



Resident Engagement Strategy 2019 - 2027

Introduction

C&C has a long-established commitment to engaging with residents; an essential part to the delivery of our service. We recognise our duty of care as a social housing landlord to our residents and the importance of residents having a genuine say in how our homes are managed and developed. We see the regulatory Tenant Empowerment & Involvement Standard as a baseline and look to go above and beyond this in our resident engagement offer to residents. This strategy sets out our commitment to our residents and demonstrates how we use positive engagement to influence the strategic direction of our business.

Resident engagement helps us shape and deliver high quality services that are right for our residents and achieve value for money. We will work in a way that encourages co-production and transparency between our residents and staff.

To enable a diverse group of residents to get involved, we will offer choice and flexibility in engagement with us through a variety of opportunities.

Our Engagement Strategy is set out in two parts

- Part One sets out our plans for engaging our residents in the way we develop and run our homes and services
- Part Two sets out how we will engage our residents in all that London has to offer to enhance life opportunities, health and wellbeing and achievement and purpose

Our resident engagement strategy sets out our goals for the future and presents our aspiration for our service delivery over the next 1, 5 and 8 years. This strategy relates to our company strategy 'A Fit Future' and in particular, the Services That Inspire strand.

Our vision

We believe that by living and working in London, our lives can be enriched by the opportunities that surround us. None of us can achieve our full potential in isolation. When we are engaged and connected together as a team, our staff and residents deliver better outcomes, together.

Our vision is to create engaged, healthy and inspired C&C communities where residents are active citizens and staff are true enablers.

Co-production plays an important part in how we engage with residents. Co-production is a relationship where employees and residents work together, sharing power and planning and delivering change for the better.

Our vision spans across all services provided by the C&C Group including 55 London, C&C Innovations Ltd. and C&C Construction Ltd. These services include:

- Specialist residential care homes
- Extra care housing
- Over 55s living (including retirement living and sheltered housing)
- Supported housing
- General needs housing

Where we are now

Following a lengthy period of restructuring and change, we have re-settled and are ready to develop our services, together with residents, making the best use of the resources available to us. We have new, competent and energised teams of staff who are committed to making a difference and to working as a team

We are living in challenging times with political and financial insecurity. Public funding for services is constantly being cut and our residents are feeling the impact

The recent learnings from the tragic Grenfell event clearly demonstrate the need for resident voices to be heard at the highest level of an organisation, and for those voices to have impact and result in positive change

There is no better time to re-join forces with our residents. Through our engagement activity we can create better health outcomes, create safer homes and have a more compelling case for future funding. We can spend our money in the most effective way and this will make it stretch further to do more good.

Engagement Strategy Part 1

Engaging Residents in the Development and Running of our Homes and Services

Objectives

We will further develop our resident panels and forums ensuring residents are meaningfully engaged and having a genuine say in how our C&C homes and services are managed, developed and governed

- All Board-Resident panels are fully recruited to and resident members fully inducted into their role.
- At least one resident-led service review takes place annually by a team of C&C residents. Actions for improvement are agreed and delivery monitored by the relevant Board-Resident panel.
- All schemes and homes have a regular local meeting between residents and relevant C&C staff. 'Local Plans' for scheme investment and ideas for improvement are agreed together and delivered locally.
- Senior C&C staff tour the large housing schemes twice a year to hear feedback from across all of C&Cs services, and to agree actions for improvement which are delivered and reviewed at the next meeting. This tour is currently called the 'Roadshow', but residents have expressed that a different name would help. A new name, chosen by residents will be agreed
- C&Cs new Resident Assembly is developed as a co-production group that develops and enhances C&Cs services. The first year of this group will be independently facilitated by co-production consultants Think Public, specialists in co-designing award-winning services and products within public sectors, NGOs and global businesses. Think Public will ensure that co-production skills are passed on to staff and residents and that productive outcomes are achieved.

- An action plan is developed from the work of the Resident Assembly that is agreed by residents and staff and delivered together. Delivery and performance will be monitored by the Service Scrutiny Panel.
- We will join the National Housing Federation 'Together With Tenants' initiative as an early adopter and co-produce our response with our resident groups. From this we will produce a position statement that will be shared with residents on our website.
- We will engage residents in C&Cs Annual Review of its compliance with the four parts of the Consumer Standard, including the Tenant Involvement and Empowerment Standard.
- We will develop our 'Scrutiny in a Day' initiative of rapid C&C service improvements with residents.
- We will develop a way for residents to engage with the safety of their schemes and raise serious health and safety concerns at scheme level with senior managers and to have these concerns investigated and acted on where this is needed.

We will develop C&Cs range of information and communication options to enable residents to be informed about C&Cs performance and to easily make contact and provide feedback.

- We will develop a new process to ensure that all feedback and complaints has a strong link to learning outcomes, action taken and communication with the person providing the feedback.
- We will review our customer satisfaction surveys for effectiveness
- We will develop a new way to provide residents with current information about scheme and C&C performance
- Develop with residents, a new welcome pack for new residents
- Develop the ease of use and content of C&Cs website
- Investigate options for 'in the moment' ways to provide feedback about services received using technology

- Provide iPads in main communal areas of our larger schemes to allow residents to feedback quickly and easily

We will engage residents in enhancing C&Cs properties and supporting both personal spaces and communal spaces to offer the best possible outcomes

- Develop and deliver C&C's 'Innovation in over 55's housing' project
- Develop a resident led energy efficiency review and scheme energy champion project
- Develop a working group to review and make best use of C&C's internal and external communal spaces.

Engagement Strategy Part 2

Engaging Residents in all that London has to offer to enhance life opportunities, health and wellbeing and achievement and purpose

We will launch our Resident Volunteers programme, enabling and supporting residents with an interest in running a community service or project, helping and supporting an individual or helping to supplement C&Cs services and community offering..

- A volunteers programme is launched and advertised to residents, staff and external parties
- All involved residents are appropriately inducted and supported
- Resident volunteers in housing offer to support and befriend residents in our care homes (this links to the Care Strategy, Out Not In)
- A resident 'buddy' scheme is developed to support new residents moving into C&C properties

We will provide activities that strengthen our residents' fitness and wellbeing, promoting confidence, maintaining maximum health and ability, achieving a sense of purpose and achievement and living a better life

- Develop a 'C&C Fit Club' across all C&Cs housing and care services, where residents can become members and be supported by information, social networks, fitness activity and goal planning, support and celebration of achievement
- Develop a group of 'Fit Club' volunteers who can support and engage residents in exercise and activity
- Plan and deliver 'fit and well' news stories via C&Cs resident communications

- Plan and deliver an annual festival of fitness and wellbeing
- Set up C&C Walking Groups facilitated by volunteers
- Develop partnerships with organisations that can support C&C to promote fitness and wellbeing activities across all services
- Fundraise to provide on-site fitness equipment
- Consider introducing 'paid-for' service options
- Develop partnerships with local health and care professionals

We will develop C&Cs existing unique Arts and Events programme to connect and inspire residents to learn and develop a range of skills and enjoy a range of events and experiences

- Develop and promote C&Cs resident choir, engaging existing and new residents in taking part and delivering performances
- Identify the potential to utilise unused C&C communal spaces as permanent and equipped art studios
- Support residents to develop self-directed interest groups
- Seek partnerships with organisations that can offer C&C residents enjoyment of London's great offer
- Develop and enhance the range of activities on offer for men, with the men in our communities
- Explore with residents the options to open C&C's catering facilities to the wider community through volunteer activity and links with poverty alleviation charities and food banks.

We will develop an offer of wider engagement with residents' local communities

- Develop intergenerational activity with communities local to C&C schemes and homes

- Consider with residents the option to develop a 'holiday swap' scheme with residents of a 'twinned' housing association
- Consider with residents the option to develop an intergenerational service with a small number of PhD students to 'live-in' within schemes providing a number of hours of 'community builders' service in exchange for subsidised rent

We will develop a wider C&C on-line community

- Develop support for residents to learn about safe on-line communications
- Develop resident led social media interest groups
- Support residents to feedback their views on-line

We will develop a strong fundraising plan to support all C&C resident engagement activity

- Develop an impactful proposal to fundraise for C&Cs Fit Club
- Develop proposals to fundraise for other arts-based events
- Develop C&Cs website to enable donations and legacies to be understood and delivered
- Develop a crowd-funding response to funding key engagement activity
- Develop partnerships with organisations who wish C&C to be part of their Corporate Social Responsibility offer

Glossary of Terms

Roadshow

Biannual meeting with residents to update residents on organisational change, developments and successes.

Together With Tenants

Initiative from the National Housing Federation of which C&C are early adopters of. The initiative focuses on creating a positive relationship between both residents and housing providers.

Scrutiny in a day

A condensed resident scrutiny that happens over the short course of a day, with the purpose of allowing all residents to engage, including those who are time poor and unable to attend regular engagement events.

In the moment

Feedback received at the point of service. This feedback could be incorporated in many ways, including the introduction of iPad services or feedback boxes.

Innovation in over 55's housing

A coproduction workshop highlighted in the *Fit Future Strategy* for residents and staff to discuss innovations in over 55's housing.

Buddy

A resident volunteer appointed to befriend other residents to reduce isolation and loneliness and to encourage a stronger community.

C&C Fit Club / Fit Club

A members group for C&C residents, providing fitness activities and information.

Holiday swap

An initiative where residents can swap accommodation with residents in another housing association for a short-term period.

Twinned housing association

The actual housing association that C&C would partner with for the holiday swap.

Live in community builders

Mature student residents at C&C properties who would provide volunteer services and community support in exchange for cheaper rent.