

Item: Housing Residents Engagement Strategy for Croydon 2024-29

Considered by Homes Sub-Committee on 9 July 2024

REC No.	SCRUTINY RECOMMENDATION	DEPARTMENT AND CABINET MEMBER RESPONDING	ACCEPTED / PARTIALLY ACCEPTED / ALREADY IN PROGRESS / REJECTED (inc. reasons for rejection)	IDENTIFIED OFFICER	ANY FINANCIAL IMPLICATIONS	TIMETABLE FOR IMPLEMENTATION OF RECOMMENDATIONS IF ACCEPTED (i.e. Action Plan)	DATE OF SCRUTINY MEETING TO REPORT BACK
HS.4.24/25	<p>The Homes Sub-Committee recommends that the Housing Resident Engagement Strategy be updated ahead of consideration by Full Council to include more information on:</p> <ul style="list-style-type: none"> • how barriers to engagement will be proactively identified and • how engagement activities will be tailored to accommodate the diverse needs of Croydon’s population. • how engagement work can be proactively targeted to specific harder to reach groups. 	<p>Councillor Lynne Hale, Deputy Mayor and Cabinet Member for Homes</p>	<p>Already in Progress</p> <p>We will continue to identify and address barriers to engagement, by continually analysing and reviewing residents who are involved and/or whose experiences we use to design the service. This will allow us to target those who are not represented or not as involved, understand the reasons why and make changes on the methods we use to engage. In doing so we will strive to remove all barriers to involvement, supporting marginalised and under-represented residents whenever possible.</p> <p>This will assist in allowing us to develop a range of ways to engage residents so that we have a wide representation from all sections of the community, maintaining a strong focus on equality, diversity, and inclusion to ensure that all residents voices can be heard. For example, we have recently begun to ensure that roadshows also take place in sheltered blocks to include more elderly and vulnerable residents, who are more confident in their own space.</p>	<p>Mary Larbie, Director of Housing Management</p>	<p>N/A</p>	<p>September 2024 but continually under review for improvement</p>	<p>TBC</p>

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HS.5.24/25	The Homes Sub-Committee recommends that the Housing Resident Engagement Strategy place greater emphasis on improving the data gathered on protected characteristics and equality.	Councillor Lynne Hale, Deputy Mayor and Cabinet Member for Homes	<p style="text-align: center;">Already in Progress</p> <p>The Council will continue to collect data on all protected characteristics. In addition to using current means such as roadshows and door knocking exercises, the Council will increase its use of its tenancy audit process to ensure that all tenants are visited in the period from August 2023 – August 2026, to facilitate increased data being captured. The Council will also continue to collect this data at the point of sign up and utilise our Repairs Contact Centre to enhance the capture and update of data. This data will be subject to continual review to decision making and thus improve services.</p>	Mary Larbie, Director of Housing Management	N/A	April 2025	TBC
HS.6.24/25	The Homes Sub-Committee recommends that the Housing Resident Engagement Strategy is updated ahead of full council to include more specific examples of the types of engagement activities that the Council is planning to deliver.	Councillor Lynne Hale, Deputy Mayor and Cabinet Member for Homes	<p style="text-align: center;">Already in Progress</p> <p>The current range of resident engagement activity includes the following:</p> <ul style="list-style-type: none"> • Door knocking exercises <ul style="list-style-type: none"> • Themed roadshows • Task and Finish Groups <ul style="list-style-type: none"> • Readers Groups • Estate Walkabouts • Service Improvement Panels <p>The impact of events will be reviewed to ensure we increase the voice of our resident. There will be an ongoing focus on developing events, which improve accessibility and provide flexible opportunities for involvement,</p>	Mary Larbie, Director of Housing Management	N/A	Completed but under continual review.	Homes Sub-Committee 11 September 2024

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			<p>thereby encouraging greater diversity and inclusion.</p> <p>We will also incorporate the following principles and methods to maximise engagement:</p> <p>Where appropriate, we will ensure consultation events and activities are fun, have child related activities, are accessible to all groups, and provide transportation and interpreter facilities when required.</p> <p>Where barriers to using digital technology exist, using our Digital Champions to support residents to become involved digitally.</p> <p>We will also seek to increase the number of involved young people, ensuring resident involvement is inclusive of young people, and that they are engaged and become future resident leaders.</p> <p>Being socially inclusive. For many residents face to face social interaction is an important part of involvement. We recognise that we must not lose this as a motivation for involving residents who are socially isolated or lonely, particularly in a more digital world.</p> <p>We will regularly review the way, we engage and involve residents to ensure it continues to be dynamic, effective, and representative.</p> <p>Finally, we will develop a strong culture of involvement and driving business improvement by applying for and achieving</p>				

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			the TPAS Engagement Accreditation in year 3 of the strategy (April 2027)				
HS.7.24/25	The Homes Sub-Committee recommends that the Housing Resident Engagement Strategy stress the importance of not trying an initiative such as door knocking once as repeating certain actions helps build trust over time which can lead in turn to positive engagement.	Councillor Lynne Hale, Deputy Mayor and Cabinet Member for Homes	<p style="text-align: center;">Already in Progress</p> <p>Trust is a key requirement to both initial engagement with residents and for those residents to be willing to further engage with the Housing Service, willingly giving their views and experience to enable the services ability to improve.</p> <p>We will build into engagement activities with residents 'You said, we did' feedback so that residents can see that their views are being heard and acted upon.</p> <p>We will enhance trust by going back to resident groups when initial efforts were poorly attended.</p>	Mary Larbie, Director of Housing Management	N/A	Completed but under continual review.	Homes Sub-Committee 11 September 2024
HS.8.24/25	The Homes Sub-Committee recommends that a system of recording both informal feedback and views on resident experience with housing (sub)contractors is developed.	Councillor Lynne Hale, Deputy Mayor and Cabinet Member for Homes	<p style="text-align: center;">Accepted</p> <p>This is a helpful idea, and we will discuss with residents and contractors the best way to implement this recommendation.</p>	Mary Larbie, Director of Housing Management	N/A	To be agreed with Partners Oct/Dec 2024	TBC