

WORKSHOP ONE

One – Trent Suite

Tenant Partners with Weaver Vale Housing Trust (WVHT)

Sarah Maguire, Engagement Team Manager, WVHT

Two – Jorvik Suite

Working with and rewarding Young People at Wythenshawe Community Housing Group (WCHG)

Joe Amos, Youth Work Operational Coordinator, WCHG

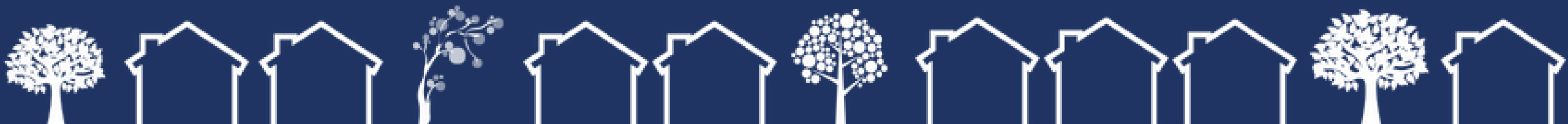
Three – Minster Suite (This Room)

Getting the balance of national and local involvement at Optivo

Laura Bradley, Director of Resident Scrutiny & Involvement,

Matt Bromley, Optivo Resident

#resi18 | @NHC





BUILDING HOMES
MAKING PLACES
ENHANCING LIVES

Getting the balance of national and local involvement at Optivo



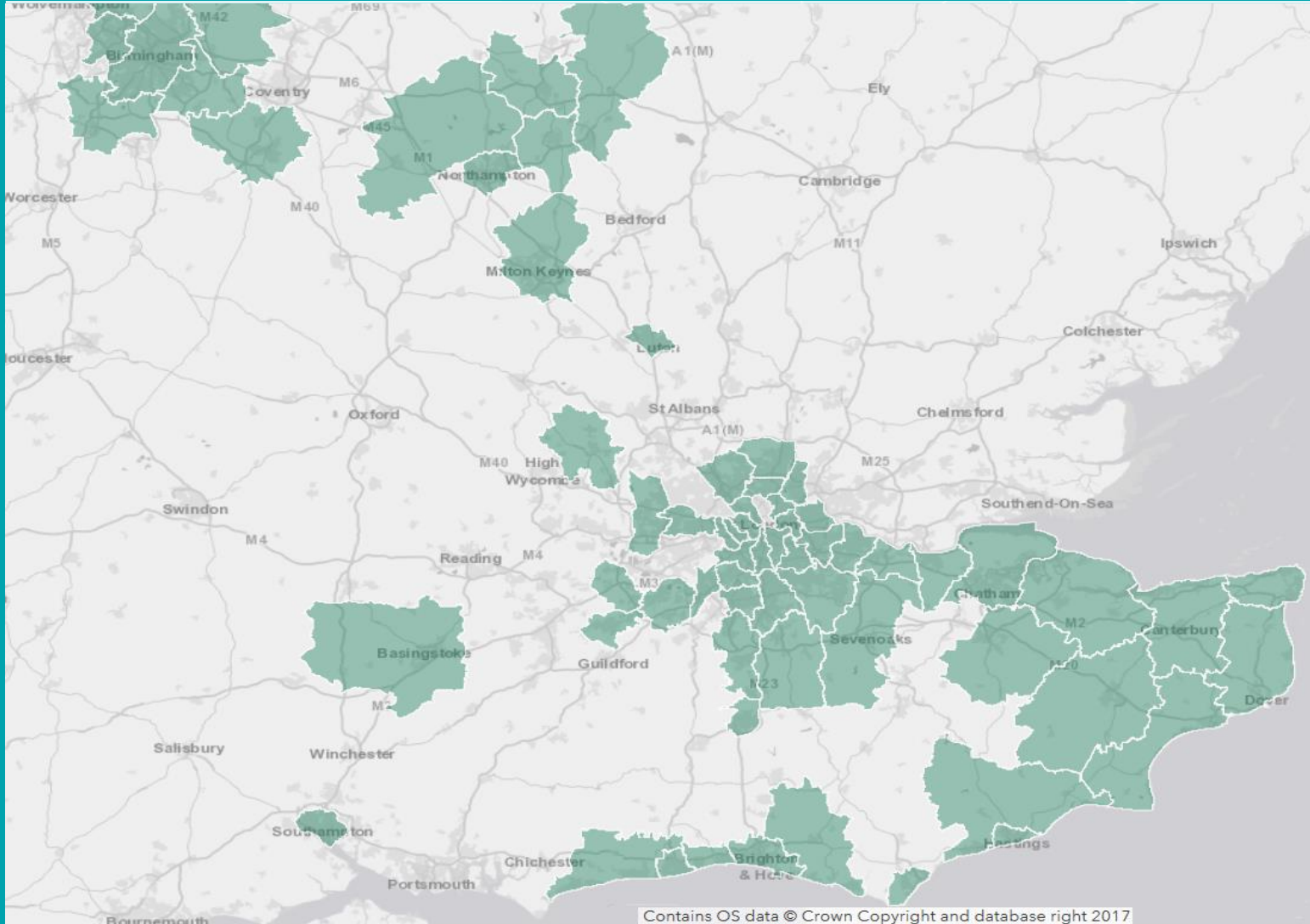
Matt Bromley

Involved resident

Laura Bradley

Director of Resident Scrutiny and Involvement

About Optivo

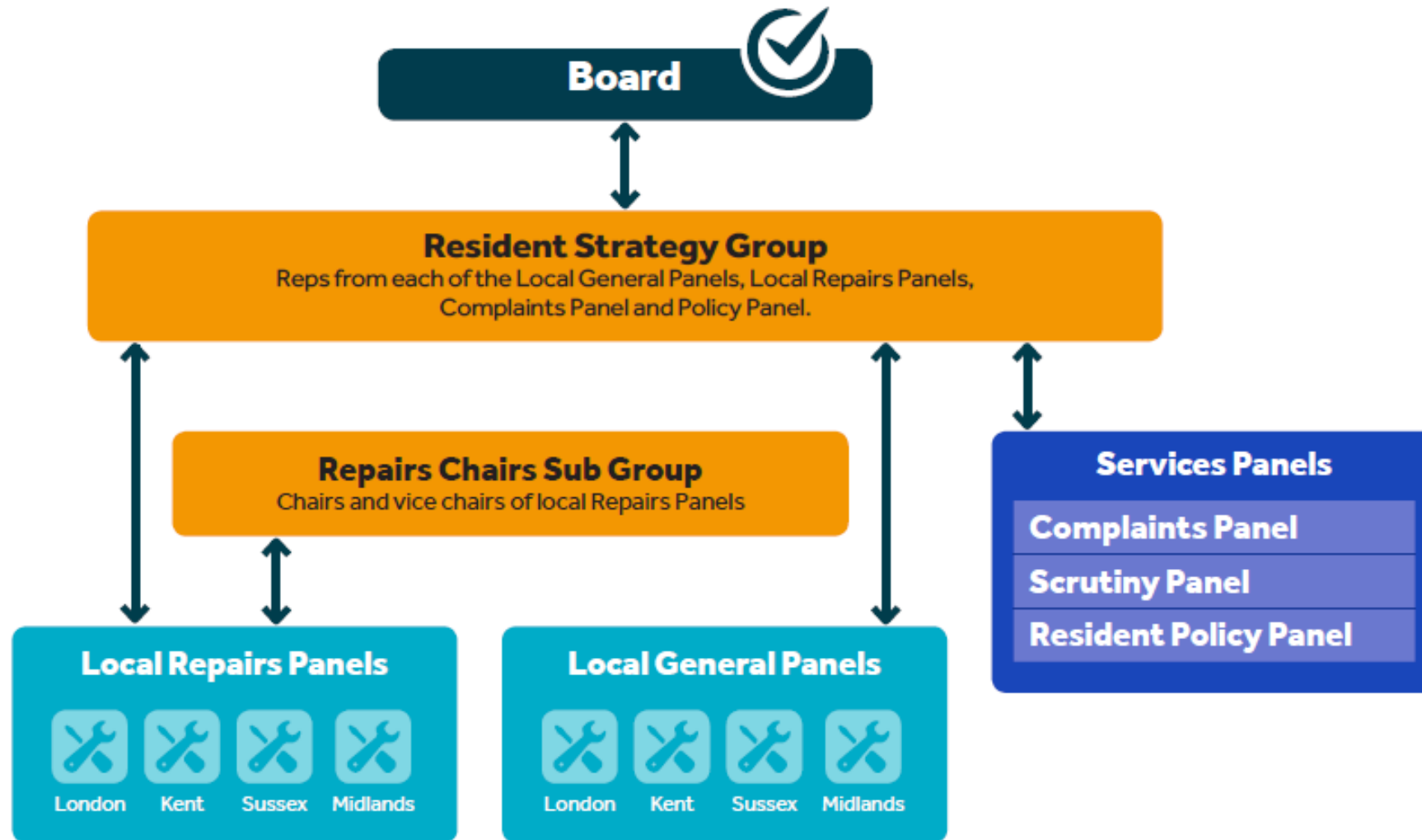


Formed in May 2017

44,015 homes across
London, the South East
and the Midlands

Committed to resident
engagement

Our formal resident governance structure























Our informal offer



Recruitment



Characteristics	Silent Generation (born Pre 1945)	Baby Boomers (born 1945 – 1960)	Generation X (born 1961- 1980)	Generation Y (born 1981 – 2000)	Generation Z (born after 1995)
Formative experiences	Second World War Rationing Fixed gender roles Nuclear families Rock n Roll	Cold War Post war boom Swinging sixties Apollo Moon landings Family orientated Rise of the teenager	Fall of Berlin Wall Live Aid Intro of first PC Working parents Latch key kids Rising levels of divorce	9/11 terrorist attacks Reality TV Environmental awareness Google Earth Rise of Social Media	Economic downturn Global Warming Mobile devices/ Cloud Energy Crisis Arab Spring Wiki-leaks
Attitude to technology	Largely disengaged	Early info adaptors	Digital Immigrants	Digital Natives	Technoholics
Aspiration	Home ownership	Job security	Work-life balance	Flexibility and Freedom	Security & stability
'Hook' ²	Security	Usefulness and Security	Convenience and Flexibility	Ease & Reliability	Ease & Reliability
Signature product	Car 	TV 	PC 	Tablet/ Smartphone 	3D printing, virtual reality 
Communication media	 Formal letter	 Telephone	  Email and text message	  Text or social media	 Handheld
Communication preference	 Face to Face	  Face to Face ideally Telephone	  Text messaging or email	  Online or text messaging	 Facetime

Recruitment



Recruitment






Getting a wider view


Getting a wider view – young people




Getting a wider view – online



**FORUM** **INBOX** **MEMBERS** **YOU**



**Laura Bradley**
Update profile

14
Mentions

19
Comments

11
Discussions

Start a New Discussion

All Discussions

Bookmarks

Categories

Drafts

Events

Following

Most Viewed

Trending

Active Discussions

Resident Involvement Strategy
Graham Whitehead, 9 minutes ago


Kitchen Material Selection workshop
Helenal, a day ago

Resident Communications Workshop
Helenal, 6 days ago


Optivo Energy and Environment
Strategy for Consultation - DRAFT
David Nixon, 9 days ago

Potential Questions for wider resident
engagement around the Asset
Management Strategy
Graham Whitehead, 10 days ago


Categories

**Resident governance**
Have your say on overall resident governance matters


Discussions
16

**Sussex Repairs Panel**
A private area for members of the Sussex Repairs Panel to discuss matters.


Discussions
3

**Sussex General Panel**
A private area for members of the Sussex General Panel to discuss matters..


Discussions
3

**Midlands General & Repairs Panel**
A private area for members of the Midlands General & Repairs Panel to discuss matters.


Discussions
5

**London Repairs Panel**
A private area for members of the London Repairs Panel to discuss matters.


Discussions
7

**London General Panel**
A private area for members of the London General Panel to discuss matters

Discussions
6

**Kent General & Repairs Panel**
A private area for members of the Kent General & Repairs Panel to discuss matters.

Discussions
5

**Scrutiny Panel**
A private area for members of the Scrutiny Panel to discuss matters relating

Discussions
4

Measuring success



- Net promoter score strategic target
- Residents surveying other residents
- Mystery shopping
- Consultations
- Resident involvement survey.





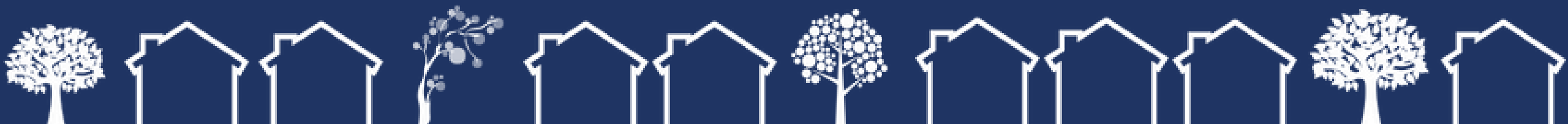
**BUILDING HOMES
MAKING PLACES
ENHANCING LIVES**

Questions and comments



LUNCH AND NETWORKING

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WORKSHOP TWO

Four – Minster Suite (This Room)

Hot Topic Task and Finish Groups at One Vision Housing

Tracy Newman, Customer Empowerment Officer

Five – Jorvik Suite

Our Community Voice

Karen Cowan, Head of Customer and Support Services, ONGO

Janine Garner and Tim Mills, Involved Tenants, ONGO

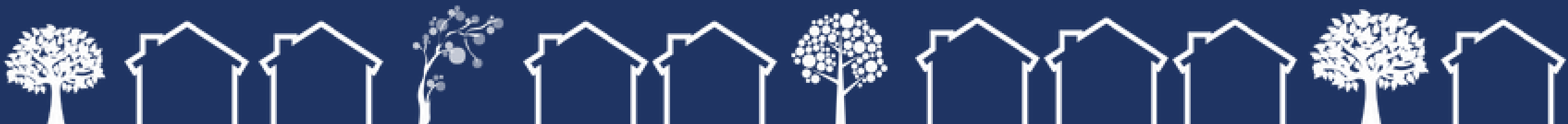
Six – Trent Suite

Improving our insight from resident satisfaction

Laura Carmody, Head of Insight, HACT

Warren Earl, Customer Insight Manager, Peabody

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One Vision Housing Tenant Engagement “Hot Topic Groups”

**Tracy Newman & Anthony Bailey
Customer Empowerment Officer & Involved tenant**

14th June 2018

Overview

- **Who we are**
- **The different levels of involvement**
- **The benefits to One Vision Housing of tenant engagement**
- **Hot Topic Groups**
- **Our Successes and Top Tips and Lessons Learnt**

Our Journey

- 2010 Local level involvement
 - Resident groups, local level involvement
- Change in regulation
 - A driving force for change in landlord and tenant relations
- A whole new way of working
 - Tenant involvement in strategic decisions

OVH Customer Empowerment / Stakeholder Engagement Team



Our Involved Tenants



Resources & Support for Effective Engagement

- A dedicated staff member
- Travel Expenses
- Incentives (high street vouchers)
- Annual appraisals that mirror the board
- Free Training and skills development – Developed with Customers
 - Data Protection Training
 - Health and Safety Training
 - Effective Engagement Training
 - E & D Training

OVH Tenant Involvement Structure



Our Groups

- **Service Review Group**
 - To discuss all performance information & customer feedback including complaints and Neighbourhood, Support Service and R & M
- **Scrutiny Team**
 - Carry out detailed assessment on OVH service areas identified as being a priority due to under performance
- **Tenant Inspectors**
 - Work along side officers to reality check services and provide feedback from the customer perspective

Hot Topic/ Task & Finish Groups

How a hot topic is triggered

Team is made aware there is a need for a focus group via:

- Gathered intelligence that there is a need for a group (ie complaints/ feedback normally in a particular geographical or service area)
- Neighbourhood Services referral
- Collective Dispute
- A specific need for some consultation with our tenants about a specific project

How a hot topic group works

- Agree schedule of meetings on specific topics or projects to meet a need within the community
- Group set up for a particular purpose to benefit our organisation by gaining a better customer perspective

Expected Outcomes

- In-depth views and qualitative information gathered to shape service delivery issues
- Issues addressed promptly and improved customer satisfaction

How a hot topic works

- Clearly set out its objectives at the start of the group
- Ensure that members are knowledgeable about the service area
- Outline the scope of the activity
- Ensure that the scope is understood by all members of the group
- Chair's elected by the committee they represent to ensure transparency and accountability
- List all the main concerns from customers and put them in order of priority to be addressed
- Officers attend meetings aware of the issues and have a duty to provide updates during the meeting

Outcomes

- Rapid Response on proof reading of letters
- Community hot topic groups- Alexander house/ Whimbrel House
- Use of social media as a tool to recruit new people to formal panels
- Customer Portal consultation
- Non-formal engagement via social media
- Brand Group
- Independent Living hot topic forum for consultation

Why hot topic groups are different

- **Tenants more likely to engage with us**
- **Less formal**
- **They are useful to obtain detailed information about personal and group feelings, perceptions and opinions**
- **They can save time and money compared to individual interviews**
- **They can provide a broader range of information**
- **Can provide immediate ideas for the improvement of services**
- **Need to change following 1% rent cuts. Hot Topic groups provide better Value For Money**

Hints and Tips

- Code of conduct / effective chairing skills to steer conversations and to keep on track
- However give tenants room to speak about their customer experience and explore suggestions for change
- For example use customers for market testing of new IT systems (not necessarily computer savvy) – with the aim we get a truer reflection of how the system will suit all

THANK YOU

ANY QUESTIONS

WORKSHOP THREE

Seven – Jorvik Suite

Universal Credit – it's impact, customer engagement and awareness and our messages to Customers

Lisa Graham, Universal Credit Team Leader, Thirteen Group

Eight – Minster Suite (This Room)

Reviewing our approach to involvement – Plus Dane

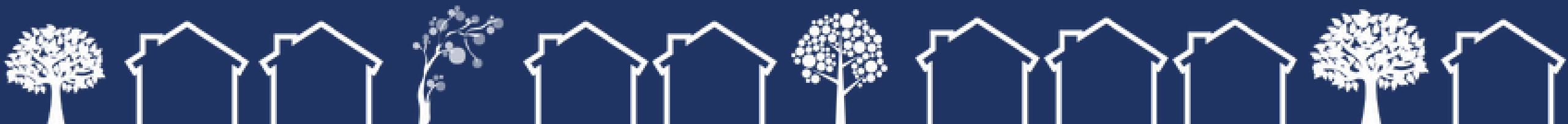
Kate Jungnitz, Director of Customer Services

Nine – Event Suite

What's changing and what is new in tenant engagement? What's working for customers and landlords

Yvonne Davies, Managing Director, Scrutiny and Empowerment Limited

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Plus Dane Housing

Plus Dane Housing Reviewing our approach to involvement

Kate Jungnitz

www.plusdane.co.uk



Engagement journey

Plus Dane Housing

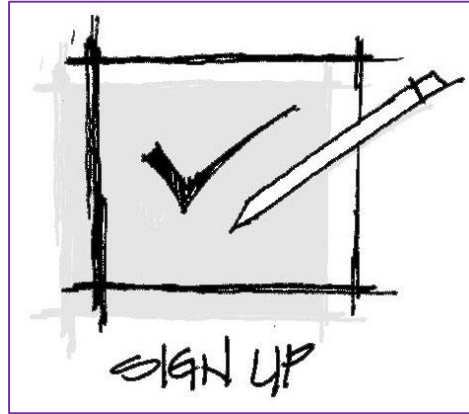




Plus Dane Housing



The customer journey **Plus Dane Housing**



Tenants sign up to
Plus Dane Voices



Consultation with
Plus Dane Voices



Feedback used to influence
and change services



Fed back to Plus
Dane Voices and
wider audience

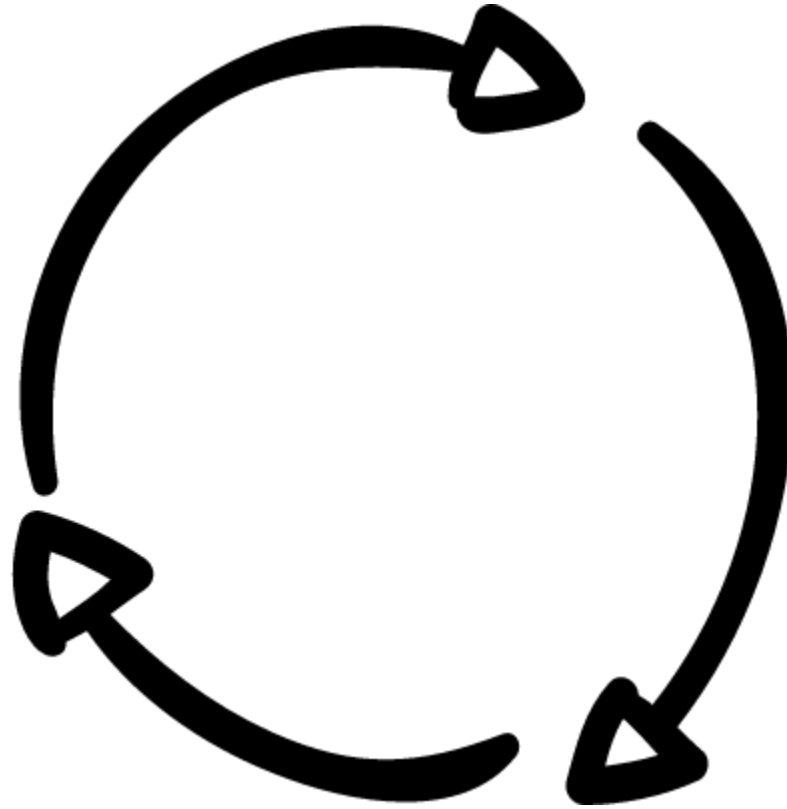
Improvements

Hearing more voices

Plus Dane Housing



Closing the loop



Learning and improving

Plus Dane Housing



www.plusdane.co.uk



Plus Dane Housing



Over to you....

What engagement journey are you on?

How do you balance supporting existing engagement with reaching a new audience?

Plus Dane Housing

Thank you

Kate Jungnitz

Director of Customer Service

Kate.Jungnitz@plusdane.co.uk

REFRESHMENTS AND NETWORKING

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