Resident Engagement Strategy
2017–2020
Foreword

Introducing our Resident Engagement Strategy 2017–2020

This is the second Resident Engagement Strategy that as members of Hydewide Residents Voice (HRV) we have helped shape. Since the last strategy the housing and political landscape has changed a great deal. Hyde has had to respond to the fluctuating government agenda, uncertainty around Brexit, the constraints around welfare reform, the 1% rent reduction and the increasing demand for housing – and so has re-focused its aims.

HRV understand the need for change and so this also gave us the opportunity to reassess our work and what we do as involved residents. We took the opportunity to see how other Housing Associations operated. We worked with Hyde staff, gathered feedback from residents – involved and uninvolved – and used this information to develop this strategy.

With the refocussing of regulation, the need for residents to scrutinise service delivery has never been greater. We believe that the new strategy will deliver resident led improvements to services through inspections & task and finish reviews and create more opportunities for residents to get involved and provide feedback.

HRV is committed to making the strategy a success, challenging poor service delivery and working on solutions to make services better for everyone. We will monitor and oversee the delivery of the new strategy, but we also need the help of all residents to get involved, provide feedback and join in whichever way suits them.
In my last five years with Hyde I have worked in partnership with some truly inspiring residents who voluntarily gave up their time to help us continuously improve our services. I am also impressed by people’s level of commitment to engaging with us and the immeasurable value this brings to the organisation.

I am proud of the outcomes resident engagement has achieved to date and I am really looking forward to working collaboratively with residents to achieve some fantastic outcomes that benefit both Hyde and our residents over the next three years.
Vision for the Resident Engagement Strategy

Our aim is for Hyde residents to have every opportunity to engage with Hyde and to play a constructive role in evaluating and improving housing services.

Engagement activities will be delivered in a variety of ways; enabling participation by all. We will continue to modernise our approach, and will build on our digital engagement opportunities to ensure our service is efficient and easy to access. Outcomes of our activities will be clear, and communicated effectively both internally to staff, and to other residents.
Our work supports Hyde’s vision of “A great home for everyone” by ensuring that residents can challenge, change and improve the services they receive for their home.

This strategy will help Hyde to achieve its strategic aims:

1. **To maximise financial capacity** – we will deliver an efficient resident engagement service, providing value for money in our activities

2. **Delivering easy to use landlord services** – by opening up our activities and using a variety of methods – including making better use of online tools – we will make engaging with Hyde easier for residents

3. **Increase homes in management** – residents affected by stock swap and regeneration projects will be effectively engaged and informed throughout the process

4. **Culture of achievement** – our activities will have clearly defined, ambitious outcomes and we will work closely in partnership with our residents to deliver these
Governance and Influence

**Aim:**

We will provide residents with the opportunity to influence Hyde’s policies and service delivery at a strategic level. Residents will be able to engage with and influence the key groups and individuals who govern and manage Hyde, including Hyde’s Operational Management team and Group Housing Services Board.
Main activities for this theme:

- Hydewide Residents Voice (HRV) – our highest level resident-led committee
- Central Home Ownership Panel (CHOP)
- Residents involved in Procurement i.e. choosing contracts and services
- Residents involved in Complaints
- Involving residents in staff recruitment
- Consultation activities e.g. new policies, communications and changing services
- Making best use of The OAK – our online engagement site

What we will do:

- Strengthen HRV’s role and relationship with Group Housing Services Board
- Build on the strengths of formal resident groups to ensure they are working to their best capacity and having the greatest influence over services
- Publicise where resident influence has added value by helping us achieve greater efficiency and value for money for residents
- Achieve better communication of outcomes and improve accountability to all residents
- Raise the profile of formal resident groups – internally and externally – and promote opportunities for residents to join them
- Improve routes for escalation of common issues between groups
- Empower involved residents to champion resident feedback and encourage wider participation
Aim:

We will be open and transparent in the provision of performance information about our services. We will actively enable residents to scrutinise our work and recommend improvements. We will support and facilitate a robust, resident-led inspection programme so that residents can directly input into service improvements.
Main activities for this theme:

- In-depth resident-led service inspections / Hydewide Residents Eye (HRE)
- Task & Finish reviews
- Reporting performance on The Hyde website
- Using The OAK for feedback
- Housing Services’ reporting

What we will do:

- Develop the processes and methods required to support a robust and successful resident-led inspection programme
- Facilitate regional steering groups to develop and embed new approaches such as Task and Finish
- Empower residents to scrutinise services
- Monitor, validate and communicate service improvements and recommendations
- Openly publish performance information and develop a review method for this – so that residents can influence services, and prioritise inspections and service reviews
- Communicate and promote how recommendations from residents have directly lead to helping Hyde achieve our objectives by improving services
- Develop links to local groups and involve members in inspection activities
Local Engagement

**Aim:**

We will actively seek area and estate feedback from individuals and provide support for local groups so they can positively influence local services. Residents involved locally will be informed about further involvement opportunities, the outcomes achieved, and will know how to escalate any unresolved issues.
Main activities for this theme:

- Communications around development projects e.g. stock swaps, regeneration projects
- Working with Tenants and Residents Associations (TRAs)
- Working with local resident and community groups
- Holding local issue resolution forums and focus groups
- Online discussion groups on The OAK

What we will do:

- Support and build on the strengths of existing TRAs and community groups
- Facilitate relationships with local service delivery staff and contractors
- Extend use of The OAK to more residents
- Increase TRAs information on The OAK and the use of discussion boards
- Use collaborative and flexible methods of local engagement to suit specific situations and local priorities
- Offer local groups and residents the opportunity to participate in formal groups’ activities
- Develop escalation processes for any collective issues
- Achieve better communication of outcomes and accountability to all residents
- Support Hyde’s growth ambition with effective resident engagement in stock swaps, acquisitions and regeneration schemes
- Foster collaborative working by encouraging residents to be positive advocates for Hyde and their communities
Making engagement easier – many people do not have the time or inclination to take part in formal committees. As part of this strategy more residents will be able to easily participate in service improvement activities – including via our engagement website The OAK, social media and our website.

We recognise the value of residents engaging with us in different ways, for example:

**Participation**
- Providing feedback; engaging in a more ad-hoc way, including online & social media, via surveys and focus groups or one off projects

**Involvement**
- Volunteering time, expertise and skills by being actively involved in groups and specific tasks
We will reach out to **participating** residents with a variety of techniques to gain people’s views and feedback. By coordinating feedback with organised consultation activities we can maximise the difference made through resident participation.

We will develop a pool of **involved** residents who have the skills and time to take part in a number of activities. They will be supported with training; tailored to individual needs and level of commitment.

By communicating how residents help Hyde deliver service improvements, we hope to encourage more residents to get involved and create a broader spectrum of customer opinion to work with.
Quick guide to key activities:

**Hydewide Residents Voice (HRV)** – Hyde’s most senior, group-level residents’ group. They scrutinise performance; finding opportunities for improvement and influence decision making.

**Hydewide Residents Eye (HRE)** – A sub group of HRV, HRE oversee the resident-led inspection. They agree the annual inspections programme reviewing performance information, compliance requirements and feedback.

**Central Home Ownership Panel (CHOP)** – Hyde’s homeowners’ committee. They scrutinise and are consulted on different aspects of services that affect home owners, including service charges.

**Task & Finish** – Resident led service reviews that have a clear, but limited scope. Recommendations are agreed by HRV and monitored to ensure they result in intended service improvements.

**The OAK** – Hyde’s resident engagement website, through which residents can take part in online discussions, consultation exercises and e-learning.

**Resident Inspection** – Inspections are carried out by a team of resident inspectors who use a number of different methods to find out how well a service is being delivered. Recommendations are monitored by HRV and Group Housing Services Board.

**Tenants and Residents Associations (TRAs)** – Independent local groups run by residents to represent their views to Hyde and other agencies in their local area.

**Procurement** – The process through which new products, contracts and services are purchased by Hyde.