Appendix 4: Tenant and Leaseholder Engagement Strategy 2020 – 2022, Initial Action Plan

Actions needed	Quick win, Medium-term or long-term?
Priority One: To provide easy and convenient access to our information and to our involvement opportunities (Actions against this will also contribute to our response to the requirements of the Social Housing White Paper – for Landlords to be more transparent and accountable to their tenants, and for landlord information to be easily accessible)	
Introduce a one-stop 'landing page' for the housing service's webpages, from which customers can easily navigate to the page(s) they need.	Done
Introduce a one-stop 'landing page' for tenant and leaseholder engagement, from which customers can easily find information about engagement opportunities all in one place	Done
Introduce a dedicated 'performance' page on the website, regularly updated and with information that is relevant and of interest to customers	Quick win
Regularly promote all of the above info / webpages through social media and other channels (eg. YTN, YHYN)	Quick win
Use our FaceBook page to provide regular 'snippets' of information (regarding eg. performance, engagement opportunities, individual services, etc)	Quick win
Make more use of our existing communications channels to share relevant information, particularly around performance and engagement opportunities (eg. Your TARA News, Your Home Your Neighbourhood, Gov.Delivery bulletins, etc)	Quick win
Support customers to access online information who may not have their own internet access at home – for example, by promoting the free internet access available in libraries, Howden House and local housing offices.	Medium term
Explore different ways of enabling customers to be involved, eg: • Less reliance on face-to-face meetings • Online events / meetings (via Zoom, FaceBook live, etc) • More use of online surveys • Local 'pop consultation' events for specific pieces of consultation • Online discussion forum(s) • Surveys via SMS texts • More face-to-face consultation for specific activities	Medium term

Include information about engagement opportunities in the sign-up packs for new tenants.	Medium term
Make sure that engagement opportunities are discussed as part of the Annual Visits.	Medium term
Make more effective use of libraries to promote and share housing-related information.	Medium term
Make more effective use of the display space in local housing offices to share information with customers.	Medium term
Improve the quality of information available across all of our webpages	Long term
Priority Two: To ensure that tenants, leaseholders and their communities can influence what we do (Actions against this will also contribute to our response to the requirements of the Social Housing White Paper – for tenants to have their voice heard by their landlord and for us to continuously improve how we engage with tenants)	
Use satisfaction and complaints data to inform topics for engagement	Quick win
Review the current Housing and Neighbourhoods Advisory Panel (HANAP) and explore the option for transforming it into scrutiny and assurance panel.	Medium term
Review Challenge for Change (our current scrutiny group) and consider different ways of delivering this scrutiny function.	Medium term
Agree forward agendas for meetings / engagement events with customers	Medium term
Strengthen the links between our key decision-makers and our established engagement channels *(this is dependent on the outcomes of the Council's review of its own democratic arrangements)*	Long term
Priority Three: To engage effectively with local people and communities to improve what we do (Actions against this will also contribute to our response to the requirements of the Social Housing White Paper – for tenants to have their voice heard by their landlord, for us to continuously improve how we engage with tenants and for engagement to be more effectively tailored)	
Establish an engagement group / channel specifically for customers living in our tower blocks	Quick win
Use Gov.Delivery (our channel for email communication) to target specific areas of the city with information / engagement opportunities.	Quick win
Re-launch and better promote of our Community Fund scheme to encourage a wider range of locally-based organisations to engage with us	Quick win

Establish a repairs-specific engagement group / channel	Medium term
Use local 'pop up' consultation events to target the right people / communities	Medium term
Make Local Housing Forums more effective at involving a wide range of local tenants, leaseholders and service partners.	Medium term
When planning consultation work, talk to local people / community groups about what will work best.	Medium term
Pilot a 'Junior TARA'	Medium term
Offer an online forum specifically for young people	Medium term
Run online surveys specifically targeted at young people	Medium term
Explore the options available to us to use the residual money differently in areas where no TARA currently exists	Long term
Priority Four: To make sure that all involved in our services recognise and value customer engagement (Actions against this will also contribute to our response to the requirements of the Social Housing White Paper – for tenants to have their voice heard by their landlord)	
Include Elected Members on the circulation lists for Your TARA News, Your Home Your Neighbourhood and other housing updates / alerts	Quick win
Ensure local councillors are invited to Local Housing Forums and other local consultation events	Quick win
"You Said, We Did" information on the website and regularly posted on FaceBook	Quick win
Ensure there is good quality information included in the 'Elected Member Induction Pack' about housing services and tenant / leaseholder engagement	Medium term
Better use of existing communications channels (internal and external) to share the outcomes of consultation, customer feedback, etc.	Medium term
Make it mandatory for all housing services / teams to have a customer-engagement-related target in their service plan	Medium term

Ensure that the importance of customer engagement, and our framework for it, is included in the induction information given to new staff joining the housing service.	Medium term
Neighbourhood Officers to promote local engagement opportunities and activities to tenants on their patch.	Medium term
Priority Five: To properly support and resource customer engagement work so that it delivers its planned outcomes (Actions against this will also contribute to our response to the requirements of the Social Housing White Paper – for landlords to support tenants in having the right opportunities and skills to engage effectively)	
Continue to deliver digital classes, in partnership with Heeley Trust, to help and encourage more customers to engage with us via digital / online channels	Done - ongoing
Support TARA Digital Champions to support tenants in their area to engage digitally	Done - ongoing
Ensure meetings, forums and other consultation events are welcoming to all who attend, and well-managed in a way that enables all attendees to contribute.	Quick win
Review our approach to monitoring compliance against the TARA Good Governance Framework to minimise the work required of TARAs for them to comply.	Quick win
Better promotion of the outcomes of engagement, so that customers have confidence that views are acted upon (as discussed above under Priority Four).	Medium term
Sign-post tenants, where appropriate, to relevant training and development opportunities.	Medium term
Organise best-practice / networking / shared-learning events to help support TARAs and other organisations to learn from one another and to benefit from peer support.	Medium term