

Engagement Framework

Overarching Principles

'Nothing about you, without you'

Engagement spectrum

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
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

Governance

SCH Board

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

Customer Experience Committee

Coming soon - sub committee of the Board, chaired by Tenant Board member. Made up of a further 2 Tenant Board members, 5 tenants and 1 independent Board member.

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, up to 12 resident partners sit on 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

Getting the Basics Right

Complaints advocates
Complaints reviewers
Empty Homes inspectors

Supporting People to Live Well

Family Hubs
Here to help
Kingshurst Village Centre - community engagement

Voice of the Customer

Mystery shoppers
Readers group/editorial team
SCH Big Conversation
Tenant conference
Youth voice
Customer communications

Safe & Healthy Homes

Building safety advocates
High rise block pop-ups
Support the sprinkler and spandrel panel project
Building safety engagement strategies
Building and Resident Safety Group
Home improvement advocates
Leaseholder advocates
West Midlands Fire Service Safe and Well Checks Partnership

Delivering Safer Neighbourhoods

Block advocates
Community advocates
Residents associations/Support to local groups
Estates walkabouts
Green forum

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.

Satisfaction Surveys

Repairs, capital works and new tenants
Wellbeing services
Contact Centre

ASB
Financial advice
Estate services
Homelessness services

STAR – quarterly tracker survey
Tenant satisfaction measures

Underpinning Themes

Resident Recruitment

Series of recruitment events
Ongoing comms campaign
Support Board recruitment

Resources

Staff resources
Bringing together of Customer Experience Team
Budget to support activities

Digital Agenda

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

Building Capacity

Involved residents training programme
SCHAPE Resident Panel training programme
Mentoring

Organisational culture

Staff workshops
Induction
Regular comms
Appraisal
Staff Empowerment
Monthly blog

Evaluation

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

Inclusion

Accessibility, Inclusivity and fairness
Representation

Regulation

Meeting our regulatory and legislative responsibilities
Commitment to consultation every 3 years