

# **Shaping engagement activities for tenants and leaseholders**

**Presentation for Housing &  
Anti – Poverty Scrutiny Panel**

**1<sup>st</sup> July 2021**

# I. Background & purpose of engagement

Statutory  
responsibility  
to listen to  
our residents

A new digital  
approach

Delivering on  
DMT  
business  
priorities

Delivering on  
Cabinet  
Member's  
priorities

White Paper  
Engagement  
standards



 **IMPROVING RESIDENTS'  
LIVES AND OPPORTUNITIES**

- Listens and learns from residents to improve results

 **DEMONSTRATING  
RESPECT AND FAIRNESS**

# Successful engagement:

- Has a clear purpose
- Is inclusive and representative
- Has the right teams involved
- Is empathetic
- Builds resourceful and resilient communities
- Has KPIs and a positive measurable impact
- Understands residents' needs

# Cycle of engagement

## Listening to our residents

We listen to our residents about their lived experiences, we act on their feedback, and we update them (you said, we listened) to maintain engagement.



# Measuring success: KPIs for Housing Engagement

Linking engagement to Business Plan and Corporate priorities

A clear community input resulting from engagement

Clear purpose with outcomes and changes which are tracked and fed back to residents

Targeting engagement at those who are underrepresented

Number of residents engaged with

Representative engagement

Running empowering training

A mix of face to face and digital meetings to ensure accessibility

# Building resourceful and resilient communities

Ensuring communities are resilient and self-sufficient through developing and engaging with:



Housing  
Champions

Tenant and  
Resident  
Associations

Training and  
Support

Consequently, we can move  
to...



Empowered  
residents

Resident run  
groups

# Linking engagement with DMT, Cabinet Member & Resident key priorities

Housing  
Strategy

Improving  
repairs service

Offer to  
Leaseholders

Look and feel  
of estates

Allocations

Equality &  
Diversity

Compliance –  
Fire Safety

Digital  
Services



## 2. Traditional Engagement Approach



9 Local Housing Panels

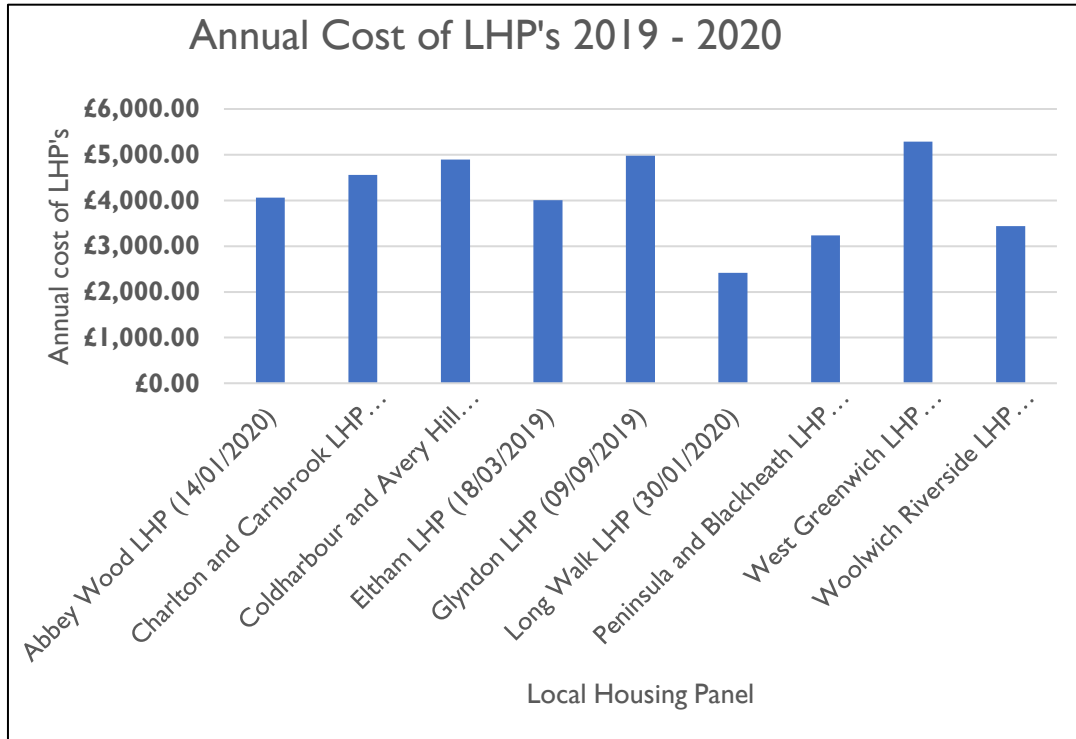


Held quarterly



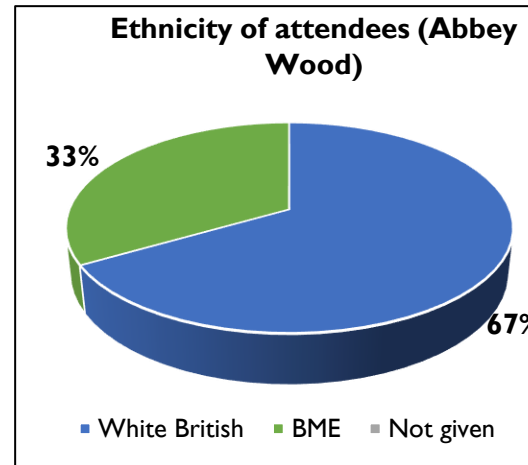
Set up in 2000 / 2001 to mirror a local neighbourhood office structure which no longer exists

# Housing Panel Stats

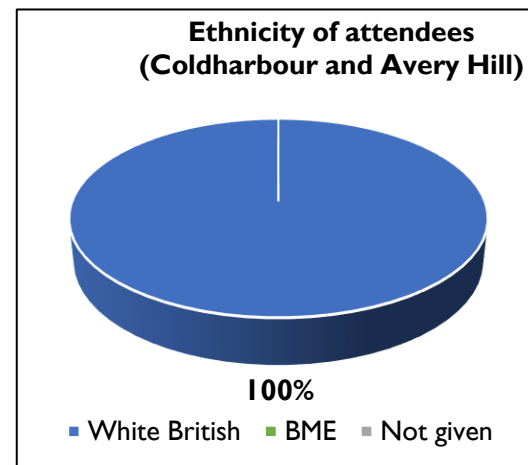
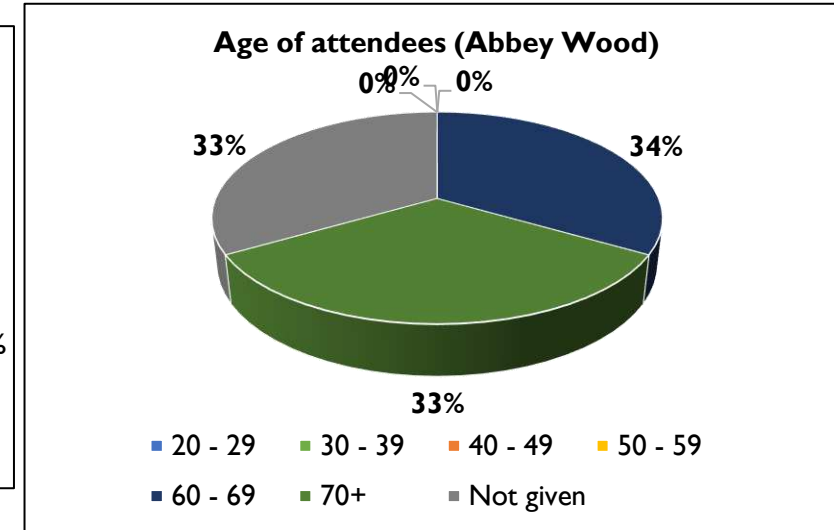


The above graph shows the annual cost of running each local housing panel, 4 times a year in each area.

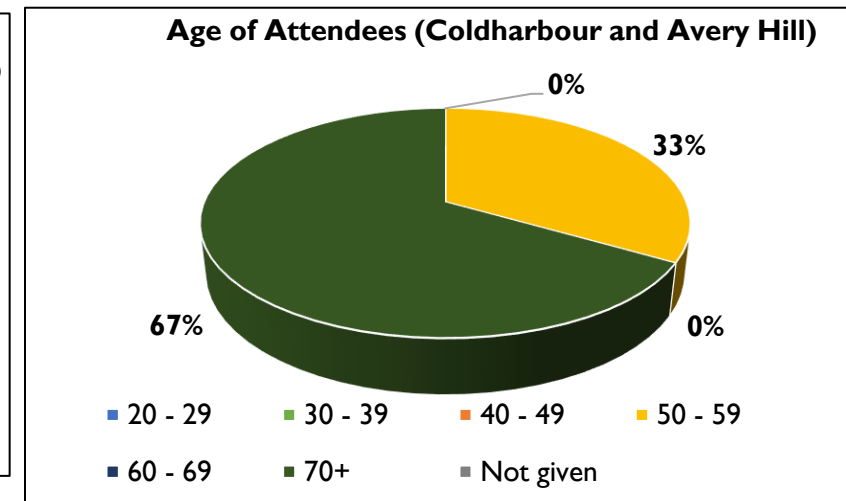
**Average cost of running each LHP-  
£1,045**



Attended by 3 residents



Attended by 3 residents

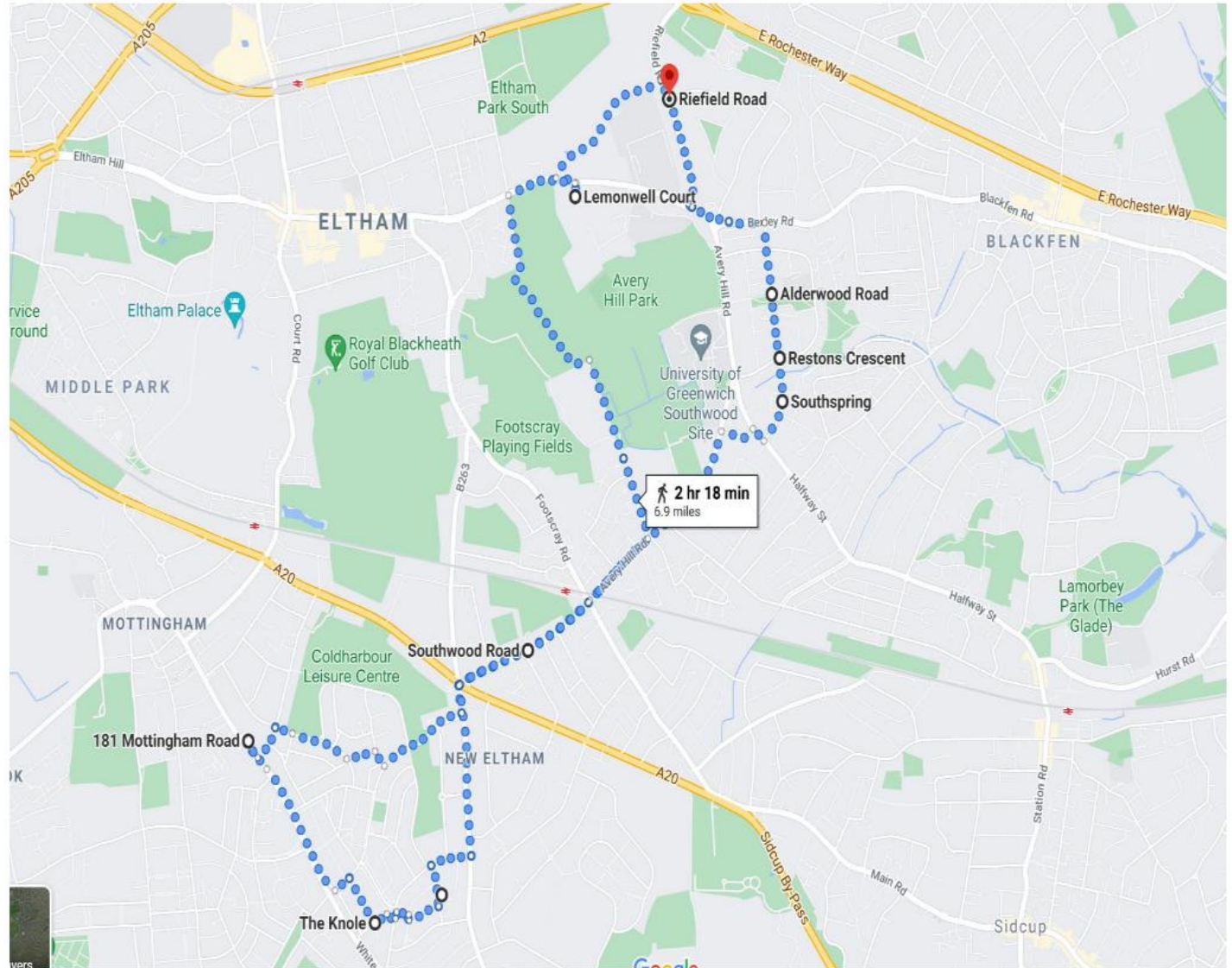


## Overview of Coldharbour and Avery Hill Local Housing Panel

- This map shows some of the constituency areas covered by the panel
- Covers areas from Bexley Road such as Lemonwell Court up to Riefield Road.

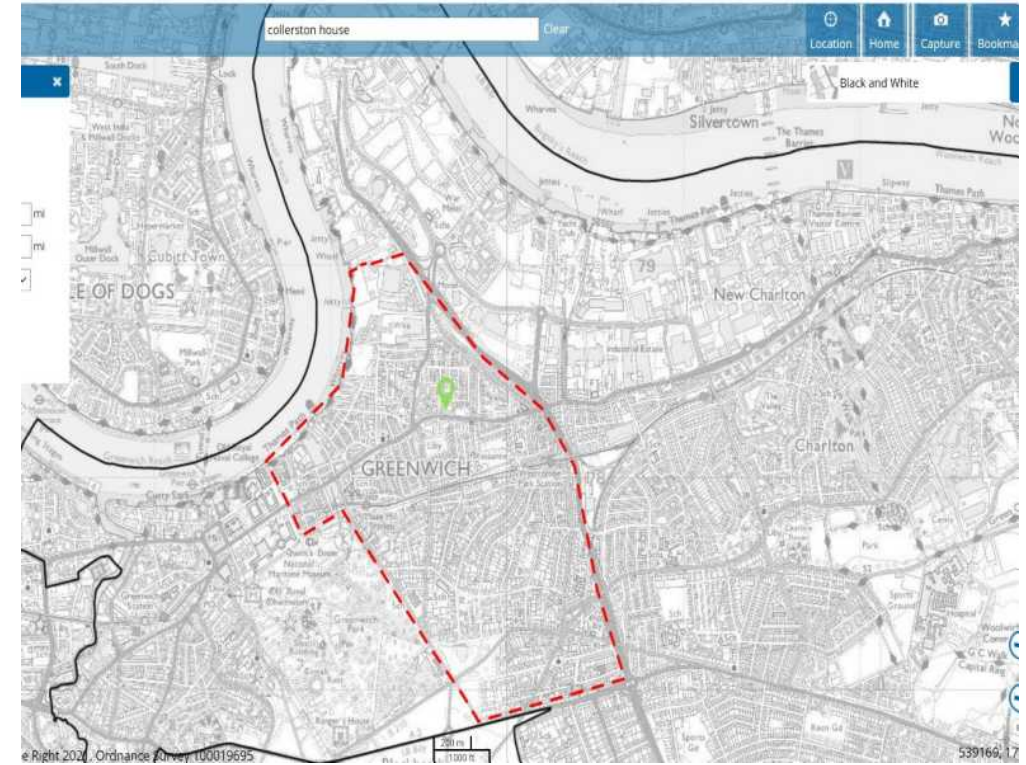
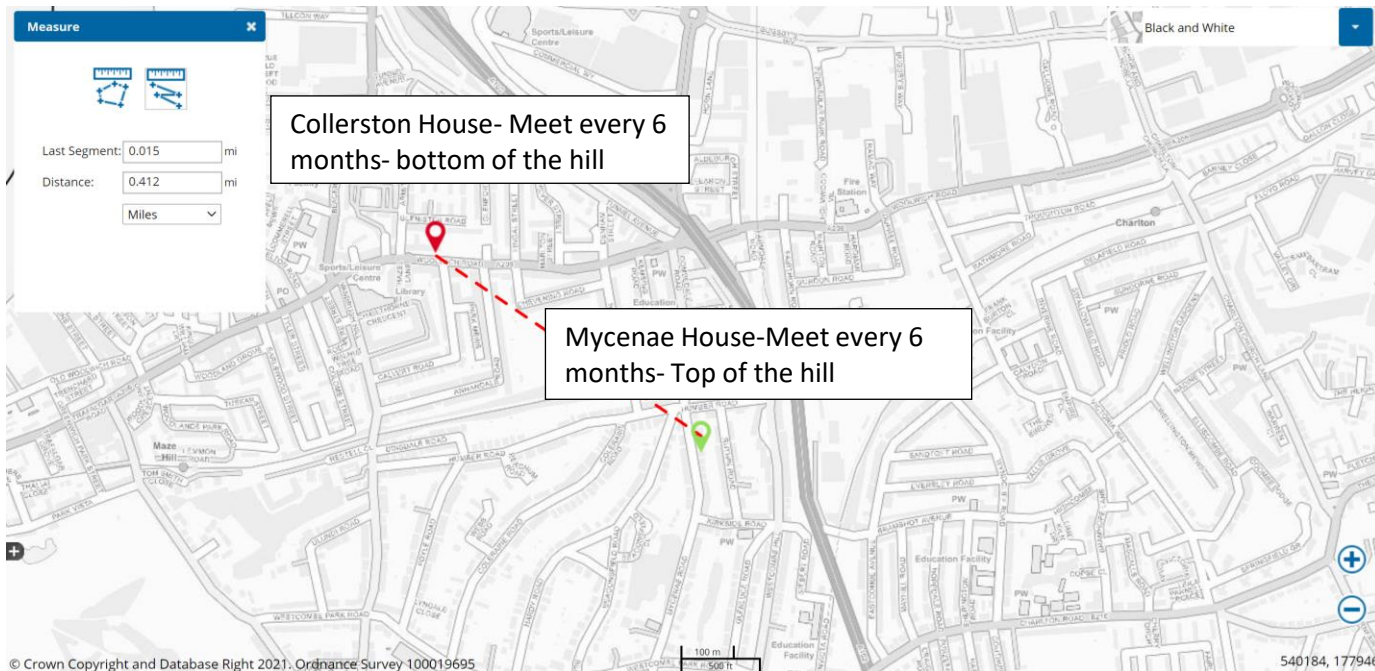
### Estates includes:

- Avery Hill, Restons Crescent and Alderwood Road.
- Coldharbour estate areas such as William Barefoot Drive, The Knole and Adderley Gardens.



# Overview of the Peninsula, Blackheath and Westcombe Park Housing Panel.

- The area covers just over 4 miles. Difficulties getting everyone engaged because of the wide geographical area.
- People from the Blackheath area had their own separate meetings.
- Traditionally meetings are held every 6 months alternating between Collierston House off Woolwich Road and Mycenae House near the Blackheath Standard.



The meeting locations of the Peninsula, Blackheath and Westcombe Park Housing Panel.



## **3. New Engagement approach**

- YourVIEW membership
- Digital Listening Campaigns
- New style formal Estate Walkabouts
- Housing Champions

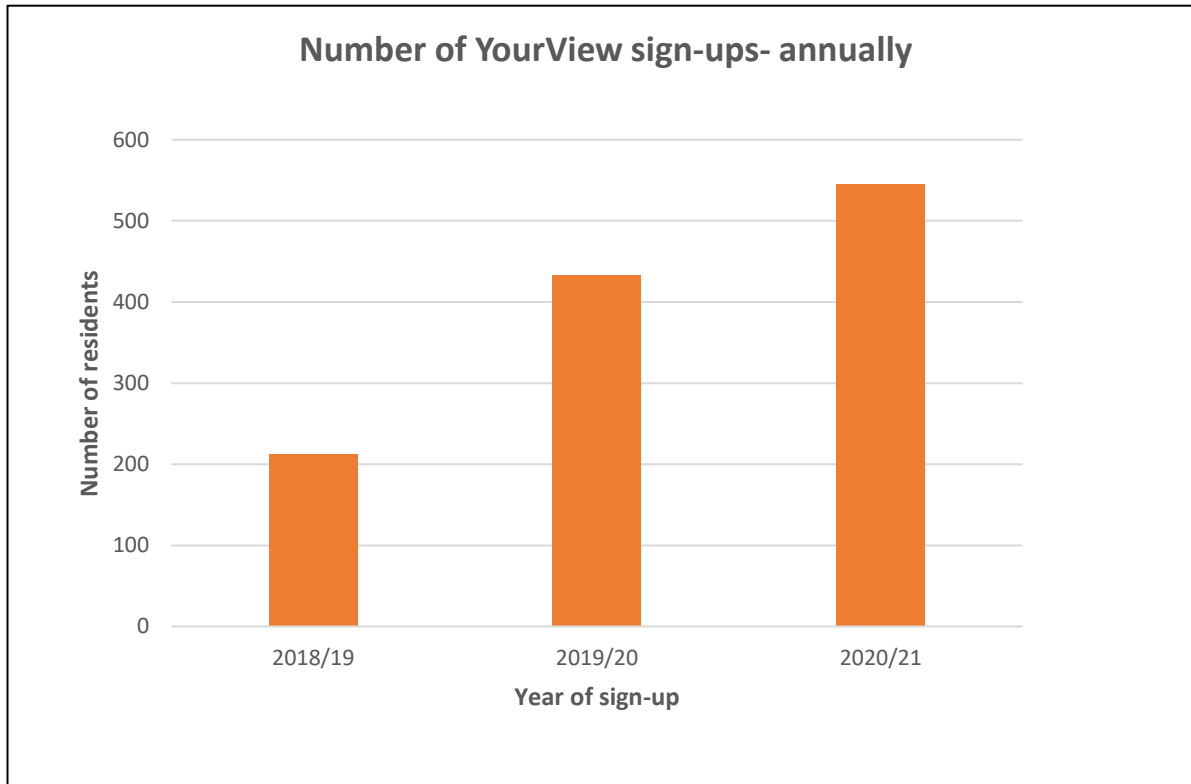
# YourVIEW membership

Launched in June 2018.

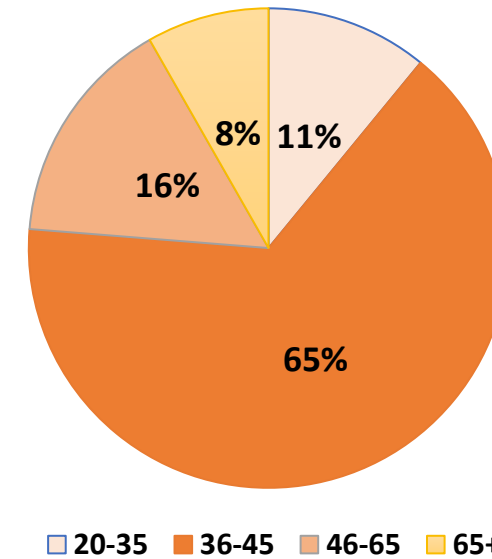
By signing up (online) to be a YourVIEW member, tenants and leaseholders can help shape and improve RBG Housing Services by:

- Taking part in engagement events online and in person.
- Being made aware of the latest engagement events and training available (monthly calendar).
- Being part of a pool of residents who want to make a difference.

## YourVIEW: increasing membership



## Age breakdown of YourVIEW members



The chart above is based on 969 members.  
Please note- not every member has disclosed their age

**June 2021: over 1200 residents are now signed up to YourVIEW**

# The Digital Listening Campaign 2020 (DLC)

- Covid-19 restrictions have fast tracked the development of digital engagement, and a series of Zoom meetings were held in Summer 2020 with Councillor Anthony Okereke, the then new Cabinet Member.
- The DLC provided an opportunity to test out alternative formats to the Local Housing Panels and to engage with under reached and under-represented residents, including younger residents and Black, Asian and Minority Ethnic (BAME) residents, residents in Temporary Accommodation.
- This campaign style approach to consultation has the benefit of being more flexible and more easily linked to service-based consultations and target demographics than running a fixed cycle of quarterly area based Local Housing Panels.



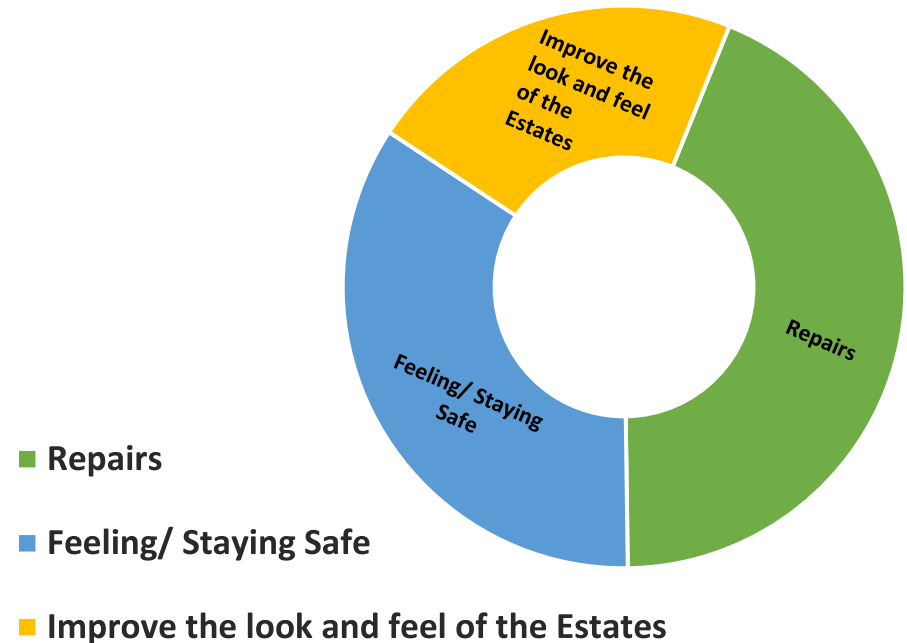
# Attendance

Total attendance in engagement activities for 2020/21: 269 residents

Figures from the DLC 2020: just under half of attendees were BAME.

Ethnicity	No. of attendees
BAME	44
White British	48
Unknown	13

Top 3 Priorities by vote from the DLC



# Engagement campaign approach to replace housing panels

What do we want to engage on?

Why do we want to engage - purpose?

What tool is best used for this engagement?

What teams are going to be engaging?

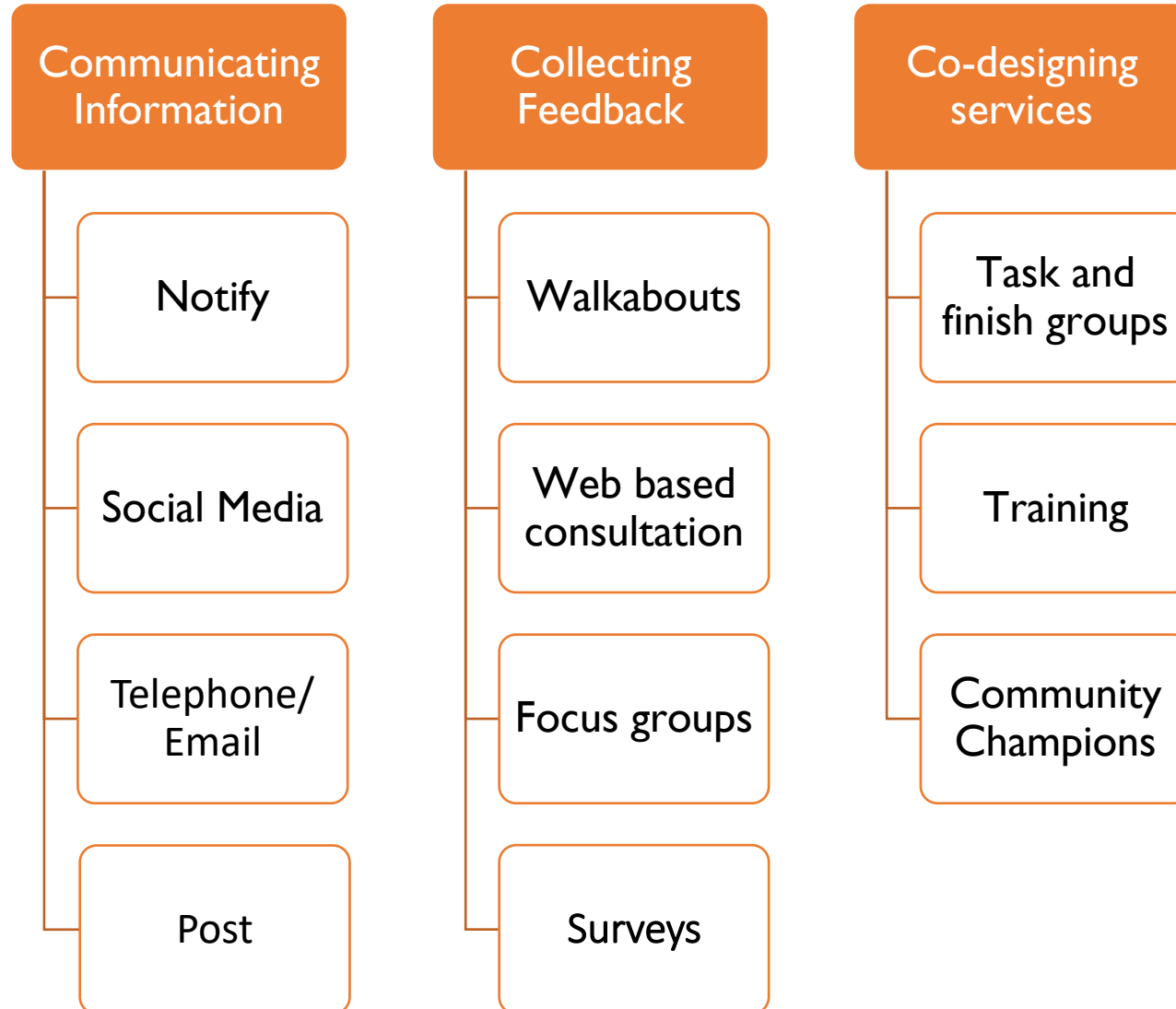
How will we use the information we collect?

How will we feedback to residents?

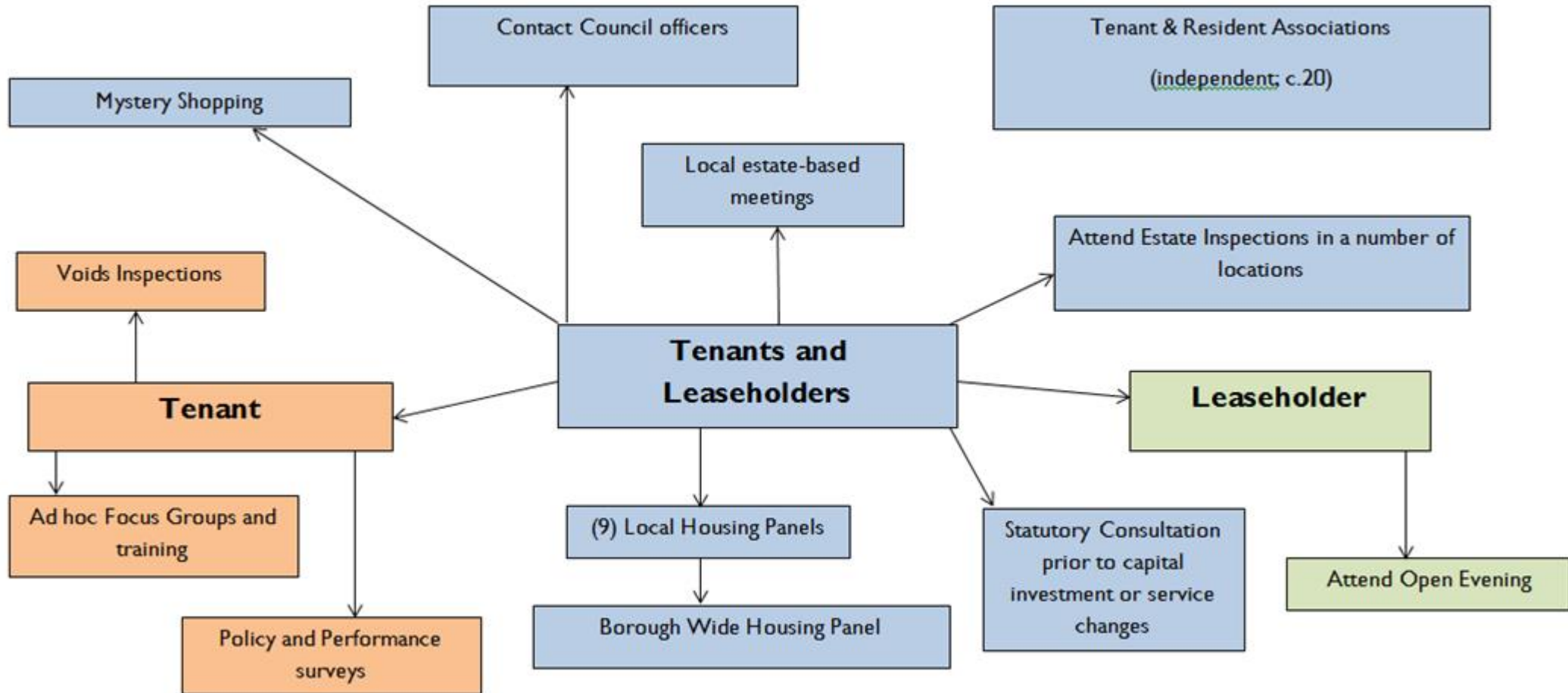
Pro-forma check list for clarity on purpose etc



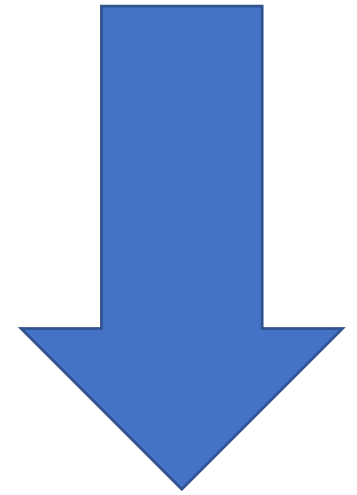
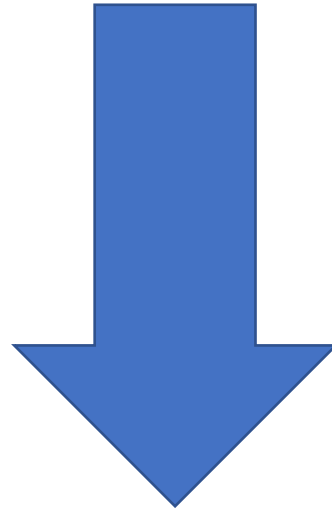
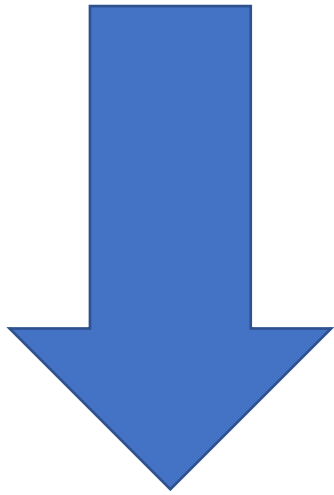
# Tools available

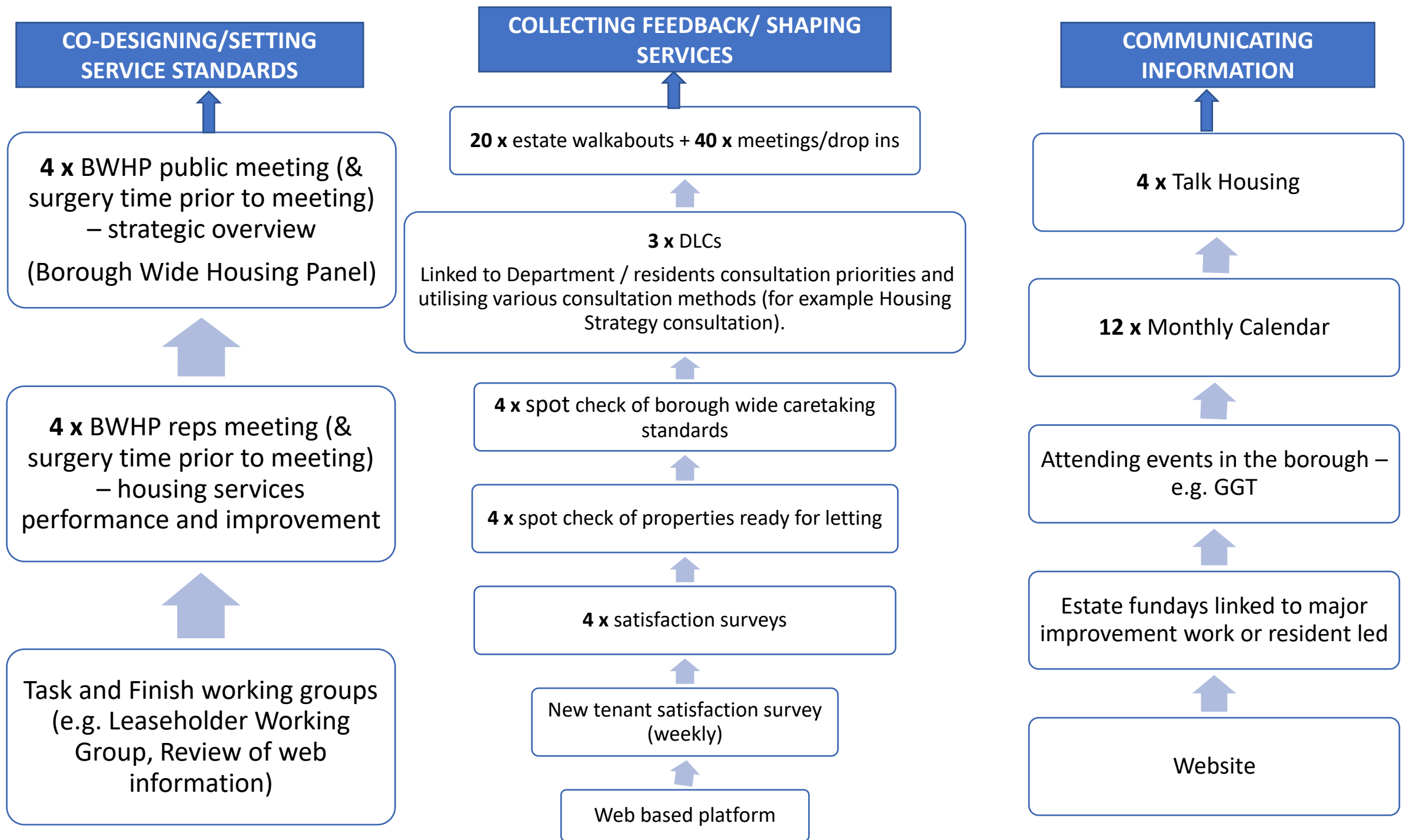


# Structure chart of LHP prior to scrutiny review



# Priorities from residents, DMT and Cabinet Member





**CO-DESIGNING/SETTING SERVICE STANDARDS**

4 x BWHP public meeting (& surgery time prior to meeting) – strategic overview (Borough Wide Housing Panel)

4 x BWHP reps meeting (& surgery time prior to meeting) – housing services performance and improvement

Task and Finish working groups (e.g. Leaseholder Working Group, Review of web information)

**COLLECTING FEEDBACK/ SHAPING SERVICES**

20 x estate walkabouts + 40 x meetings/drop ins

3 x DLCs  
Linked to Department / residents consultation priorities and utilising various consultation methods (for example Housing Strategy consultation).

4 x spot check of borough wide caretaking standards

4 x spot check of properties ready for letting

4 x satisfaction surveys

New tenant satisfaction survey (weekly)

Web based platform

**COMMUNICATING INFORMATION**

4 x Talk Housing

12 x Monthly Calendar

Attending events in the borough – e.g. GGT

Estate fundays linked to major improvement work or resident led

Website



During COVID-19

# Estate Walkabouts

# CALLING RESIDENTS OF WOOLWICH COMMON ESTATE!

We want to improve your home

Join Cllr Anthony Okereke and officers from the Royal Borough of Greenwich for a virtual event on **MONDAY 24 MAY, 7.30PM – 7.30PM**

Tell us about issues or problems on your estate including:

- Communal repairs
- Caretaking issues
- Improvements to green spaces
- Anti-social behaviour

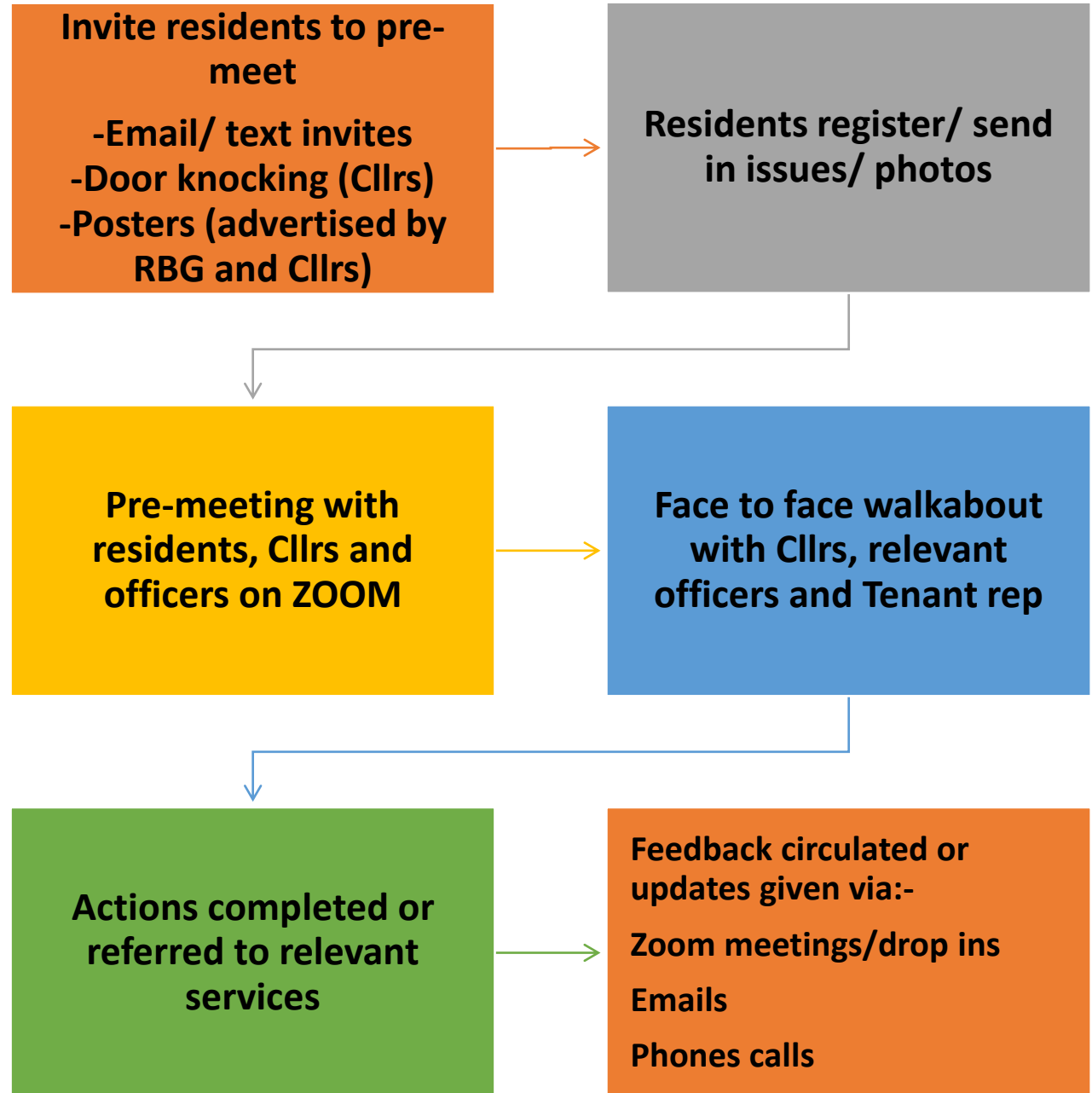


You can share photos and details of issues on your estate by filling out a form on our website: [royalgreenwich.gov.uk/yourview](https://royalgreenwich.gov.uk/yourview)

For more information please email, call or visit our website:

020 8921 5149

[community-participation@royalgreenwich.gov.uk](mailto:community-participation@royalgreenwich.gov.uk)





# Attendance at estate walkabout meetings

- At the Woolwich Common meeting, 13 residents attended.
- 70% of the residents were from the BAME communities.
- At the Coldharbour Estate meeting, 15 residents attended.
- 13% of the residents were from BAME, reflecting a different demographic on the estate, but evidencing a more diverse attendance than at the LHP.



# Housing Champions

# How the Champion role fits into the Housing Strategy

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**Strand 3**-support for people with specific housing needs.

**Equality Diversity and Inclusion, BAME, Physical and Learning Disabilities, LGBTQ+ Young People**

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**Strand 5**- **Building resilient and vibrant communities**

**Resident Association Community Gardens, Estate Walkabouts, Growing Healthy Food**

# Levels of engagement in Champion Role

- 1. Broadcaster:** Attend induction training; Share information with friends, family & neighbours.
- 2. Active Engager:** Take a lead in areas of local interest e.g. estate walkabouts, local meetings and community gardens or tenants / residents association; Participate in training for Mystery Shopping, caretaking and void inspections; Able to identify the key housing professionals for their estate.
- 3. Ultimo:** Able to represent tenant and leaseholder views; Take part in BWHP and “task and finish” groups to co-design services; Help with engagement events; Attend national meetings (online); Assist with YourVIEW training sessions and mentoring; Take part in advanced training including Safeguarding, dementia awareness and progressing towards accredited qualifications; Able to flag up with services concerns around vulnerable tenants in isolation.