



Resident Involvement Strategy

Date of approval	27 November 2023
Sponsor	Paul Seymour, Executive Director of Customers & Communities
Owner	Sarah Kluefer, Assistant Director of Customer Experience
Strategy monitoring body	Customer Experience Committee
Resident input into strategy	Resident workshop: 29 September 2023 Resident survey: September - October 2023 Customer Experience Committee: July 2023 & November 2023
Date for strategy review	November 2025
Linked strategies/policies	<ul style="list-style-type: none"> • Our Plan 2023-2026 • Wyth Everyone Strategy • Value for Money Strategy • Brand and Communication Strategy • Complaints, Compliments and Comments Policy • Involvement Expenses Guidance • Community & Neighbourhood Development Strategy
Statutory and Legal Framework	<ul style="list-style-type: none"> • Tenant Involvement and Empowerment Standard and draft Transparency, Influence and Accountability Standard • Charter for Social Housing Residents: Social Housing White Paper • Together with Tenants • Social Housing (Regulation) Act 2023 • Building Safety Act 2022 • Preparing a resident engagement strategy guidance from the Health & Safety Executive, updated 21 September 2023 • Housing Ombudsman's Complaint Handling Code
Version/date	V.2 October 2023



Why? The purpose of this strategy is **to drive organisational improvement** to better meet diverse needs of our tenants and leaseholders.

How? By providing customers with a wide range of meaningful opportunities to **make decisions, influence** and **scrutinise** our strategies, policies and services.

1. Introduction

- 1.1 Wythenshawe Community Housing Group (WCHG) is the largest Manchester-based housing association. We are responsible for 13,700 properties providing a home to almost 30,000 people – some 37% of the Wythenshawe community.
- 1.2 Our purpose is to provide good quality homes and services to our tenants and leaseholders and to play a leading role in creating safer, healthier communities.

Regulatory context

- 1.3 As a registered provider of social housing, our Board co-regulates in partnership with the Regulator of Social Housing to ensure WCHG meets the [Regulatory Standards](#), including the emerging Consumer Standards and fully complies with the [Social Housing \(Regulation\) Bill 2023](#).
- 1.4 The four emerging Consumer Standards and Code of Practice, alongside the [Charter for Social Housing Residents: Social Housing White Paper](#) and the National Housing Federation's (NHF) [Together with Tenants](#) set out the case for landlords to further strengthen the relationship between residents and landlords.



- 1.5 The [Building Safety Act 2022](#) gives residents more rights, powers and protections so that homes across the country are safer. We note that in September 2022, the Health & Safety Executive provided [specific guidance](#) on what landlords need to include in their resident engagement strategy.
- 1.6 This strategy aims to position WCHG to be able to meet the evolving requirements of the regulatory environment.

Strategic context

- 1.7 The strategy supports the delivery of the following Corporate Plan measures:
 - Metric: TSM (TP01) – how satisfied or dissatisfied are you with the services provided by WCHG
 - Metric: TSM (TP05) – listens to views and acts upon them

Review approach

- 1.8 We would like to thank the involved customers who have worked on the development of this strategy. This has included a workshop with 37 of our involved customers in September 2023, as well as consultation with our Resident Panels and Customer Experience Committee.
- 1.9 Thanks also go to our non-involved customers who took the time to make comments - both as part of the Tenant Satisfaction Measures Survey in Summer 2023 and the Resident Involvement Survey in Autumn 2023.
- 1.10 We commissioned England's leading tenant engagement specialists, [Tpas](#), to conduct a review our approach to customer engagement. The findings of the report, alongside engagement with involved tenants and non-involved customers, form the basis of this strategy.



2. Scope and definitions

- 2.1 The strategy sets out how customers can influence service improvements and what outcomes will be achieved as a result.
- 2.2 We use the term 'resident' to mean a tenant, leaseholder, shared-owner or other user of our services.
- 2.3 The body responsible for co-creating, approving and monitoring this strategy is Customer Experience Committee.

3. How WCHG provides opportunities to decide, influence and scrutinise

- 3.1 Our approach to resident involvement - outlined below - is structured in line with the National Engagement Standards (2021) developed by [Tpas](#).

Governance and Scrutiny

- 3.2 The Customer Experience Committee, is a committee of Board, made up of residents and Board members. It has powers to:
 - champion consumer regulation at WCHG
 - amplify customer voice at the Board to drive strategic decision-making
 - request scrutiny reviews of customer-facing services
 - request managers look again at a strategy or policy before approving
 - oversee communications to residents, including an Annual Report
- 3.3 The Scrutiny Group, composed entirely of customers, conducts service reviews and scrutiny work. The Scrutiny Group work plan is commissioned by Customer Experience Committee. The Customer Experience Committee receives and approves recommendations from the Scrutiny Group. The Group Audit & Risk Committee is responsible for monitoring the implementation of recommendations made by Scrutiny Group, once they've been approved.



- 3.4 Our team of trained tenant service inspectors regularly undertake inspections of empty homes to ensure that they meet the agreed standard. **During the lifetime of this strategy we will seek to recruit and train more tenant volunteers to conduct inspections of communal areas and services.**
- 3.5 Recruitment to customer panels is promoted to all residents via social media, newsletters and the website.
- 3.6 **During the lifetime of this strategy, we will seek to further strengthen residents' scrutiny of our services** by sharing publicly:
- the tenant Scrutiny Group reviews, their recommendations and outcomes
 - the service inspections conducted by tenants and outcomes
 - the annual customer feedback report, alongside our Board's response
 - more information about our senior staff, including the named persons responsible for ensuring we meet both the economic and the consumer standards.

Business & Strategy

- 3.7 "Our Plan", the corporate plan 2023-26 sets out the strategic direction for Wythenshawe Community Housing Group to 2026. This plan was prepared based on consultation with 4,000 residents through a customer survey and the Communitree community consultation.
- 3.8 Our Plan shares information with residents about the risks the organisation faces, how it is meeting key organisational targets and how it plans to deal with areas of concern.
- 3.9 **During the lifetime of this strategy, building-specific safety booklets will be developed for residents of each of our high-rise apartment buildings.** These booklets will be for everyone living in the building aged 16 or over and outline:
- what WCHG is doing to keep residents safe
 - what residents can do to keep themselves and their neighbours safe
 - how residents can be involved in building safety decisions



- how residents can keep their building safety information up to date
 - how residents can let us know when something's not right
- 3.10 Residents are consulted in a timely and effective manner on any change in landlord or significant change in management arrangements.

Complaints

- 3.11 Complaints will continue to be regularly reviewed by the tenant-led Scrutiny Group to inform:
- continuous learning and development from complaints
 - the development of complaints handling policy and process.
- 3.12 These reviews are reported to the Customer Experience Committee and will be published on our website.
- 3.13 The Customer Experience Committee review compliance with the Housing Ombudsman's Complaint Handling Code on an annual basis. The self-assessment is published on our website, along with any third-party assurance the committee has commissioned.

Information & Communication

- 3.14 Relevant information is provided to our Scrutiny Group in an agreed time frame to allow them to monitor how key organisational objectives are being met.
- 3.15 We aim to ensure that performance information provided is clear and understandable with key points summarised, using an inclusive range of methods and in a format to suit the intended recipient.

Resources for Engagement

- 3.16 The organisation will continue to provide sufficient resources to deliver effective engagement. Involved residents are offered timely advice and relevant training as well



as opportunities to independently network and gain wider housing sector and policy information.

Community & Wider Engagement

3.17 In the last 3 years, significant investment has been made in broadening the menu of opportunities to engage with WCHG through a new Community & Neighbourhood Development Team. Specifically, we have:

- Developed relationships with a wide range of local community groups, including our local mosque and domestic abuse survivors' group
- Broadened our consultation network by going out to meet customers where they are, for example the Communitree consultation on Our Plan
- Founded a network of Community Connector events

In the lifetime of this strategy we will engage with these organisations further on matters that are of common interest, such as our approach to domestic abuse and handling of anti-social behaviour.

3.18 We have integrated our volunteering service and resident involvement service to allow:

- Staff volunteering opportunities to be designed to enable informal and natural conversations with customers about their experiences of our services
- Customers to volunteer and provide their feedback without attending formal meetings
- Stronger relationships with local community groups and voluntary organisations, listening to people where they are rather than only bringing them into our spaces

4 Performance

The Customer Engagement Strategy aims to deliver the following outcomes by November 2026:

4.1 Board and decision-makers are hearing more from:



- customers with protected characteristics e.g. disability
- our least satisfied customer groups e.g. younger tenants and homeowners

- 4.2 We've trialed and evaluated the success of task & finish groups
- 4.3 We've been out in our communities more often to: promote influence and scrutiny opportunities; feedback outcomes of influence to customers; promote access to services; to consult in public areas such as the Forum and Civic Centre on regeneration and wider issues that effect our resident base such as net zero carbon
- 4.4 We've freed up resource to deliver this new strategy
- 4.5 We've retained our current involved residents
- 4.6 More, diverse resident voices are being heard
- 4.7 Residents find digital engagement easier and more attractive
- 4.8 We've improved our transparency and accountability
- 4.9 We've strengthened our outcome reporting and publication
- 4.10 High-rise residents have all the information they need
- 4.11 Customer communications are better suited to audience
- 4.12 More customers taking part in Neighbourhood Walkabouts



5 Monitoring and Review

- 5.1 The delivery of the strategy against its targets and outcomes will be reviewed by Customer Experience Committee.
- 5.2 The impact of customer engagement will be communicated to customers through our social media and annual report.
- 5.3 We will continuously look to benchmark our approach to resident involvement with peers by joining RING network and seek to benefit from the experience of residents in other housing organisations.
- 5.4 We will next consult on the best way to involve residents in the governance and scrutiny of our services by November 2026.