

# Engagement Framework

## Overarching Principles

- 'Nothing about you, without you'
- Four spheres of engagement
- Resident engagement links directly to the strategic objectives of SCH
- 'Engagement is everyone's business'
- Build on the best of what we have and innovate
- Communicate, communicate, communicate



## Aims

- Improve the customer experience
- Achieve greater levels of satisfaction
- Improve social capital
- Strengthen digital offer
- Improve service delivery
- Build open, transparent and effective partnerships with residents where trust is central to these relationships
- Empower residents to build their confidence, skills and opportunities
- Improve accountability
- Ensure inclusivity
- Assist in the delivery of SCH Strategic Objectives
- Build thriving communities
- Build partnerships through Locality Working

### Governance – SCH Board

The Board is made up of 10 members, 3 of which are residents.

Resident Board member recruitment is supported through the Framework by identifying potential residents through engagement activities and regular recruitment events. A mentoring programme will be put in place to support the process.

### SCHAPE Residents Panel

The SCHAPE Residents Panel is in place to hold SCH to account by identifying areas of non-compliance, review services and to make recommendations for improvement to the Housing Operations Committee.

In total, 5 resident partners sit the panel.

Compliance with the service standards is the focus of the panel. The panel identify areas for review and carry out two service reviews per year using a task and finish approach. A further two compliance checks will be carried out to gain assurance that agreed recommendations are implemented and embedded.

SCH will recruit for attitude and train for skill. A strong support system through induction and ongoing tailored training is provided.



The Virtual Improvement Panel (VIP) is a group of residents who sign up to be involved with SCH on their own terms. There are no formal groups, instead, residents register to be involved around key service areas (aligned with the strategic objectives) and can get involved on a flexible basis, with no commitment. It allows residents to dip in and out, depending on the time people have to give at any one time and their areas of interest or skill.

The VIP is the main group that SCH uses to undertake ad-hoc engagement activities. Residents can act as a sounding board, test ideas, review changes, get involved in task and finish groups and much more. The panel are involved in activities provided in the engagement toolkit around a variety of issues.

## Strategic Objectives: Specific Initiatives

### Creating Homes

- Building safety advocates to support the block safety agenda
- Home improvements advocates
- Empty homes inspectors
- Leaseholder advocates
- Environmental sustainability forum
- Repairs, capital works and new tenants satisfaction surveys

### More than Bricks and Mortar

- Block advocates
- Estate walkabouts
- Green forum
- ASB satisfaction survey
- Homelessness services satisfaction survey
- Wellbeing service satisfaction survey
- Financial advice satisfaction survey
- Estate services satisfaction survey

### Strengthening Communities

- Community advocates
- Street advocates
- Resident associations
- Support to local groups
- Community event calendar
- Maximising our community assets - joint project with SMBC

### Excellent Customer Service

- Performance and Value For Money Champions
- Reader's group/editorial team
- Complaints advocates
- Contact centre satisfaction survey
- SCH Conversation every two years
- STAR- Quarterly tracker survey

### Engagement Toolkit

'The right activities, at the right time, in the right place'

- 1) Identify why you are engaging, what you need to know and what participants are able to influence.
- 2) Identify who you need to engage with and the needs that your participants may have.
- 3) Check what information already exists, that your activity doesn't duplicate or conflict with any other and whether you can link up in partnership with others.
- 4) Think about what methods of engagement you might want to use.
- 5) Have an outline plan.
- 6) Think about the information you will need to promote the engagement activity to your target audience.
- 7) Deliver the engagement activity!
- 8) Feedback.
- 9) Evaluate the engagement process and the changes that it has made.

## Underpinning Themes

**Resident Recruitment**  
Series of recruitment events  
Ongoing comms campaign  
Support Board recruitment

**Resources**  
Additional staff resources  
Co-location of Customer Experience Team  
Budget to support activities

**Digital Agenda**  
Key principles, methods of engagement and training and support ensures digital inclusion

**Training**  
Involved residents training programme  
SCHAPE Resident Panel training programme  
Solihull Residents Academy

**Organisational culture**  
Staff workshops  
Staff seminars  
Induction  
Regular comms  
Appraisal  
Staff Empowerment

**Inclusion**  
Accessibility  
Inclusivity and fairness  
Representation

**Evaluation**  
Measuring success vital to success of Framework  
Key metrics a mix of quantitative and qualitative measures