

Resident Training



A Real Influence

Residents' Matters

Increasing opportunities
and removing barriers
to engagement



Effective & Value for Money



A Resident-focused Culture



Effective Communication

Removing Barriers
& Increasing
Opportunities

The Resident Engagement Strategy
for The Hyde Group 2011-2014

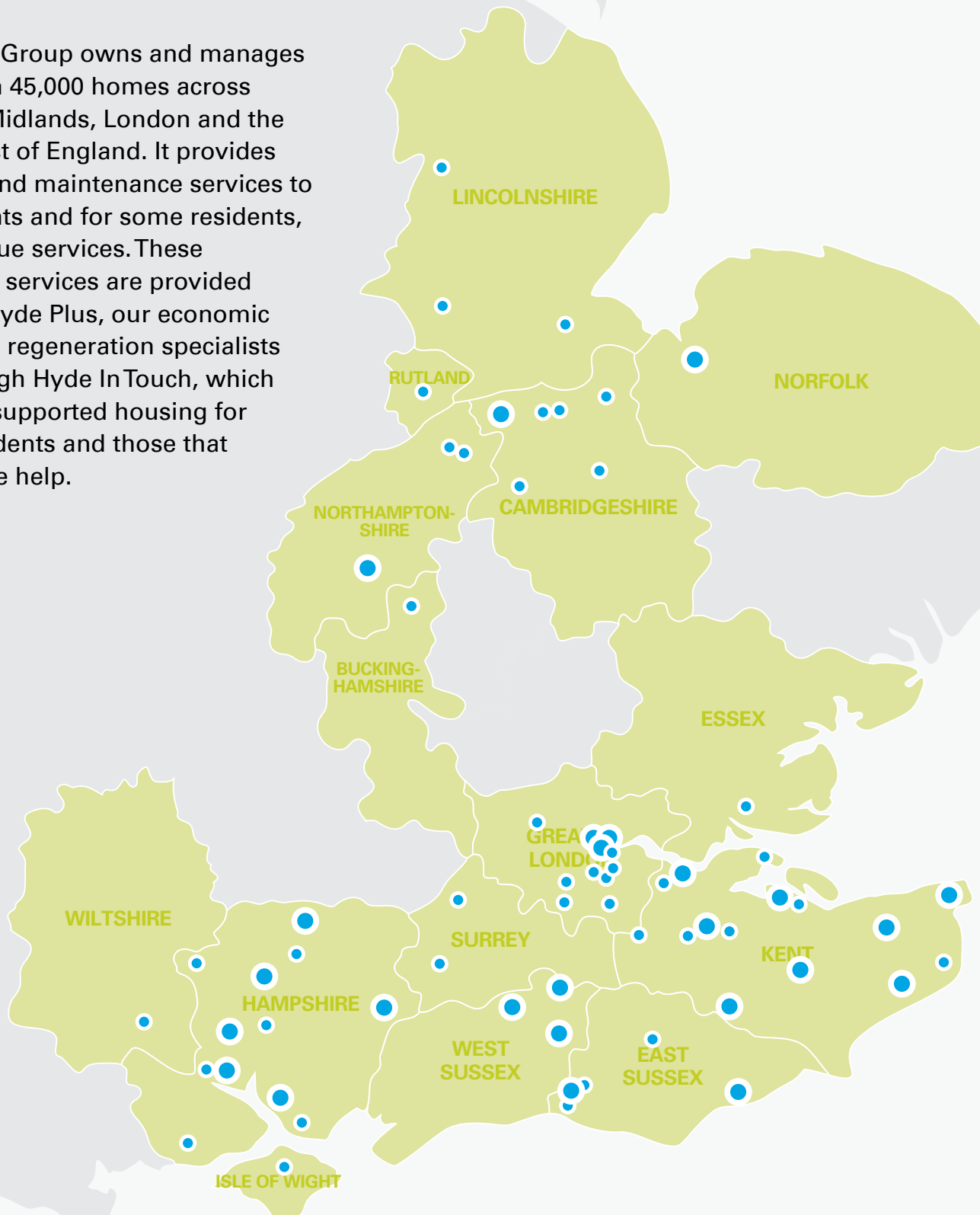


The Hyde Group
Making a lasting difference



The Hyde Group

The Hyde Group owns and manages more than 45,000 homes across the East Midlands, London and the South-East of England. It provides housing and maintenance services to all residents and for some residents, added value services. These additional services are provided through Hyde Plus, our economic and social regeneration specialists and through Hyde InTouch, which provides supported housing for older residents and those that need more help.



Dear resident,

This strategy has been devised in partnership with residents, for residents. In fact, more than 1,000 residents across The Hyde Group were directly involved in developing this strategy, and others across the organisation have also been consulted. Staff too have played their part in devising new ways to make the business more responsive to residents' needs and priorities.

Working together, residents and staff can ensure that excellent services are provided across The Hyde Group. Residents should always be able to scrutinise Hyde's services and see clear lines of accountability and communication. Getting this right will help the organisation to grow so that it can help even more people living in affordable housing.

Resident Engagement at Hyde offers a wide range of opportunities for resident involvement and influence. Our objectives are to remove barriers to engagement, to provide guidance, to improve communication and to offer a value for money service to residents.

Residents' views are at the heart of the organisation, but we recognise that residents need support, training and skills to engage effectively. By taking part in training, residents will have the confidence and opportunity to participate at any level.

Thank you for all your valuable feedback and support. You have indeed helped to shape our strategy. By increasing opportunities and removing barriers to engagement, Hyde will make a lasting difference to all residents' lives.

Julie Hollyman

Chair, The Hyde Group Board

Steve White

Chief Executive, The Hyde Group



Steve White



Julie Hollyman

Making a lasting difference to people's lives



"Residents' Matters demonstrates Hyde's commitment to making tenants feel empowered to constructively challenge, actively participate, objectively scrutinise and effectively influence the way services are delivered, by having their views listened to, valued and acted upon.

It is encouraging to see that tenants have been fully involved in developing this strategy and given a commitment by Hyde to continue this."

Mike Gelling

Chair of the Tenants & Residents Associations of England (TAROE)

"Residents' Matters says it all – I am absolutely committed to helping Hyde achieve the Group's vision of increasing opportunities and removing barriers to engagement, and the ambition for Hyde to be known for excellence in resident engagement.

This Resident Engagement Strategy gives all residents an opportunity to influence the way our services are delivered and, by working together as a team, we can make the vision a reality."

Lee Robinson

Chair of Hydewide Residents Voice (HRV)





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1.

Removing barriers and increasing opportunities

Creating opportunities for more residents to get involved in a way that suits their circumstances and actively encouraging residents from diverse communities and under-represented groups to get involved



Young Leybourne Park residents in Kent take part in a music workshop at a Big Lunch event.



The story so far...

June 2010

Central Resident Engagement team set up

“I am really pleased Hyde decided to hold a meeting in Spanish, I feel more comfortable and able to share my views in my own language.”

Nelly Colorado, Hyde Southbank

Today, about one in ten Hyde Group residents play a part in shaping the services that are important to them. This is better than most housing providers, but we want to go further and improve this number.

By the end of 2014 we plan to increase the amount of residents actively engaged to 20% through surveys; attending focus groups; consultation events; being on committees, panels, forums; joining residents’ groups; taking part in service inspections; mystery shopping and via the online forum.

It’s important that engaged residents accurately reflect the diverse population in their local area. That means that Hyde will seek to actively engage more young residents, particularly young men and other under-represented groups.

We will create a range of opportunities for residents to get involved in a way that suits their circumstances, and recognise when residents do not want to be involved.



Hyde Southbank run a meeting for Spanish and Portuguese residents in their language to let them know how they can get involved.



Resident members of Hyde 5000 learn about Equality Impact Assessments.

June 2010

Review existing resident involvement structures and develop a new model

July 2010

Central Resident Engagement Team launch event

What we're going to do:

Increase involvement from under-represented groups

- We will target under-represented groups finding out if and how they would like to get involved. For example better video conferencing for those who prefer not to travel, or the use of an online forum to carry out consultations.

Monitor Residents' Matters

- Residents have assisted in carrying out an Equality Impact Assessment on Residents' Matters to ensure there are no barriers to involvement for residents. Residents will continue to assist Hyde with monitoring this assessment.

Equality Impact Assessments

- As part of a new 'Resident Training Programme', more residents will be trained to assist with completing Equality Impact Assessments on new policies and procedures.

Community

- We will work in partnership with residents, suppliers, local authorities, partners and other Hyde colleagues to promote inclusion in the community. We want to help residents to get to know their neighbours, to understand each other and to be proud of their neighbourhood.

CASE STUDY

Engaging with our younger residents

"The Hyde staff took time to listen to everyone's opinions and I could tell my views really mattered to Hyde." Charlie, aged 15 from Bird Field, Southampton

Hyde's 'youth bus' event was set up to find out what younger residents want from their Local Offer. Twenty-eight youngsters boarded the bus in Southampton to tell Hyde Martlet staff about their neighbourhood and how it could be improved.

The bus was kitted out with games consoles and music, with pizza on offer. "The event proved a great success," said Anne-Marie Tyer, Resident Involvement Co-ordinator. "Young residents gave their views on how Hyde could improve by writing them on a specially-created graffiti wall."



Thanks to the youth bus The Hyde Group now have lots of teenagers keen to get involved. They are working with the local council following issues raised by the youngsters and are discussing the set up of new play areas and sports facilities.

Hyde Martlet has set up a Youth Forum, so that young resident representatives can continue to work with Hyde on improving the community and services.

Aug 2010

Set up Hydewide Residents Voice sub-groups to focus on different themes of the strategy

Removing barriers and increasing opportunities

ACTIONS			OUTCOME
Year 1 (2011-12)	Year 2 (2012-13)	Year 3 (2013-14)	
We will interview under-represented groups of residents to identify how we can encourage them to get involved and develop the best way to meet their needs.	We will implement a plan to ensure involvement opportunities meet the needs of residents from under-represented groups, and measure its effectiveness.	<p>Simultaneously whilst continuing to deliver the whole resident engagement strategy, in year 3 we will comprehensively review how effectively we have increased the involvement of under-represented groups across the range of involvement opportunities.</p> <p>We will measure how the 'Removing barriers and increasing opportunities' theme performs in a changing environment, including changes to housing regulation and operational changes at The Hyde Group.</p> <p>We will use the review to inform the next resident engagement strategy from 2015.</p>	There is an increase in the number of residents involved from under-represented groups.
We will carry out research and develop an 'Engaging with Young Adults' Strategy to encourage greater involvement from our younger residents (18-34 yr olds). An equality Impact Assessment will be developed alongside the strategy.	We will launch the 'Engaging with Young Adults' Strategy.		There is an increase in the number of younger residents involved.
We will ensure there are no barriers to engagement by completing an equality Impact Assessment on Residents' Matters.	We will implement monitoring methods to measure the effectiveness of the strategy.		Residents from diverse and vulnerable groups will be more satisfied that they have opportunities to get involved.
We will train residents to complete Equality Impact Assessments so that they can check that Hyde takes everyone's needs into consideration in Hyde's policies and procedures.	Residents take part in Equality Impact Assessments on Hyde's policies.		Policies and procedures reflect the views of residents.



Residents and staff attend a Resident Engagement Roadshow in Southampton. These roadshows are arranged locally to raise awareness of resident engagement activities.



Graham Inns, HRV member, meets Sarah Hyde at the Park Street office.

Aug 2010

Develop the role of Hyde 5000 and find out what residents want to get involved in

Sep 2010

Involve residents in the Resident's Annual Report 2010

2.

Effective communication

Keeping residents and staff well informed about how residents can and do influence services



A Hyde Northside resident finds out about healthy living at a Big Lunch event in Islington, North London.



Sep 2010

Begin consultation with over 1,000 residents on Residents' Matters

**“Even though I don’t live on an estate,
I feel part of Hyde when I receive things like HydeLife.”**

**Winifred Lawanson,
Hyde South East resident**

The HydeLife magazine is a valuable way of keeping residents informed across the organisation. Written by residents and staff, the magazine features relevant information for all, with a local section for each area of The Hyde Group. Many residents also receive local newsletters and leaflets and are able to access the Hyde website and online residents’ forum.

The Hyde 5000 is a panel of residents who have expressed an interest in being involved with the Group. Hyde 5000 members are selected to take part only in consultations that they are interested in. They are a valuable resource for the organisation in sharing good practice across the Hyde Group.

Although there are good examples of effective communication with residents, we believe this

can be improved. The more communication there is between residents and Hyde, the more good practice will spread.

If you would like to join the Hyde 5000 please contact us on Tel: 020 3207 2600 or email: residentengagement@hyde-housing.co.uk

In the lifetime of this strategy, we will take advantage of both new and old methods of communication to encourage as many residents as possible to get involved and share their experiences, comments and suggestions with us.



There are opportunities for the residents to come and talk to staff at Hyde and give us their views.
(Picture 1) Estella Magloire, Chair of Hillside and Vice Chair of HRV in discussion with Becky Waters.
(Picture 2) Julia Johnson talks with residents and staff at a Resident Engagement team launch.
(Picture 3) Martin Ball, External Communications, talks in depth with George Bray, one of our involved residents.

Oct 2010

Train residents to carry out
Equality Impact Assessments

Oct 2010

Write communication
and training strategies

What we're going to do:

Publicise Residents' Matters

- Residents' Matters will be publicised in HydeLife, local newsletters and at local resident events such as fun days, information days and local groups as well as Hyde Plus and Hyde In Touch events.
- Residents' Matters will be available to residents via our website and in local offices. Leaflets will also be produced to publicise ways in which residents can get involved, training opportunities and other significant themes of the strategy.

Further develop the Hyde 5000

- A plan is in place to increase the membership of the Hyde 5000 panel, through better promotion in HydeLife and newsletters, on the website and at local events. Hyde will carry out more regular consultations with Hyde 5000 members and produce bulletins to let residents know how their feedback has been used.

Keep residents informed

- We will provide information about engagement through the residents' magazine HydeLife, the Hyde website and Resident Engagement leaflets.

Provide clear communication

- Information will be concise and jargon-free. The translation of important documents into minority languages will be improved, and alternative methods of communicating with vulnerable or disabled residents will be developed.

- "You Said, We Did" will feature in each edition of HydeLife and on the Hyde website to give residents feedback following consultations, letting residents know how their feedback has been used to improve services.

Improve online communication

- We will develop initiatives in partnership with residents to increase awareness of the website and ensure that it is constantly improved, particularly the "You Said, We Did" pages.
- We will develop new ways for residents to give their views using SMS texts, the Hyde website online forum and social networking sites such as Facebook and Twitter.

Improve staff awareness

- For staff we will develop a regular bulletin, briefings, and training on good practice in resident engagement. We will also host regular roadshows for staff to find out more about resident engagement and to meet some of Hyde's involved residents.
- Front-line staff will be kept informed of initiatives so that they are able to encourage increased and worthwhile resident engagement.



Head of Resident Engagement Julia Johnson chats to HRV and Group Board member Val Taylor at a Resident Awards ceremony.

Nov 2010

Hyde 5000 members carry out an Equality Impact Assessment on Residents' Matters

Effective communication

ACTIONS		OUTCOME	
Year 1 (2011-12)	Year 2 (2012-13)	Year 3 (2013-14)	
We will promote Residents' Matters by producing a suite of leaflets aimed at recruiting more residents to get involved.	We will continue to promote Residents' Matters and keep residents informed of the progress.	<p>Simultaneously whilst continuing to deliver the whole resident engagement strategy, in year 3 we will comprehensively review how effectively we have improved resident communication.</p> <p>We will measure how resident communication has been improved and how relevant it is in the current environment, including changes to housing regulation and operational changes at The Hyde Group.</p> <p>We will use the review to inform and improve the way we communicate effectively with residents from 2015 onwards.</p>	Increased number of residents involved.
We will develop the role of the Hyde 5000 panel as an effective Group-wide resident engagement consultative panel.	We will recruit 250 more residents to the Hyde 5000 panel.		Increased number of residents on the Hyde 5000 panel.
We will improve resident feedback following consultation so residents can see how their input has been used, via bulletins, the website and HydeLife.	We will improve "You Said, We Did" feedback in terms of speed of publication and access to information.		Residents are more satisfied that they are informed and that their views are taken into account.
We will improve online communication, such as "You Said, We Did" pages on the website. Work with residents to improve the usability of the website and promote the online forum as a consultation tool.	We will continue to monitor and improve the website with residents' input.		Residents are more satisfied with the website. Increased number of residents involved via website enquiries.
We will keep staff informed of resident engagement activities via Hyde's internal magazine, the intranet and roadshows in our operational areas.	We will continue to keep staff informed and measure awareness via an annual staff survey.		Increased number of staff are aware of resident engagement activities.



Residents put forward questions to the Chief Executive at Hyde's Annual Meeting 2010.

Dec 2010

First Hydewide Residents Voice Bulletin published

Jan 2011

In depth one-to-one interviews with under-represented residents

3.

A real influence

To have clear resident involvement structures that provide a range of ways for residents to participate with Hyde to influence, scrutinise and challenge service delivery or specific initiatives



Hyde Northside Resident Board Members attend an awayday to discuss the set-up of a new Resident Assurance Committee.

Jan 2011

Pilot a Resident Assurance Committee at Hyde Northside

“There can never be too many residents involved in shaping the future of Hyde.”

Lee Robinson, Hyde Martlet resident & Chair of Hydevide Residents Voice

The current level of resident involvement varies across The Hyde Group. This means that some residents have an influence on the services provided, while others have less of an impact. This is a barrier to achieving a consistently good service across The Hyde Group.

There are approximately 20 formal committees or boards that contribute to service delivery across the Group, excluding the main Group Board and the Hydevide Residents Eye (a committee that scrutinises our internal inspections). Residents currently have places on subsidiary boards and on the Group Board. Our highest level resident-led committee is the Hydevide Residents Voice (HRV), which is made up of resident representatives from all of Hyde’s operational areas.

Less formally constituted groups or individual advocates are also important, and often single issue groups act as a first introduction for residents

who may want to get involved but in a less formal way than being on a service scrutiny committee.

Many local area offices have service-specific panels, forums, youth, pensioner and diversity resident groups that are invited to take part in consultation about service areas, for example: housing management issues; proposed new developments; contractor selection and monitoring; and customer services, including mystery shopping and estate inspections.

We will ensure that residents have opportunities to participate in and challenge the services that they receive from Hyde, and that there are clear and well-publicised involvement structures in place for them to do this.



HRV members and Hyde staff discuss the future of HRV and its focus on priorities at an away day held at Hillside.



At a Resident Assurance Committee awayday, Hyde Northside residents are thanked for their hard work and involvement on local Boards.

Feb 2011

Resident Awards Ceremony held for involved residents who qualified to become resident inspectors

Mar 2011

Resident’s Annual Report 2011 resident editorial panel established

What we're going to do:

Resident engagement structures

- We will establish a simpler resident engagement framework, showing clear routes to the formal governance structure.
- Make sure that Hyde's resident engagement structures better reflect the diverse needs of the communities in Hyde.
- Ensure that resident engagement structures provide a more consistent framework for residents at local level to work in partnership with staff to examine local service delivery issues, through the creation of Resident Assurance Committees.

- A training and support plan for each Committee member will be created, with some common core skills. Each Committee will be invited to nominate a member or members to sit on HRV. The Chair of HRV will sit on the Hyde Group Board.

Increase participation

- A wide range of methods will be developed for residents to get involved, including when and how they want to participate.
- Hyde will publish and promote all the ways in which residents can get involved, including the type and level of influence they can have. A Guide to Involvement will be produced for residents, which will be available at new tenancy sign-up. A toolkit for staff on how to involve residents will be developed.

CASE STUDY

Improving resident engagement at Hyde Northside

"I was apprehensive, but quickly realised the committee will work well. Hyde is serious about Resident Assurance Committees succeeding."

Phil Beckett, a committee member and resident of The Grove in Islington

"I am excited about the Resident Assurance Committee, it is the way forward. I hope we continue to work as a team." Doris Hester, committee member from Hyde Village in Islington

Hyde Northside residents in Islington, North London are piloting a Resident Assurance Committee. The new committee has replaced four existing Hyde Northside Estate Boards and a Community Board, who were each working separately.

There are three representatives from each estate and two independent members. A representative from Islington Council has also been invited to join the committee, to maintain a direct link between Hyde Northside and the Local Authority.



"These committees will have much greater influence in shaping Hyde's services to meet their local needs," says Julia Johnson, Head of Resident Engagement.

Representatives from each committee across the Group will be nominated to sit on Hydewide Residents Voice (HRV), Hyde's principal panel of residents. The Chair of HRV sits on the Group Operations Committee, a formal committee of the Group Board. They will feedback top-level messages to members of HRV, who will then report back to their local committees and other local groups and panels.

What's next...

Apr 2011

Launch new performance indicators to measure Resident Engagement

A real influence

ACTIONS		OUTCOME
Year 1 (2011-12)	Year 2 (2012-13)	Year 3 (2013-14)
We will work with Hydewide Residents Voice (HRV) to develop their effectiveness during the transitional phase of members joining from Resident Assurance Committees.	We will monitor and review the effectiveness of HRV.	Simultaneously whilst continuing to deliver the whole resident engagement strategy, in year 3 we will comprehensively review how effectively our resident involvement structures work, and examine the range of opportunities available for residents to effectively influence and challenge service delivery.
We will develop the resident engagement structures across Hyde, pilot commencing at Hyde Northside. We will support the Project Board to oversee the implementation process and rollout across The Hyde Group.	We will continue to support the Project Board to oversee the implementation process and rollout of revised resident engagement structures across The Hyde Group.	We will measure how the involvement structures are working and implement improvements, using best practise and feedback from residents and staff. We will ensure that our involvement structures are fit for purpose in a changing environment and fully meet regulatory requirements.
We will support the development of the Local Offers ensuring that residents are involved in developing and scrutinising local service delivery.	We will develop and review the Local Offers and effectiveness of local resident input into service delivery.	
We will develop the level of opportunities for residents to be involved in the development of new homes and regeneration programmes.	We will develop a policy and procedure for involving residents in development at all stages including new design standards.	We will use the review to inform any improvements to our resident involvement structures which will be included in the resident engagement strategy from 2015.
We will develop the level of residents influence in all stages of procurement and monitoring of contractors.	We will build up a pool of trained residents involved in procurement.	

May 2011

Improve resident feedback via bulletins, website and HydeLife

4.

Resident training

Providing residents with training and support to develop their skills so that they can influence services, as well as bringing benefits to other areas of their lives



Our very first Resident Awards Ceremony, held at Southwark Cathedral with over 50 attendees. The residents pictured have been awarded with CIH Level 2 Qualifications for Inspections. (From left to right) Steve White, Hyde's Chief Executive, Pauline Eames, Joyce Hopper, Jayson Walker, Joyce Dawkins and Michael Baldwin, a Member of the Chartered Institute of Housing.

May 2011

Continue to roll-out Resident Assurance Committees across the Group

“The course helped me manage my own finances – people might not have a lot, but it’s how you manage what you have that’s important. If you have the right skills to manage your money then you can better manage your life.”

Gina Oransaye, Hyde Southbank resident and trained Money Adviser

Training and support for residents has never been more important. Having well trained residents will help residents get involved with improving the services that are important to them. Furthermore, the current national guidelines place great emphasis on residents having the skills, training and confidence to meaningfully influence and participate in decisions.

We will provide training opportunities to help residents develop skills and knowledge so that they can:

- Participate in scrutinising, challenging and influencing services on Resident Assurance Committees, Boards, Panels and service improvement groups.
- Promote and support more effective Residents’ Associations and groups.
- Develop confidence and life skills.
- Help Hyde test and improve the service through mystery shopping and resident inspections.

CASE STUDY

Resident qualifies to inspect her landlord

“Even though I haven’t been in the classroom for over 40 years and don’t consider myself to have good IT skills, I really benefited from the Residents Inspectors Course. It has given me a good understanding of housing and encouraged me to improve my skills further and to get more involved.” Joyce Dawkins, Hyde Minster resident

Joyce’s involvement with Hyde Minster began by attending the odd fun day, but when approached by staff with the opportunity to become a Resident Inspector she was keen to find out more.

Having qualified for her level two Chartered Institute of Housing Quality Inspection course, Joyce now feels she can put herself in her landlords’ shoes and believes that is a great advantage for tenant-led inspections.

“Joyce has made valuable contributions to improving Hyde’s service, as well as improving her own knowledge and skills,” said Tracey Croucher, Community Regeneration Co-ordinator.



“I had never really used a computer before prior to taking this course, and struggled to get to grips with it,” said Joyce. “But Hyde kindly sponsored me to go on a computer course which made it much easier.”

Since qualifying, Joyce has become a valuable member of the Hyde Minster Residents’ Forum, attending every meeting and giving much-needed feedback on inspections.

June 2011

Develop Hydewide Residents Voice with Terms of Reference and training

June 2011

Write a consultation Toolkit for staff when involving residents

What we're going to do:

Train residents

We will be making a significant investment in resident training by establishing a training programme targeted at involved residents. The programme will include the following modules:

- **Core Module** – we encourage all of our involved residents to attend these core courses which include Diversity and Inclusion training, Health and Safety and an Introduction to Hyde.
- **Influencing and Scrutiny Module** – this training is aimed at residents on boards, Resident Assurance Committees and panels that monitor and scrutinise services. Courses include understanding performance and financial information, and effective challenge and negotiation skills.
- **Running Groups Module** – residents who run Tenants and Residents Associations or other local groups will benefit from these courses. Training will equip residents with the skills to run effective meetings, organise community events, create local publicity and newsletters, and produce budgets and accounts.
- **Service Specific Module** – looks at Hyde's main service areas, e.g. repairs, customer services, anti-social behaviour and leasehold management. These courses will give residents the skills to monitor Hyde's performance, which is particularly useful for Resident Inspectors.
- **Service Testing and Research Module** – will help those residents involved in inspections and mystery shopping.
- **Life Skills Module** – is open to all involved residents for personal development, confidence and capacity building and transferable skills that could be used in employment, such as basic plumbing or electrical skills.

Offer accredited training and qualifications

- Formalise and develop accredited training for residents so that they can receive a nationally recognised qualification. This will include gaining accreditation for some courses on the modular training programme, through the government's new framework for vocational qualifications, the Qualifications and Credits Framework (QCF).

Monitor resident training

- Each year, the training programme will be evaluated. This will be informed by the overall costs of providing training; numbers attending courses; learners' individual evaluations; and longer-term impact assessments by Resident Engagement staff. This, together with the Annual Needs Assessment and any new Corporate and Resident Engagement objectives, will inform the training programme for the following year.

Additional training opportunities

- The Resident Engagement training plan will be aligned with Hyde Plus individual training opportunities, giving residents greater options and eliminating duplication of services.
- A longer-term objective of the strategy is for Hyde to become a centre of excellence for residents' training. In year two of the strategy, we will develop a model to market and sell our modular training programme to other providers, the income from which can be reinvested into further training for residents.

Jul 2011

Launch the Residents
Training Programme

Resident training

ACTIONS			OUTCOME
Year 1 (2011-12)	Year 2 (2012-13)	Year 3 (2013-14)	
We will design and launch the Core Module, Influencing and Scrutiny Module, Running Groups Module, and Service Testing and Research Module as part of the Resident Training Programme.	Design and launch the Service Specific and Life Skills Modules as part of the Resident Training Programme.	Simultaneously whilst continuing to deliver the whole resident engagement strategy, in year 3 we will comprehensively review how effectively our resident training strategy has been delivered.	Increased number of residents attending training courses and obtaining a recognised qualification to 50 residents per year.
We will carry out research to develop an accreditation model. Promote courses, once these are defined.	Establish and provide resident training on all modules. Market and promote accredited modules.	We will measure how the resident training strategy has developed the skills of residents involved in formal committees and groups, and how this has enabled greater influence for these residents. We will examine any regulatory and environmental changes and ensure that relevant training is available.	The number of involved residents in formal structures will increase.
We will ensure that the Resident Training Programme does not create barriers for any residents, using an Equality Impact Assessment.	Continue to monitor the Equality Impact Assessment to ensure Hyde is aware of the different needs of our residents.	We will use the review to inform the next resident training strategy from 2015.	Increased number of residents attending training from under represented groups.
We will carry out market research to test the demand for Hyde's Resident Training Programme from other housing providers and organisations.	Research and develop a test model for providing training courses to other providers.		Funds received from other housing providers and organisations is reinvested into the Resident Training Programme.



At a Money Advisor Awards Ceremony: (from left to right) Puck Markham, Founding Director of Community Money, Julia Johnson, Hyde's Head of Resident Engagement, Mrs Oransaye and newly trained resident Money Advisor Gina Oransaye. The money advisors have been trained and supported by Hyde Plus to assist residents with financial queries and concerns.

Aug 2011

Train more residents to complete Equality Impact Assessments on policies

Sep 2011

Develop a training course about resident engagement for front-line staff

5.

A resident-focused culture

A culture at Hyde where staff, contractors and partnership agencies embrace effective resident influence and communication



Laurie McGarva chats to Jan and Ron Brooks-Kibble residents from Hyde Martlet.

Oct 2011

Develop a policy approach to rewards and incentives for involved residents

“I am looking forward to working with Hyde’s Resident Engagement team, as they all seem so resident focused.”

Resident Jayson Walker from Hyde South East

The culture of resident involvement differs across Hyde, often depending on the history of the business; for example, in areas where there have been stock transfers and community regeneration programmes, there is a strong tradition of resident involvement and a resident-focused culture exists. In other areas, this is less apparent.

Progress is already being made. For instance, property services and procurement staff are involving residents in the selection of contractors locally and at Group level, and residents will be involved in on-going contractor monitoring and future tendering exercises. Customer Service staff have involved residents in developing the criteria used to assess the quality of Hyde’s front-line telephone services.

This will be used in quality-testing calls to provide feedback on the quality of customer service.

We will ensure that all Hyde staff, Board and committee members, contractors and partnership agencies understand the importance of resident involvement and build residents’ concerns into day-to-day business. For instance, the ‘Involving Residents in Recruitment’ policy is currently being consulted on and is scheduled for launch later this year.



Staff from Hillside, North London find out the latest from local newsletters and magazines.



Hyde South East resident Jayson Walker chats to HRV and Group Board member Val Taylor.

Nov 2011

Research and develop how we will engage more effectively with young adults

What we're going to do:

Improve resident influence

- Improve resident engagement structures to allow residents to work closely with Hyde's service heads, managers and staff, and bring about greater consistency.

Raise awareness of resident engagement

- Raise the overall profile of resident engagement by training front-line staff, and ensuring that all Hyde staff have resident engagement or customer services objectives as part of their roles.
- Introduce an induction programme on resident engagement for new staff.
- Involve residents in the recruitment process for primary operational roles, as agreed with local service directors and managers.
- Improve communication by publishing regular updates on resident engagement through the staff magazine, Hyde Loop, Hyde intranet.
- Run Resident Engagement road shows and brief staff on Resident Engagement at team meetings across The Hyde Group.
- Develop a toolkit to support staff, offering step-by-step guidance on the best way to involve and consult with residents, including keeping residents informed.



Young residents from Stockwell, South London talk to staff about their 'Big Sistah' scheme to mentor youngsters.



Leaders of Hyde Southbank's East African Sisters' Group talk to staff about how they like to get involved.



Residents from Bolnere Village in Sussex enjoy activities at a fun day.

Dec 2011

Work with residents to improve the usability of the website and promote the online forum as consultation tool

A resident focused culture

ACTIONS			OUTCOME
Year 1 (2011-12)	Year 2 (2012-13)	Year 3 (2013-14)	
We will develop and implement a consultation toolkit for all staff to refer to when involving residents.	We will monitor the effectiveness of resident input across the The Hyde Group. We will update the toolkit as necessary.	Simultaneously whilst continuing to deliver the whole resident engagement strategy, in year 3 we will comprehensively review how effectively we have improved the culture at Hyde, to embrace and deliver the resident engagement strategy in a way that is relevant to the current environment and is sustainable. We will measure how the culture has improved and how lasting those improvements are. We will ensure that any regulatory changes are advised to residents and that Hyde responds to these in a resident-focused manner. We will use the review to inform how the culture develops and continues to remain resident-focused going forward from 2015.	There is evidence of resident engagement being implemented in a range of service areas.
We will ensure that the induction for new staff includes information about resident engagement.	We will monitor the effectiveness of the induction by measuring staff awareness of resident engagement.		There is a better understanding and awareness of resident engagement among Hyde staff.
We will implement a new policy on 'Involving Residents in Staff Recruitment'.	We will monitor the policy for effectiveness and update as necessary.		Residents are fully involved in the recruitment of staff in line with the policy.
We will develop a resident engagement training course for front line staff.	We will review the staff resident engagement training course and explore the possibility of extending this to other job roles across The Hyde Group.		Front-line staff have knowledge of and are able to deal with resident engagement queries.
We will work with Human Resources to ensure all Hyde staff have resident engagement and/or customer service objectives.	We will continue to develop staff objectives in relation to resident engagement.		Resident engagement objectives are included within annual appraisal process.



Residents and staff attend Hyde's Annual Meeting 2010.

Mar 2012

Involve residents at all stages of the procurement process of contractors



Effective, efficient & value for money

Ensuring residents receive the best possible services that are value for money and that the partnerships between residents and Hyde remain effective



Resident Inspector Joyce Dawkins talks to a resident in Hyde Minster.



Apr 2012

Launch the Young Adult Strategy

“My needs are different to those people living on an estate. Hyde must ensure they are offering the same opportunities to everyone no matter where they live.”

**Angie Wait, Hyde South East resident
& Hyde 5000 member**

The Hyde Group will provide a resident engagement service that is measured, monitored, benchmarked and evidenced, giving residents value for money and meeting regulatory requirements.

Although Hyde has been delivering resident engagement services for many years, the ability to demonstrate how effective resident involvement contributes to improved services has been limited. This was due to different methods of recording these activities.

We plan to bring consistency to the way resident involvement activities are recorded and assessed, so that we can report back to residents with meaningful outcomes.



Hyde involves residents in many activities. One example is consulting with residents on new strategies and policies. Here HRV members work with staff on Residents' Matters at an awayday.

May 2011

Extend Resident Engagement training beyond front-line staff



Hyde South East's Steve Cable, Community Engagement Manager (centre) consults with the Kent Residents Group.



Shelagh Shannon, Housing Officer (left), consults with residents at the Lewisham People's Day 2010.

What we're going to do:

Resident engagement policy

- Hyde is aiming to be a leader in encouraging comparisons of performance, policy and process with other housing providers.
- This strategy will create formal policies and procedures that will give staff clear guidance about how to get the most from resident engagement activities and events, in terms of the expected outcome and value for money.

Resident engagement performance

- Existing resident engagement resources and staff skills will be reviewed for consistency in service throughout The Hyde Group.
- A new suite of performance indicators for resident engagement will be developed, and HouseMark will be used to assess how we compare to other landlords.
- All engagement activity will be recorded, monitored and reported on, so that we can assess what impact it is having in terms of involvement, outcomes for residents, service improvements made, and value for money.
- A review of the way Hyde recognises resident input will be carried out in terms of resident time, costs and incentives.

“The team’s enthusiasm and commitment should see them achieve success in the project ahead, it will be very interesting to follow your progress.”

Jan Brooks-Kibble, Hyde Martlet resident

Jul 2012

Benchmark* Resident
Engagement through Housemark

*Benchmarking is a standard against which something can be measured or assessed.

Effective, efficient & value for money service

ACTIONS			OUTCOME
Year 1 (2011-12)	Year 2 (2012-13)	Year 3 (2013-14)	
We will launch new resident engagement performance indicators, to include a review of the activities we have carried out.	We will provide HRV with regular reports and monitor performance results. We will provide performance information in the Resident Annual Report.	<p>Simultaneously whilst continuing to deliver the whole resident engagement strategy, in year 3 we will comprehensively review how effectively Residents' Matters has been delivered, and measure how efficiently the strategy has been put in to place.</p> <p>We will continuously review whether the improvements brought about through the strategy have been done so in a cost effective manner and that real value for money has been achieved. We will ensure compliance with regulatory requirements and that best practise is always considered.</p> <p>We will use the review to inform the way in which resident engagement needs to be delivered from 2015.</p>	Accurate figures relating to the number of residents involved at The Hyde Group.
We will review the existing resident engagement structure and resources to ensure that there is consistency in service.	We will monitor and review the structure, ensuring there is consistency.		Efficiency savings made and consistency in resident engagement across The Hyde Group.
We will formalise the recording and evidencing of resident engagement activities, ensuring that measured outcomes are available to demonstrate value for money.	We will use HouseMark benchmark club to carry out benchmarking on resident engagement activities.		We have clear evidence to measure effective resident engagement activities when inspected.
We will develop a policy regarding rewards and incentives for involved residents.	We will continue to develop a Rewards and Incentives Policy which will include implementation and testing.		Increased customer satisfaction with the resident engagement service, and willingness to get involved.



Hyde provides opportunities for residents to learn new skills. Above, Hyde South East residents at a training session.

Dec 2012

Launch second stage of Residents Training Programme

Resident Engagement Strategy

Regulatory Compliance Matrix... a quick glance

Residents' Matters has been developed to ensure that it is a robust but flexible strategy, which remains compliant during the current uncertainty relating to housing regulation. However, we have ensured the six themes of the strategy are aligned and meet the current Tenant Services Authority regulatory framework and this is outlined below.

Regulatory requirement standard	Removing barriers & increasing opportunities	Effective communication	A real influence	Resident training	A resident focused culture	Effective, efficient and value for money service
Involvement & empowerment	●	●	●	●	●	●
Customer service, choice & complaints	●	●	●		●	●
Understanding & responding to diverse needs	●	●		●	●	●
Home standard		●	●	●		
Tenancy standard		●	●			
Neighbourhood & community standard	●	●	●	●	●	
Governance & financial viability standard			●			●
Value for money standard				●	●	●

Conclusion

In order to make sure that this Resident Engagement Strategy reflects what residents really want and need from engagement with their landlord, residents have been closely involved in the development of this strategy.

As part of the development we examined the strengths and weaknesses of the previous strategy, good practice from other organisations and took the views of a wide range of residents and staff about what a new strategy should do.

The name Residents' Matters was suggested through a competition held with HRV, and I would like to thank Jackie Puddifoot, HydeMartlet representative, for the winning suggestion. Residents do 'matter' and this Strategy is all about the 'matters' that concern them and Hyde as their landlord, when seeking to build a successful partnership.

Extensive consultation with residents and staff was conducted between June to November 2010, and regular drafts have been presented to Hydewide Residents Voice, Hydewide Residents Eye, local boards, committees, resident forums and panels.

It is important that the Resident Engagement Strategy reflects the views and needs of both the currently involved residents and the as yet 'un-involved' residents. The strategy therefore provides opportunities to encourage engagement from under-represented groups and seeks to remove barriers to engagement for all.

The support of Hyde's Group Board and Executive Management Team has been excellent and endorses that Hyde really does want to make a lasting difference to people's lives. This strategy will, I believe, support that vision and will place Hyde well to be known for excellence in resident engagement. It has been my privilege to have the opportunity to work with so many dedicated people to start the process of bringing this vision to life.

Julia Johnson
Head of Resident Engagement,
The Hyde Group



Contact us

Get involved:

To get more involved as a resident and in your community, please contact:

Central Resident Engagement Team
The Hyde Group
30 Park Street
London SE1 9EQ

Tel: 020 3207 2600

Email: residentengagement@hyde-housing.co.uk

General information:

The Hyde Group

If you would like more information about The Hyde Group, please contact:

The Hyde Group
30 Park Street
London SE1 9EQ

Tel: 020 3207 2600

Hyde Plus services

If you would like help with paying rent and money guidance, please contact Hyde's Money Plus team:

Tel: 020 8297 7616 (London and Kent)

Tel: 01243 816 949 (Hyde Martlet)

Visit the Hyde website to find out about other Hyde Plus services: www.hyde-housing.co.uk

Hyde online communities

To speak to other residents across the Hyde Group and join our online Residents Forum go to <http://forum.hyde-housing.co.uk>

 Visit us online
www.hyde-housing.co.uk

 Join us on Facebook
facebook.com/hydegroupp

 Follow us on Twitter
twitter.com/hydehousing

Acknowledgements:

This Resident Engagement Strategy has been developed with residents, for residents and Hyde would like to thank all those who contributed, particularly the Hydewide Residents Voice.

We would also like to thank the following teams for their support in developing this strategy:
Hyde Plus; Customer Insight; External Communications; Internal Communications; Human Resources; Learning & Development; Risk, Audit & Compliance; Company Secretariat; local Resident Engagement teams.

If you would like this document in another language or format, such as large print, Braille, CD or audio tape, please contact us.

ENGLISH: This document describes how you can have a say in the way we deliver our services to you. If you would like a translation of this document please contact the Resident Engagement team on 020 3207 2600.

ARABIC: توضح هذه الوثيقة كيفية الإداء برأيك في طريقة تقديمنا للخدمات إليك. إذا أردت ترجمة لهذه الوثيقة فضلاً اتصل بفريق التعاون مع الساكن على 020 3206 2600

BENGALI:

এই নথিতে বর্ণনা করা হয়েছে আমরা যেভাবে আপনাদের পরিষেবা দিয়ে থাকি সে বিষয়ে কীভাবে আপনি নিজের মতামত জানাতে পারবেন। যদি আপনি এই নথির অনুবাদ চান, তাহলে অনুগ্রহ করে রেসিডেন্ট এনগেজমেন্ট [Resident Engagement] দলের সঙ্গে যোগাযোগ করুন 020 3207 2600.

FRENCH: Ce document explique comment vous pouvez avoir votre mot à dire sur la manière dont nous vous fournissons nos services. Si vous souhaitez obtenir une traduction de ce document, veuillez contacter l'équipe « Resident Engagement » 020 3207 2600.

ITALIAN: Questo documento descrive come può esprimere la Sua opinione sui servizi da noi erogati. Se desidera una versione tradotta di questo documento, contatti il team Resident Engagement al 020 3207 2600.

KURDISH:

ئهم بەلگەییە شەرفە دەکات کە چۆن لەسەر شێوەی پێشکەشکردنی خزمەتگوزاریەکانی نێمە بیروراتان دەربەرین. ئەگەر دەتوانیت وەرگیرانیکتان ئەم بەلگەییە هەبیت، تکایە بە ژمارەی 020 3207 2600 پەیوەندی بکەن بە تیمی بەشداریکردنی دانیشتووانەوه (Resident Engagement).

LITHUANIAN: Šiame dokumente nurodyta, kaip galite išreikšti savo nuomonę apie tai, kaip mes teikiame jums paslaugas. Jeigu pageidaujate šio dokumento vertimo, prašome susisiekti su ryšiu su gyventojais skyriumi.

MANDARIN:

本文件向您介绍了如何对我们的服务方式提出意见。如果您需要翻译此文件，请与居民参与工作组联系。

POLISH: Ten dokument zawiera informacje dotyczące tego, w jaki sposób mogą Państwo brać udział w decydowaniu o tym, jak świadczone są nasze usługi. Jeżeli chcieliby Państwo otrzymać ten dokument przetłumaczony na swój język, prosimy o kontakt z Wydziałem ds. Kontaktów z Mieszkańcami (Resident Engagement Team) pod numerem 020 3207 2600.

PORTUGUESE: Este documento descreve o modo como pode ter algo a dizer sobre como lhe prestamos os nossos serviços. Se pretender receber uma tradução deste documento, é favor entrar em contacto com a Resident Engagement team [Equipa de Participação de Moradores] através de 020 3207 2600.

PUNJABI:

ਇਹ ਦਸਤਾਵੇਜ਼ ਦਸਦਾ ਹੈ ਕਿ ਸਾਡੇ ਵੱਲੋਂ ਤੁਹਾਨੂੰ ਸਾਡੀਆਂ ਸੇਵਾਵਾਂ ਕਿਵੇਂ ਦਿੱਤੀਆਂ ਜਾਂਦੀਆਂ ਹਨ, ਦੇ ਤਰੀਕੇ ਬਾਰੇ ਤੁਸੀਂ ਆਪਣੀ ਗੱਲ ਕਹਿ ਸਕਦੇ ਹੋ। ਜੇ ਤੁਸੀਂ ਇਸ ਦਸਤਾਵੇਜ਼ ਦਾ ਅਨੁਵਾਦ ਕਰਾਉਣਾ ਚਾਹੁੰਦੇ ਹੋ, ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ ਵਸਨੀਕ ਮੀਟਿੰਗ [Resident Engagement] ਟੀਮ ਨਾਲ ਇਥੇ ਸੰਪਰਕ ਕਰੋ 020 3607 2600

SOMALI: Dokumeentigani wuxuu qeexayaa sida aad ra'yigaaga uga dhiiban karto nidaamka aan kuugu soo gudbino adeegyadeena. Haddii aad dooneyso dokumeentigan oo tarjuman fadlan kala xiriir kooxda Amuuraha Deganayaasha [Resident Engagement] halkan 020 3207 2600.

SPANISH: Este documento describe como puede expresar su opinión sobre la forma en que prestamos nuestros servicios. Si desea recibir una traducción del mismo póngase en contacto con el Equipo de participación de residentes (Resident Engagement team) al 020 3207 2600.

TURKISH: Bu döküman, size sunduğumuz hizmetleri sunma şeklimizde nasıl söz sahibi olabileceğinizi açıklıyor. Bu dökümanın çevirisini istiyorsanız, lütfen Konut Sakinleri [Resident Engagement] ekibi ile şu numaradan temasa geçin 020 3207 2600.

VIETNAMESE: Tài liệu này mô tả cách quý vị có thể cho biết ý kiến và phong cách phục vụ của chúng tôi. Nếu quý vị muốn một bản dịch tài liệu này, vui lòng liên hệ nhóm phụ trách Sự Tham Gia Của Cư Dân [Resident Engagement] qua số 020 3207 2600.

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The Hyde Group
Making a lasting difference