



**STROUD  
DISTRICT  
COUNCIL**  
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Resident Engagement  
and Communication 12-  
Month Action Plan

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November 2024

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Housing Services

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## Stroud District Council Resident Engagement and Communication 12-Month Action Plan Proposal

*The scope of this document covers those departments that come under the Housing Services service area. These are specifically – Tenant Relationships, Assets & Investment and Housing Solutions.*

### 12-Month Action Plan

Period / Theme	Activity	Actions	Deadline	Responsible Officer	Comment	RAG
Months 1 – 2  <i>Initial Set-up, internal and external communications and surveys</i>	Internal & External Communications	<ul style="list-style-type: none"> <li>• Launch the project internally, using internal communication channels</li> <li>• Attend team meetings of relevant departments/teams</li> <li>• Announce the initiative to residents via email, social media, and physical notices.</li> <li>• Host information sessions (both online and in-person) for residents.</li> <li>• Establish feedback channels for residents.</li> </ul>	Jan 25  Jan 25  Jan 25  Jan 25  Jan 25	Principal Resident engagement Officer		
	Conduct a Resident Engagement Survey	<ul style="list-style-type: none"> <li>• Design and distribute a comprehensive survey to all residents.</li> </ul>	Feb 25	Principal Resident engagement Officer		

		<ul style="list-style-type: none"> <li>• Include detailed questions about current engagement opportunities, barriers to engagement, preferred communication methods, and suggestions for improvement.</li> <li>• Collect and analyse survey responses to identify key themes, trends, and areas for enhancement.</li> <li>• Ensure the survey is accessible to all residents, including those with disabilities or language barriers.</li> </ul>	Feb 25	Principal Resident engagement Officer		
	<p>Set Clear Goals and KPIs (key performance indicators) Measuring Success.</p> <p><i>See pages 11 - 12</i></p>	<ul style="list-style-type: none"> <li>• Define specific, measurable objectives for resident engagement, such as increasing event attendance.</li> <li>• Establish operational and strategic key performance indicators (KPIs) to track progress and provide oversight of progress, such as survey response rates, event participation, resident satisfaction scores, and the number of new resident-led initiatives.</li> <li>• Research best practices from other social housing providers, including attending sector update</li> </ul>	<p>Feb 25</p> <p>Feb 25</p> <p>Feb 25</p>	Principal Resident engagement Officer		

		<p>events and reviewing current good practices.</p> <ul style="list-style-type: none"> <li>• Develop a baseline understanding of current resident engagement levels to measure improvement over time.</li> </ul>	Feb 25			
<p>Months 3 – 4</p> <p><i>Communications and Training</i></p>	Develop a Communication Plan	<ul style="list-style-type: none"> <li>• Create a detailed communication strategy that incorporates both digital channels (email newsletters, social media, website, online meetings) and traditional channels (flyers, community notice boards, in person meetings).</li> <li>• Prioritise compliance with The Housing Ombudsman’s Complaint Handling Code and use complaints to learn and improve.</li> <li>• Implement a ‘closing the circle’ approach to ensure feedback is acknowledged, acted upon, and communicated back to residents.</li> <li>• Produce a quarterly or bi-annual Tenant Feedback Report highlighting cross-service feedback, complaints, lessons learned, key themes from tenants, and actions taken</li> </ul>	<p>March 25</p> <p>March 25</p> <p>March 25</p> <p>March 25</p>	Principal Resident Engagement Officer		

		<p>as a result. This report should be presented to the Housing Oversight Board or Housing Committee alongside KPI (key performance indicators) reporting.</p> <ul style="list-style-type: none"> <li>• Understand the diverse needs of tenants, including those with protected characteristics, language barriers, and additional support needs. Enhance efforts to engage with tenants who are currently underrepresented (identifying 'silent' groups).</li> </ul>	March 25			
Develop Training and Support for Engaged Residents	<ul style="list-style-type: none"> <li>• Organise training sessions for residents who wish to be more involved, covering topics such as effective communication, leadership, and understanding housing policies.</li> <li>• Provide ongoing support and resources to help residents participate effectively, including access to information and tools required for engagement.</li> </ul>	<p>April 25</p> <p>April 25</p>	Resident Engagement Officers			
Develop methods of embedding resident engagement throughout the housing service	<ul style="list-style-type: none"> <li>• Training sessions or workshops to educate colleagues about tenant engagement strategies and their benefits.</li> </ul>	April 25	Resident Engagement Officers			

		<ul style="list-style-type: none"> <li>Organise activities or initiatives that will involve tenants and colleagues to encourage participation and cooperation.</li> </ul>				
Months 5 – 6  <i>Governance &amp; representation</i>	Ensure Good Governance	<ul style="list-style-type: none"> <li>To be determined in partnership with our tenants.</li> <li>Recruit 2 Tenant Representatives for the Housing Committee to ensure residents' voices are heard at the decision-making level.</li> <li>Provide training and ongoing support for the Tenant Representatives to empower them to fulfil their roles effectively.</li> </ul>	May 25  May 25	Principal Resident Engagement Officer  Resident Engagement Officers		
	Conduct Estate Walkabouts and Door-to-Door Visits	<ul style="list-style-type: none"> <li>Proactively visit areas of concern raised by residents.</li> <li>Engage directly with residents in their communities to gather feedback and address issues in real-time.</li> <li>Schedule regular walkabouts and visits with housing officers to maintain continuous engagement and visibility.</li> </ul>	June 25	Resident Engagement Officers		
Months 7 – 8	Create a Menu of Engagement Options	<ul style="list-style-type: none"> <li>Provide a wide range of meaningful opportunities for residents to influence and</li> </ul>	July 25	Principal Resident Engagement Officer		

<p><i>Engagement Options &amp; Events</i></p>		<p>scrutinise strategies, policies, and services.</p> <ul style="list-style-type: none"> <li>• Based on survey results, offer various engagement formats such as online consultations, community meetings, and estate walkabouts in partnership with relevant housing officer.</li> <li>• Ensure engagement options are accessible and cater to different preferences and needs, including those related to protected characteristics, language barriers, and additional support needs.</li> <li>• Collaborate with engaged residents to write a draft tenant's charter, which will form part of the strategy.</li> <li>• Visit new tenants alongside housing officer 6-week visits to talk about resident engagement</li> <li>• Establish outreach in partnership with community groups to recruit involved tenants.</li> </ul>				
	<p>Plan Regular Engagement Opportunities</p>	<ul style="list-style-type: none"> <li>• Schedule a mix of in-person and virtual events to accommodate different preferences and increase accessibility.</li> </ul>	<p>August 25</p>	<p>Resident Engagement Officers</p>		

		<ul style="list-style-type: none"> <li>Promote events through multiple channels, ensuring maximum awareness and participation.</li> <li>Track attendance and gather feedback to continuously improve event offerings.</li> </ul>				
Months 9 – 10  <i>Scrutiny and Feedback</i>	Establish a Scrutiny Approach	<ul style="list-style-type: none"> <li>Arrange scrutiny taster sessions run by the Tenant Participation Advisory Service (TPAS).</li> <li>Form a panel of residents to regularly review and provide feedback on housing services as part of the service's formal governance arrangements.</li> <li>Present tenant scrutiny feedback and commentary to the Housing Oversight Board.</li> <li>Endeavour to ensure the panel is representative of the resident population, including diverse demographic and geographic representation.</li> <li>Ensure that tenants who dedicate their time to scrutinising our services are equipped with the necessary tools, including clear, accurate, and up-to-</li> </ul>	<p>Sept 25</p> <p>Sept 25</p> <p>Sept 25</p> <p>Sept 25</p>	<p>Principal Resident Engagement Officer</p> <p>Principal Resident Engagement Officer</p> <p>Principal Resident Engagement Officer</p> <p>Resident Engagement Officers</p>		



		date information, as well as direct access to key lead members and officers.				
	Organise Quarterly Resident Meetings	<ul style="list-style-type: none"> <li>• Hold meetings to discuss and address residents' concerns and suggestions.</li> <li>• Document and track action items from each meeting, ensuring accountability and transparency.</li> <li>• Communicate outcomes and follow-up actions to residents, maintaining a feedback loop.</li> <li>• The performance of the housing service will be presented to tenants for review.</li> </ul>	Oct 25	Resident Engagement Officers		
	Report tenant feedback into the Housing Improvement Group	<ul style="list-style-type: none"> <li>• The housing improvement group is a group of senior housing officers who ensure that there is awareness, accountability, and improvement in performance.</li> <li>• Regularly report tenant feedback to the group</li> <li>• Communicate the improvement actions agreed by the group back to our residents.</li> </ul>	Oct 25	Principal Resident Engagement Officer		
Months 11 – 12	Produce and Publish the Resident Engagement Strategy	<ul style="list-style-type: none"> <li>• Compile insights and feedback gathered over the year into a comprehensive strategy document.</li> </ul>	Nov 25	Principal Resident Engagement Officer		

<p><i>Strategy Finalisation and Publication</i></p>		<ul style="list-style-type: none"> <li>• Review the draft strategy with residents and stakeholders for final input and consensus.</li> <li>• Present the strategy to the Housing Committee for approval.</li> <li>• Communicate the final strategy to residents through various channels, ensuring clarity on how their input shaped the plan and what to expect moving forward.</li> </ul>	<p>Dec 25</p>			
<p>Months 12 +  <i>Ongoing Monitoring</i></p>	<p>Monitor and Evaluate the Success of the Strategy</p>	<ul style="list-style-type: none"> <li>• Conduct a comprehensive annual review of the resident engagement strategy.</li> <li>• Gather feedback from residents, staff, and stakeholders to assess the effectiveness of the strategy.</li> <li>• Update the strategy based on the review findings, incorporating new goals, targets, and actions as needed.</li> <li>• Establish a system for collecting feedback from both colleagues and tenants to continuously improve engagement.</li> <li>• Present the updated strategy to the Housing</li> </ul>	<p>Dec 25 onwards</p>	<p>Principal Resident Engagement Officer</p>		

		<p>Committee for approval and communicate changes to residents.</p> <ul style="list-style-type: none"> <li>• Establish a continuous feedback mechanism, such as an online portal or regular focus groups, to collect ongoing input from residents.</li> <li>• Monitor feedback in real-time and address issues promptly, using the feedback to make iterative improvements to engagement activities and communication methods.</li> <li>• Report on the feedback received and actions taken in regular updates to residents and stakeholders, maintaining transparency and fostering trust</li> </ul>				
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### How We Will Measure Success

Strategic Objective	Goal	Key Performance Indicator
1. Increase Resident Participation	<ul style="list-style-type: none"> <li>• <b>Goal:</b> Increase the number of residents actively participating in engagement activities.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>KPI:</b> Achieve a 50% increase in event attendance.</li> </ul>
2. Enhance Communication Channels	<ul style="list-style-type: none"> <li>• <b>Goal:</b> Develop and implement a comprehensive communication strategy.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>KPI:</b> Launch a quarterly newsletter with a 50% open rate within the first year.</li> </ul>

		<ul style="list-style-type: none"> <li>• <b>KPI:</b> An improvement in the TSM satisfaction score that the landlord keeps tenants informed about the things that matter to them.</li> </ul>
<b>3. Improve Resident Satisfaction</b>	<ul style="list-style-type: none"> <li>• <b>Goal:</b> Increase overall resident satisfaction with housing services. Explore the possibility of having a rolling survey for the TSM data to collect and monitor satisfaction throughout the year, rather than once a year. This would give us clearer trends to monitor during the year.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>KPI:</b> Achieve a resident satisfaction score of 70% or higher in our TSM survey broken down by area - % of tenants satisfied with the repairs service, % of tenants satisfied with the lettings service, % of tenants satisfied with ASB handling, (essentially the monthly/quarterly data from transactional satisfaction surveys). % of tenants satisfied with the service etc. (annual perception TSM survey).</li> </ul>
<b>4. Strengthen Feedback Mechanisms</b>	<ul style="list-style-type: none"> <li>• <b>Goal:</b> Establish a robust feedback loop to ensure resident voices are heard and acted upon.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>KPI:</b> An improvement in the TSM: satisfaction that the landlord listens to tenants' views and acts upon them.</li> </ul>
<b>5. Develop Resident Leadership</b>	<ul style="list-style-type: none"> <li>• <b>Goal:</b> Empower residents to take on leadership roles within the community.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>KPI:</b> Train and support at least 10 residents to become Tenant Representatives or members of the scrutiny panel within the first year.</li> <li>• <b>KPI:</b> Hold at least 4 scrutiny groups in the first 12 months.</li> </ul>
<b>6. Embed Resident engagement throughout the housing service</b>	<ul style="list-style-type: none"> <li>• <b>Goal:</b> Establish ongoing relationships between tenants and colleagues</li> </ul>	<ul style="list-style-type: none"> <li>• <b>KPI:</b> Ensure that all teams within the housing service have received information sessions on the value of resident engagement.</li> </ul>