



Resident Engagement Strategy 2021

Objectives



Objective 1:

Customers are satisfied that their views are listened to and taken into consideration.

Objective 2:

Customer engagement is a mainstreamed activity for operational colleagues.

How are we going to achieve it?

- More 'You said, We did', less 'You said, We will'.
- Feedback to enquiries, suggestions and complaints made via surveys in real-time.
- 'News & Views'; customer engagement newsletter.
- Targeted engagement with dissatisfied and disenfranchised groups.

How are we going to achieve it?

- Training for and engagement with operational colleagues. Discussion as part of induction process.
- Raising awareness of how Insight & Strategy can support this activity.
- Internal communications.
- Tools and resources for operational colleagues to engage with customers.

Objectives



Objective 3:

Customers are able to influence service delivery at a 'grass roots' level.

Insight & Strategy will offer support and advice to operational colleagues to assist with:

- Service charge consultations.
- Customer involvement in specification design and contract procurement.
- Developing local offers and estate improvement plans.
- Promoting the outcomes of grass roots engagement.

Objective 4:

Provide opportunities for Accent 500 to interact with colleagues and each other.

How are we going to achieve it?

- New engagement platform.
- Moderated online discussions.
- Zoom meetings and focus groups.
- Operational colleagues consult with local Accent 500 members from time-to-time.

Objectives



Objective 5:

The demography of the Accent 500 reflects the demography of Accent's wider customer population.

How are we going to achieve it?

Attracting younger members using:

- Community outreach (family friendly events, evening and weekend events etc).
- Targeted online engagement via Zoom and new engagement platform.
- Incentives and rewards.

Objective 6:

Building safety is embedded into new and existing engagement and consultation practices.

How are we going to achieve it?

- Building a Safer Future project.
- Customer consultation on matters related to building safety.
- Colleague and stakeholder involvement in communication and engagement plans.
- Sharing resources and best practice with other registered providers.
- Premises specific engagement strategies for higher risk buildings.

Objectives



Objective 7:

Recommendations arising from resident scrutiny are properly implemented.

How are we going to achieve it?

- Involving internal stakeholders throughout the scrutiny process.
- Better links with Customer Experience Committee and Audit & Risk Committee.
- ALT member sponsorship of recommendations.
- Closer monitoring of outstanding recommendations.
- Initiating recall where necessary.

Objective 8:

The National Scrutiny Group oversees and supports the delivery of outstanding projects.

How are we going to achieve it?

Involving NSG members in:

- Repairs Transformation
- Complaints Learning Lab
- Building a Safer Future