

DRAFT HOUSING RESIDENT ENGAGEMENT & EMPOWERMENT STRATEGY 2025-2028

RESIDENT CONSULTATION JULY 2025

Aims & objectives

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 **Current Engagement Strategy** and associated plan **expired March 2025**

 We want to **co-create** a new Strategy which **places residents at the heart of what we do** and supports them in **shaping and scrutinising** the services their landlord provides

 This important strategy will act as a **driving force for change** across **Landlord Services** and how it will operate

 **Residents** and **staff** embrace a **new model of engagement and empowerment** which produces **positive outcomes** for residents and **drives meaningful improvement**

Standards & Legislation

-  Consumer Standards
-  Building Safety Act 2022
-  Housing Act 1985 & 1996
-  Charter for Social Housing Residents: Social Housing White Paper 2020
-  The Social Housing (Regulation) Act 2023
-  New Regulatory Framework for Social Housing Consumer Standards
-  Tenant Satisfaction Measures (TSM's)

 Service Providers must take **tenants' views into account** in their decision making about how landlord services are delivered

 Must give tenants a wide range of meaningful opportunities **to influence and scrutinise** their landlord's strategies, policies and services

51.72% of tenants are satisfied that we listen to their views and act upon them

Tenant Satisfaction 2024-25

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62.47% of tenants agree we keep them informed about things that matter to them

72.74% of tenants agree we treat them fairly and with respect



HILLINGDON
LONDON

How can we improve?

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We need to.... → so, residents can

Have a positive influence	→	Experience positive outcomes
Actively listen	→	Engage in a more meaningful way
Improve relationships	→	Build trust with the Council
Have meaningful engagement	→	Have an influential voice within the council
Encourage collaboration	→	Feel empowered to speak up as peers
Commit to deadlines	→	Hold the Council accountable
Be open about successes and failures	→	Shape service improvements
Ensure inclusivity amongst residents	→	Be represented as a community
Create opportunity for active participation	→	Have an improved customer experience
Inform residents of developments (you said, we did)	→	Ensure they are making a positive change, and they are being listened to
Provide accessible engagement channels	→	Be heard no matter the limitations

Shaping the Strategy

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We want to create a **formal and informal** engagement and empowerment structure which together has a **clear focus** on shaping services and generating **better outcomes for residents**.

Informal

- Website, published information, newsletters, social media
- Name added to database/to be contacted on specific subjects
- Complete surveys, attend meetings, contribute to social media

Formal

- Membership of a formal group/opportunity to regularly discuss issues
- Scrutiny of services/performance
- Decision making



Encouraging diverse voices

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We are committed to hearing the diverse voices of residents, our over-riding objectives are to ensure residents are:

Well informed about
opportunities for having
a say

Enabled to get involved
as much or as little as
they wish

Proactively **supported** to
work with in partnership
with us to constructively
challenge us and hold us
to account

Supported to engage in
diverse ways so, they
have choices about how
they want to have a say
in a way that suits their
needs

Actively encouraged so,
people can magnify
their voices to influence
and shape service
delivery

Assisted to monitor the
delivery of the strategy
and make
recommendations for
change and
improvement



Ways to 'Get Involved'

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Any other suggestions?

Supporting residents to engage

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We would like to better understand what support residents need to make an effective contribution within any formal structure.

Some suggestions are:



Training



Minute taking



Data analysis



Public
speaking



Co-chair
meetings



Incentives/
Rewards

Success measures

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In conjunction with residents, we can assess the overall success of this strategy by:



Identifying which services customers value most to help make best use of resources, maximise benefits and achieve the desired impact.



Ensuring resident participation in engagement with the Council is reflective of our customers and the diverse communities that we serve.



Demonstrating how customer views have shaped strategic and operational decisions.



Evidencing customer scrutiny of the Council's performance as a social landlord.



Demonstrating how we are listening to the views of diverse and vulnerable residents.

Performance indicators

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Annually publish the results of the Tenant Satisfaction Measures.



Annually assess and publish how well the strategy serves residents and supports the Council.



Evidencing the difference made by listening and hearing customer voices both at informal and formal engagement sessions.

Next steps

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What We Want To Do:	Why We Want To Do It:
Work together to shape the new strategy	We want to create this plan with residents, not just for them.
Make a clear plan to track progress	So, everyone knows what's happening and how well it's working.
Set out a project plan with deadlines to make sure we meet our goals	This helps make sure we're doing what we said we would, on time.
Follow the rules for fairness, honesty and involving residents	We will meet the standards for being transparent, accountable and giving residents influence.
List and track all key people and groups	So, we know who is part of the work and how to include them.
Have a clear, flexible resident involvement plan	We'll use different methods to hear from you and make it easy for everyone to have a say.
Create a simple communication plan	Including who gets updates, how often, and how we'll send them.

Any questions?

Get in touch...

 customerengagement@hillington.gov.uk

 01895 277038 (Monday to Friday - 9:00am to 5.00pm)

 Customer Engagement Team,
Directorate of Home and Communities,
London Borough of Hillingdon,
2N, Civic Centre, High Street,
Uxbridge, UB8 1UW