regularly review and monitor this in conjunction with our residents.

We will ensure we promote the principles of tenant management where appropriate and support any groups who wish to explore this further.

The aim of this plan is to:

- outline the purpose of tenant, resident and community involvement activities;
- realign our involvement activities to ensure we pay due regard to the need to consult with people with protected characteristics; and
- make sure we capture quality information from tenants and residents for use in decision-making.

The expected outcome is that all engagement activities will have a clear, documented purpose and we will consult to obtain quality feedback from customers on all major changes to policies, procedures and changes to services. We will also demonstrate our engagement with 'need to hear' groups whilst ensuring a value for money approach.

## 2. Our Vision

Our Vision is to create confident communities. The next milestones we are working towards are:

**2020 A social enterprise with social impacts.**

**2025 Make real change through social outcomes.**

We have four **Strategic Objectives**.

- Be a landlord of choice by putting the customer first.
- Adopt best practice in good governance to be a well-managed business.
- Be a positive force through leadership and influence to develop the potential of our people.
- Be a partner of choice to create better places to live.

### 3. Background to this plan

Resident Involvement is well embedded within our culture and this plan aims to continue and improve upon existing ways of working which will help us to achieve our overall Vision.

We place tenants at the heart of everything we do and want to ensure and promote the highest levels of appropriate scrutiny and challenge at all levels of governance and involvement. We will do this by empowering our tenants and residents to be confident and successful.

We were awarded the TPAS Landlord Re-accreditation for the third time in 2013 for Resident Involvement for the work done in responding to the needs of residents. Since that time, the demographic of our estates has changed significantly and, that, together with the demands of the Equality Act 2010 and the Public Sector Equality Duty, means that we must now, more than ever, be able to demonstrate transparently how we engage with our tenants and residents. We also need to demonstrate how we are taking their views into account when making changes to policies, procedures and services.

Over time, the purpose of our resident involvement activities has grown to encompass:

- opportunities to promote brand awareness;
- opportunities to engage with the wider communities of the Wakefield district; and
- opportunities to consult tenants and residents on issues relating to provision of services.

As value for money is a crucial consideration when deciding how and who to consult, a new mechanism is to be put into place to identify the purpose of each engagement activity, which groups we are trying to engage with and how we will record equality information.

We will have a targeted approach to engagement to ensure maximum value for money.

### 4. Annual Milestones

Year	Milestone	Expected Outcome / Impact
2016	Undertake TPAS Accreditation. Embed Annual Skills Audit for Tenant Inspectors. Implementation of Customer Influence Model. Promote Digital Future.	To retain TPAS accreditation. Ensure correct skills set for good governance. All major changes to services are consulted on. Tenants using internet increases. Number of Your account users increase.
2017	Increase digital engagement	To increase the number of tenants engaged through digital means

Year	Milestone	Expected Outcome / Impact
2018	Ensure Profiling Information is representative of communities.  Increase engagement with under 34s.	To have relevant profiling information for WDH estates.  To offer new channels for targeted engagement and consultation to ensure this age group is involved.
2019	Review Customer Excellence Panel and Resident Involvement Monitoring Group.	To review effectiveness and impact of these groups.
2020	Review the success of Digital Inclusion Partnership.	To review the impact of Digital Angels.

## 5. Targets and Plans for Change

### Strategic Ambitions

We have four key ambitions which reflect the aims as defined in the Business Strategy. These are:

- **Performance** – A digital future, enhance our digital capacity to support tenants and making it easier to manage and secure existing and new business opportunities.
- **People** – Opportunities for all, to improve the skills of our workforce and those wanting to work, to meet the needs of a modern business.
- **Property** – Building better places, build and acquire more new houses for sale and shared ownership, including expanding our joint venture development model and HomeBuilder Team.
- **Place** – Health and wellbeing, redefine our supported living services to meet future long term needs.

## Customer Influence

The Customer Influence model sets out a range of activities that ensures the business is engaging with the right people in the most effective way to make sure their views are taken into account when considering our priorities and strategic objectives. This approach supports the principles of the Equality Act 2010 which requires organisations like us to ensure those people with protected characteristic have the opportunity to influence the services we offer.

There are a number of 'key trigger' processes where customer views should be sought, these could include but are not limited to:

- service reviews;
- policy and procedure reviews;
- service development (changes in legislation);
- introducing new services and products;
- strategic staircase actions;
- projects from team plans;
- crisis situations;
- changing external factors such as welfare reform;
- tenant satisfaction survey responses; or
- wider tenant body

Resident Involvement will furthermore support these ambitions by continuing to deliver the outcomes of our four strategic business objectives. We will do this by ensuring:

- A range of options for residents to be involved at a level they choose to, based on their circumstances.
- Offering opportunities to learn new skills which could help tenants into employment or further training with the support of partner agencies.
- Offering digital support to tenants to help them get online and access services and make savings through our 'Digital Angels' programme.
- Ensuring up to one third of the Board can be tenants.
- Tenants will sit on Neighbourhood Panels and one of our tenants will take on the role of chair. These Panels will contribute to the development, implementation and challenge of local plans, local performance and engagement strategies.
- Tenants will be involved in any appropriate strategic, procedural or policy changes, to ensure we get the right outcome and procurement processes where appropriate on services that will have a direct impact on them.
- Tenants will help scrutinise and assess service standards on a regular basis through the Customer Excellence Group. They too will be supported through a skills audit which will be conducted to ensure the effectiveness of the group whilst supporting personal development.

- Offering support and guidance to community groups both at a formal and informal level to ensure community cohesion, and upskilling of our residents. We will offer structured support through our 'Communities Together Agreement' which sets out clear guidance for our residents. This will be reviewed annually to ensure it still meets the needs of the community, and the residents within it.
- Supporting the provision of training and guidance to residents through a designated budget.
- Ensuring effective partnership working with all relevant public sector agencies to provide our residents with the best possible services and outcomes.
- Supporting the opportunity for residents to take up the 'Right to Manage' by ensuring we continually communicate this through our communications plan to the appropriate audience, offering support to those wishing to take this up.
- Through effective profiling information, we will target 'hard to hear' groups to ensure opportunities to be involved are offered and utilised. We will ensure our profiling data is as accurate as possible and any engagement encourages those tenants who don't comment to give us their views.

## Communication

We understand that communication is vital to effective engagement and involvement and the way we communicate is key to its success. We will use plain English writing styles for our tenants, and give appropriate timescales for invites to events and meetings in line with our Customer Charter Standards.

We will promote local involvement opportunities through bespoke Facebook area pages, and district wide opportunities through any appropriate media channels.

Team plans will be created annually which include more details on planned resident involvement activity.



## **Vision**

to create confident communities

## **Mission**

to inspire, transform and promote excellence

## **Values**

to be creative, inclusive and work with integrity

**delivering promises, improving lives**