

Tenant Engagement Policy

1.0 Definition of Terms

Stakeholders – An individual or organisation involved in or affected by the activities of an organisation.

Engagement – The effort to understand and involve stakeholders in the Association's activities and decisions.

Consultation – The activities to gather information from stakeholders to inform and improve the effectiveness of future actions.

Participation – The act of taking part or sharing in an activity or event.

1.1 Introduction

- 1.2 The Association is committed to effective stakeholder engagement, believing that it is fundamental to achieving successful outcomes to business activities, sharing a common purpose to create activities and services that deliver the five main Primary Objectives while providing tenant satisfaction.
- 1.3 Feedback from Stakeholders Forums has been accepted by the Board of Management summarised as 'any engagement strategy should involve as much face-to-face communication as possible, while at the same time, the Board should continue to investigate ways of exploiting the power of digital technology through social media to enhance the engagement process' (Taken from Stakeholder Forum on 3 September 2015).
- 1.4 The Policy's first objective is that all operational activities will provide positive impact and create value for the Association by building trust with all stakeholders, whose support is critical to achieving long term, sustainable success. Our aim is that stakeholders feel that they are valued and are being fully consulted with.
- 1.5 The second objective is to undertake all operational activities efficiently, effectively, and economically completing what is required and at the right time. The completion of activities with those criteria being met will mean that services also achieve Value for Money (VfM).

Tenant Engagement Policy

1.6 Secondary Objectives

Third Objective

The Engagement Policy is approved by the Board of Management and fully implemented to embed tenant engagement as an integral part of our business.

To meet all statutory requirements, demonstrating best practice in accordance with the guidance and principles of co-regulation. To deliver the Association's Strategic Themes and Objectives; detailed in the Corporate Strategy.

[Report to all stakeholders via the Annual Report or Annual Review, available on the website]

Fourth Objective

Communicate the Engagement Policy to all tenants to illustrate they are at the heart of operational activities, which are fully inclusive, providing opportunities to widen engagement by offering a range of ways that tenants can get involved, at a level and pace that is accessible to all.

Any tenant that becomes involved will be supported with relevant training to suit their individual abilities enabling full participation. The overarching aim is to enhance the tenants' skills, knowledge, confidence and quality of life.

[Activities reviewed in Annual Report and Annual Report, benchmarked against sector best practice]

Fifth Objective

To operate transparently with accountability, achieving VfM and evidencing tenant satisfaction levels.

All activities throughout the year will benchmark against the Local Offer.

[Complete annual VfM Self-Assessment. Evidence confidence in services through STAR Survey results. Track comparison against Local Offer during the year with updates via the website and Tenant Matters magazine]

Tenant Engagement Policy

1.7 Operational Activities

1.8 The Policy will create an annual cycle running from October to September during which the activities devised to provide tenant scrutiny, engagement and participation will be undertaken. The outcomes and results from the activities will be reported back in the newsletter 'Tenant Matters'.

1.9 Proposed activities for 2015/16:

Activity	Action	Frequency	Outcome
Consultation / Scrutiny / Engagement	Service Standards : Our Local Offer	Ongoing throughout the year with the report on the effectiveness of the current years' Local Offer for publication in the Autumn edition of Tenant Matters.	Directly addresses concerns and priorities of tenants; Gives regular feedback on performance; The content of the Local Offer demonstrates that the Association is listening to the views of tenants and responding operationally; and Achieving regulatory compliance with the Homes and Communities Agency's Tenant Involvement and Empowerment Standard.
Consultation / Scrutiny / Engagement	Telephone & E-mail Consultations	Ongoing as required	Utilises the first (telephone) and second (email) tenant choices of how tenants would like to communicate with the Association from the 2015 STAR Survey; A faster response than postal surveys for less cost; To maximise the use of email there are 170 tenant email addresses currently held (at October 2015); and The potential to build a higher response rate for less cost.
Consultation / Engagement	Web Site	Ongoing	To go live in December 2015; The completion of online surveys for repairs and other subjects; All information related to tenancies available in one place at varying levels of details depending on the person accessing it; Completion of waiting list applications; Access for all stakeholders and interested parties 24 hours per day; and Communication with all stakeholders.

Tenant Engagement Policy

Engagement	STAR Survey	Every two years	Achieves compliance with the Homes and Communities Agency's Tenant Involvement and Empowerment Standard; A barometer for tenant opinion and satisfaction with services provided; The ability to target the report into new areas to discover tenant opinion; A measure to benchmark against other local and national Registered Providers; and Tenant satisfaction levels can be established for individual parts of the service.
Scrutiny	Tenant Board & Audit Committee Members	Monthly quarterly meetings or	Scrutiny of governance and business activities by tenants; Active decisions to shape core services that will impact tenants; Can take further part in other activities such as interviewing and development visits; and Encourages other tenants to take part in engagement activities.
Engagement	Tenant Matters Magazine	Three editions per year	Communicates on the activities of the Association; Rural Gold Star Scheme is celebrated and communicated to all tenants and stakeholders; Publicises news such as changes to welfare benefits; and Provides information on engagement and consultation activities.
Consultation / Scrutiny	Stakeholder Forums	Annually 3 September 2015	Opinion from a cross-section of tenants and stakeholders and shareholders; An opportunity for tenants and other stakeholders to meet and discuss matters; Gathers fresh perspectives and ideas from stakeholders who may not have the opportunity to make contact regularly; Potential to identify new tenant board and panel members; and Independent Chair and facilitators with no staff present to give completely independent feedback.

1.10 Training and Development

1.11 Each tenant or stakeholder that commits to take part in engagement and scrutiny activities will receive an induction and training session that is tailored to their

Tenant Engagement Policy

skills and experiences enabling them to undertake the duties required for the particular group and/or progress towards joining the Board of Management.

- 1.12 The stakeholder will receive ongoing training and support that is focused on developing their experience and skill set. They are also encouraged to undertake self-directed research to gain knowledge about the wider social housing and other relevant subjects.