



Housing Improvement Board

Resident Engagement Strategy

MAY 2024

Social Housing (Regulation) Act 2023

- ▶ Act Introduced of new measures to improve standards, safety and operation of social housing
- ▶ Enhanced the role of the RSH in proactively regulating the Consumer Standards
- ▶ Removing the high bar of 'serious detriment'. Removing this means that, there is no longer a threshold for reactive enforcement so there can now be a proactive monitoring of the standards, such as through regular, planned inspections
- ▶ RSH published details of four new proposed standards. These included the Transparency, Influence and Accountability Standard – focused on how landlords provide information, listen to tenants and act on their views
- ▶ It is clear that our current resident engagement arrangements do not meet the thresholds and requirements of the Regulator as set out in this new Consumer Standard.'

Why Croydon needs to change

- ▶ We have commitment, in the hands of a few
- ▶ Perspective is limited
- ▶ Tenant and Leaseholder Panel - 27 members - including Councillors - 6/7 committed
- ▶ Outcomes limited
- ▶ Database '236 involved residents'. Clear silent majority

Resident Influencing Structures - New Opportunities

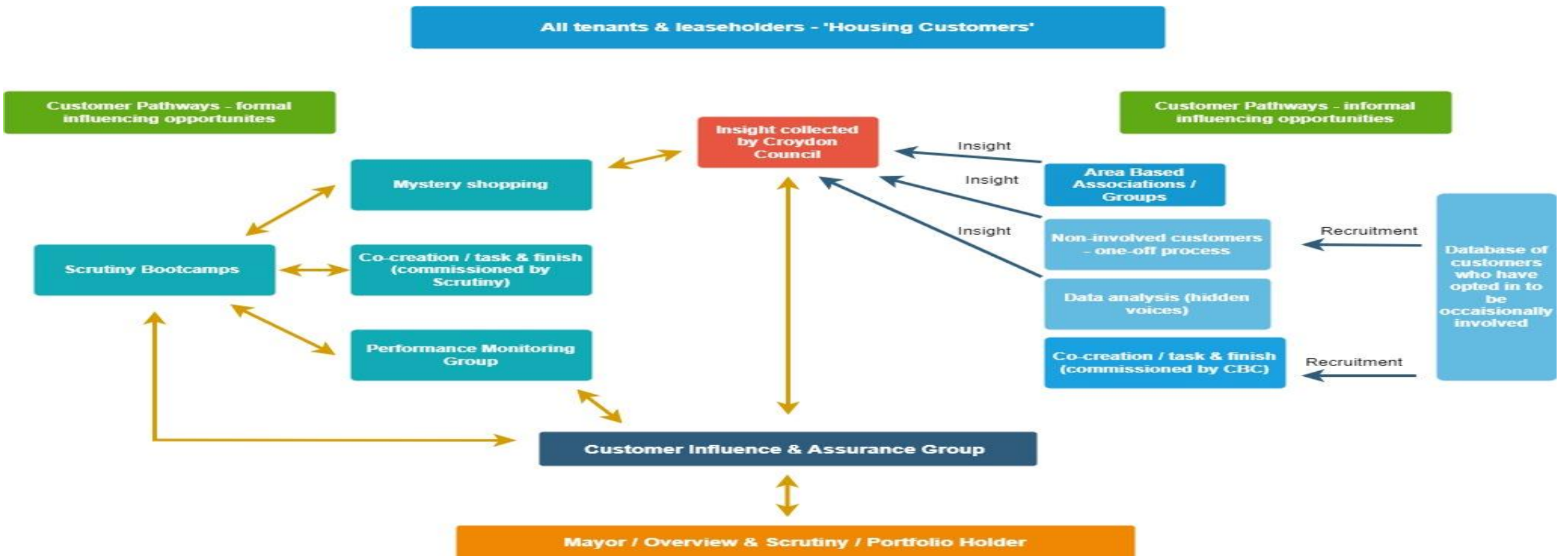
- ▶ Extend our reach to as many residents as possible - experiences, not opinions
- ▶ Use data to reach 'the silent majority'
- ▶ Flexible and agile approach to engagement
- ▶ Residents (with a customer relationship) empowered to influence decisions
- ▶ Can Community Groups form a Stakeholder Group to influence Housing?

Creation of strategic appointed residents assurance group

Tenant and Leaseholder Panel

- ▶ Why has the TLP not worked as well as we wished?
- ▶ How can we make it more effective?
- ▶ What qualifies a resident to be in the TLP?
- ▶ How many members should we have in a new and revitalised resident Forum?

Influencing Structures (example)



Examples of Involvement

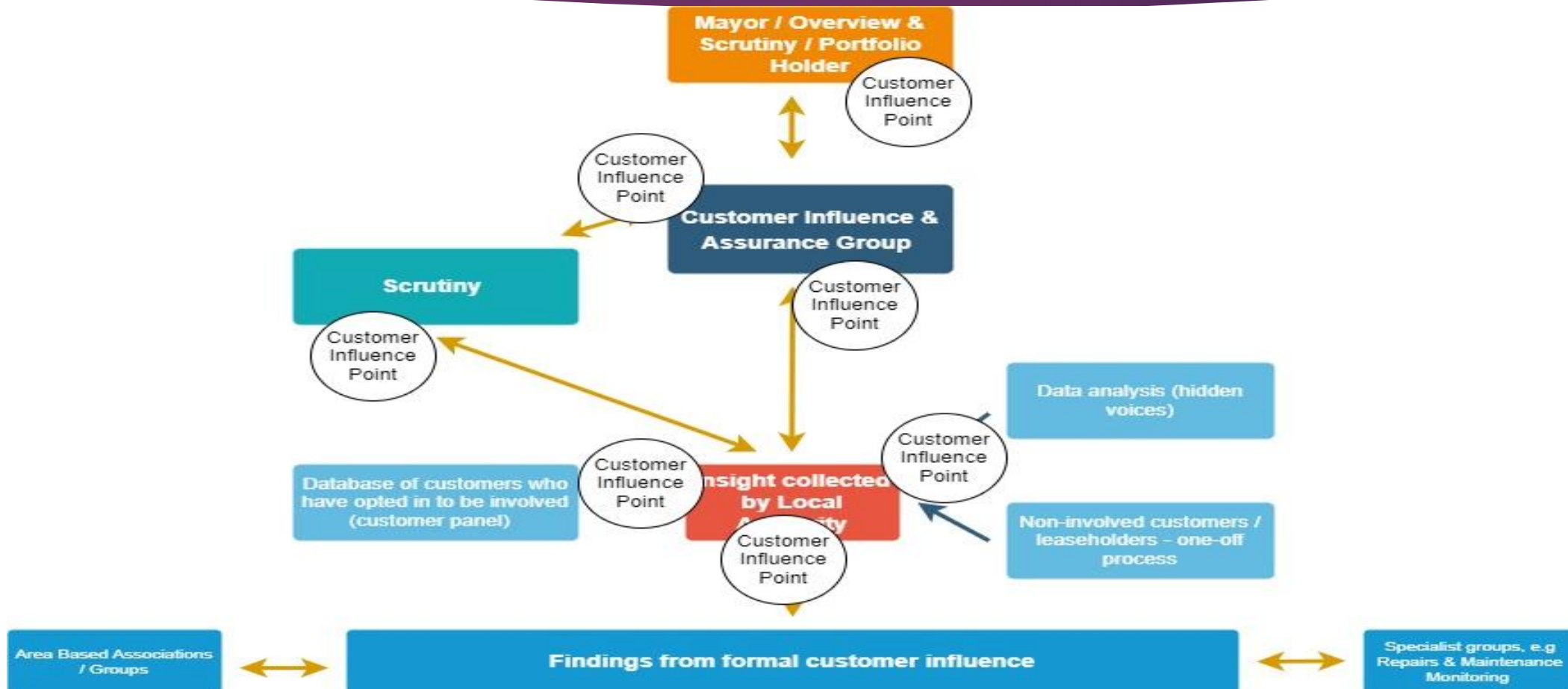
Customer Assurance Group

Influence group empowered to hold Croydon to account/ensure compliance

Groups informal and formal

- ▶ Scrutiny boot camps – Short & Sweet
- ▶ Customer Panel- Task and Finish
- ▶ Estate Improvements
- ▶ Mystery Shopping
- ▶ Complaints Panel
- ▶ One of focus meetings
- ▶ Surgeries
- ▶ Community Advocates forum?

Influencing Structure example



Reaching out

- All residents
- Understand why they want to be involved or not (impact of past experience)
- How, when, where?
- What's working where, why?
- Community Advocates

Data experts

- Measure Impact
- What are TSMs saying
- What is our feedback telling us
- Where are we not making positive outcomes
- Where and why residents are not being heard
- Monitoring and replenishing of the delivery plan
- Directing the business
- Co creation

People and Culture

- One Team
- Embed principles of Residents Charter
- Residents matter- they are to be listened to, heard and to influence
- Customer Care and behavioural insight training
- Opportunity to make and see the difference
- Look in and outside the Council
- Grow understanding and application of Consumer Standards
- Clarity - Who are our tenants

Thank you for listening
Any questions

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