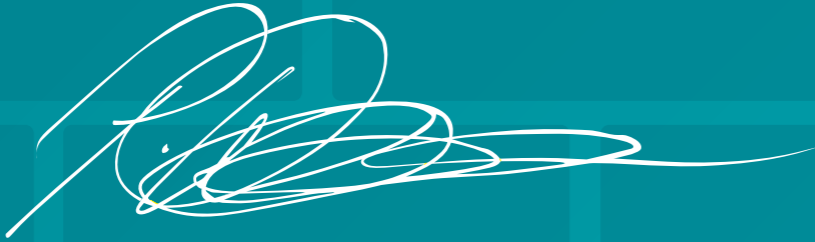


RESIDENT ENGAGEMENT STRATEGY

Developed by and for residents
2023-2028



Foreword by the Community Panel

Housing providers have a crucial role to play within the communities it serves. A role which is built on the foundations of listening and responding to the needs of the community, giving residents' a voice, and treating them with respect and dignity.

As residents on the Community Panel, we welcomed the opportunity to develop Poplar HARCA's resident engagement strategy. We believe in the transformative power of working together, open communication, and collaborative decision-making.

Over the last year, we have worked with Poplar HARCA analysing resident feedback, complaints, what Poplar HARCA does well and where it could improve its resident engagement and spoke to teams leading on engagement and service delivery.

Our journey included meeting with the Regulator for Social Housing, The Housing Ombudsman, housing associations both in the UK and in Europe and Ipsos Mori (global leaders in market research and public opinion) to understand what strong resident engagement should look like.

Together with our lived experiences and the research we carried out, we are extremely excited to see Poplar HARCA take the next steps to further strengthen their engagement with residents through our resident engagement strategy.

This strategy serves as a pillar to building a stronger relationship between Poplar HARCA and its residents. Through conversations, cooperation, and a shared vision for positive change, we can unlock the potential of our diverse and vibrant community.

It is a strategy that provides a roadmap where every resident's voice is heard and valued. It is a starting point, as we hope the strategy will evolve and develop as more residents become engaged with the various opportunities available to them where every idea and feedback finds its place.



Kim Hayman,
Chair of the Community Panel

The Community Panel is made up of 6 residents: Mohammed Abdur-Rahman, Christiana Adeyemi, Minh Duc Pham, Kim Hayman, Jamie Upton and Patricia Wenham.



Current climate

The tragedy of Grenfell Tower brought to the forefront the (in)adequacy of social housing and resident engagement and empowerment. This led to the Government's White Paper on Social Housing which set out a charter to re-balance the relationship between landlord and residents.

The Social Housing Act 2023, which received royal assent in July 2023, is now in place and aims to facilitate a proactive consumer regulation regime and gives power to the Regulator for Social Housing (RSH) to hold failing landlords accountable.

The priority for landlords to better engage with residents is also reflected in the RSH's proposed new consumer standards, the introduction of Tenant Satisfaction Measures, the Building Safety Act,

the Better Social Housing Review, the Government's Levelling Up agenda, and the Housing Ombudsman's increased guidance, insight reports and findings.

Covid also changed the way in which we work, communicate, and deliver services. Moving online and working away from the office saw traditional face-to-face communication replaced by online and digital service delivery.

Vision statement 2023-28

Our diverse and vibrant community is our greatest strength.

Residents, staff, and partners work together within a culture of respect, learning and appreciation.

By listening to residents, valuing their experience, and acting on what they tell us, we make choices that create good homes, thriving places, and a happy, safe community.

Resident satisfaction is a top priority, questions are answered, issues are resolved, and feedback is shared.

Everyone understands their opportunity to get involved and can see the benefits engagement brings.

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Community Panel July 2023



Vision rationale

The Panel believes that harnessing the experience of our diverse community is key to the success of engagement.

A culture of transparency, respect, and good communication is critical.

The vision emphasises culture. Listening, learning and action. Complaints and compliments as opportunities to learn, improve, and identify and mitigate risks.

Our aspiration for engagement is to go beyond the RSH's expectations.

The vision complements Poplar HARCA's corporate plan and purpose and recognises the essential role Poplar HARCA staff play in developing effective and meaningful engagement opportunities.

Guiding principle

A strong foundation

Underpinning this strategy is a guiding principle of 'strong foundations':

- ✓ a commitment to excellent customer service and experience
- ✓ exceeding regulatory engagement standards and associated statutory requirements
- ✓ ensuring our resident voice is the heart of engagement and governance
- ✓ resident contribution is respected and valued
- ✓ the work, expertise and collaboration of Poplar HARCA staff is respected and valued



Strategic themes

Themes	What it means?
Inclusive and accessible	<p>Communications, and engagement opportunities, are available and accessible to all through a wide range of means, methods, and support.</p> <p>More residents are engaged in differing ways, and engaged residents are representative of the community.</p>
Partnership and collaboration	<p>Staff, partners, and suppliers work with residents.</p> <p>In partnership they deliver community aspirations and deliver the best outcomes.</p> <p>Everyone understands and champions the vision, the needs of the community, and the objectives set out in this strategy.</p>
Learning and improvement	<p>Every engagement, every voice, every idea has a place. Resident feedback, conversations, interactions, and data creates an optimum environment of listening, understanding, learning, acting, and improving.</p> <p>If the answer is 'no' clearly and transparently explain why; and, with residents, explore alternatives.</p>
Information and communication	<p>Clear, timely and consistent communication and information builds trust which, in turn, increases satisfaction. Engagement opportunities are communicated and visible, including an explanation of terms, scope, and expectations. It should be clear if there is choice, and what weight will be given to resident contributions.</p>

Objectives

Inclusive and accessible

We will:

- ✓ Work to understand residents, their needs, barriers, and preferences
- ✓ Support more residents to engage
- ✓ Develop engagement activities that make best use of traditional and new engagement methods
- ✓ Provide opportunities designed for diversity and inclusion
- ✓ Ensure getting and being involved is easy
- ✓ Design engagement into every process and project from inception
- ✓ Increase opportunities for all staff to engage with residents

Partnership and collaboration

We will:

- ✓ With residents and partners, ensure engagement opportunities are thought-through and improved
- ✓ Co-design as default
- ✓ Hold partners and suppliers to account for meaningful resident engagement
- ✓ Increase collaboration between residents, staff, and partners to improve outcomes and maximise impact
- ✓ Where Poplar HARCA is not the responsible organisation, build relationships with agencies and organisations who are
- ✓ Ensure residents' experience, knowledge, and expertise is valued and respected
- ✓ Ensure residents' views are at the heart of regeneration, housing services, and community facilities



Objectives

Learning and improvement

We will:

- ✓ Ensure every interaction is a learning opportunity, and changes because of the learning are shared with residents
- ✓ Provide engagement training and development opportunities to residents and staff
- ✓ Appropriately, and proportionately, incentivise and compensate engaged residents
- ✓ With residents, develop 'pathways' of engagement
- ✓ Promote resident, staff and partner collaboration and sharing
- ✓ Listen to, learn from, and act on what residents tell us

Information and communication

We will:

- ✓ Ensure opportunities are visible, timely, accessible, and understood
- ✓ Develop accessible technology and digital platforms
- ✓ Communicate outcomes and explain decisions
- ✓ Clearly communicate engagement terms and scope so residents can take informed decisions to participate and contribute
- ✓ Provide clear, concise, consistent, proactive, and timely communication
- ✓ Explain roles and responsibilities
- ✓ Publicise performance and explain how money is spent so residents can hold us to account

Measuring success

We will report:

- ✓ Resident satisfaction
- ✓ Number of residents engaged
- ✓ Number of first-time engagements
- ✓ Increase in residents engaged from underrepresented groups
- ✓ Number of people engaged with each engagement platform
- ✓ Engagement training for staff, partners, and suppliers
- ✓ Publicising 'You said, We Acted'
- ✓ Case studies showcasing engagement pathways
- ✓ Complaint trends and performance
- ✓ Survey response rate and results

Developed by the Community Panel:

Mohammed Abdur-Rahman, Christiana Adeyemi,
Minh Duc Pham, Kim Hayman, Jamie Upton and
Patricia Wenham.

poplarharca.co.uk

