

Caerphilly Homes Tenant Participation Strategy 2016-2019

Introduction

To enable us to achieve our tenant participation strategic purpose...

“to have tenant driven and continually improving services”,

we must understand the world in which we exist. Our operating environment poses many challenges and opportunities and by identifying and understanding both will enable us to plan effectively to mitigate the risks and seize the opportunities.

Understanding our World

- We know that services designed and tailored to meet the needs of tenants will be:
 - Higher performing
 - More likely to improve
 - Be more efficient
- The housing market is dynamic and changing rapidly, the needs and expectations of our current and future tenants will continue to change and our engagement with our tenants (customers) must remain fit for purpose.
- Resource levels, including the level of rental income in the future is uncertain - tailoring services through tenant engagement is a necessity to deliver required efficiency savings (tenant participation can help us save money and deliver more)
- Changing demographics - the age profile/household composition projections show that the population is getting older and that their service requirement will change (Welsh LA population projections).
- Communication and engagement preferences - the way in which people want to communicate and engage will continue to change. This presents challenges and opportunities in relation to electronic channels of communication



Our Strategic Objectives

Our strategic objectives for 2016 - 19 are designed to enable us to achieve our strategic purpose. The development of these objectives has been informed by our understanding of the challenges and opportunity we face.

Objective 1:

We will understand the needs of our current and future tenants

- we will ensure that we engage with tenants and future tenants to ensure representative views
- we will utilise a variety of methods to understand the needs
- we will identify the most effective engagement methods

Objective 2:

We will turn the feedback into information that will support improving services

- we will provide Caerphilly Homes (the business) with information to improve the way we work to meet tenants needs
- we will provide evidence to enable us to do more of what tenants want and less of what is not needed

Objective 3:

We will deliver effective two way communication between Caerphilly Homes and our tenants

- we will keep our tenants informed – “You said....we did” (feedback on what we have done with the information we collected)
- we will use the right communication techniques to maximise the engagement of our tenants
- we will explore and implement opportunities to maximise engagement through electronic channels with our tenants



Objective 4:

We will review the effectiveness of the tenant participation service and update our approach based on evidence

- we will measure the effectiveness of tenant participation in meeting the purpose
- we will monitor and understand value for money of our tenant participation activities

Monitoring and Review

It is important to continually review our progress against the strategic objectives to ensure the Strategy achieves its purpose.

We will use the following performance measures to measure the organisation's effectiveness in delivering our Tenant Participation Strategy:

1. Number of tenants meaningfully engaged (engaged in service improvement consultation)
2. Satisfaction with "listens to my views and acts on them"
3. Representative sample: average age of engaged tenants
4. Evidence that services improve

Operational Action Plan

The Strategy will be supported by an annual operational Action Plan to deliver the strategic objectives over the 3 years. The Action Plan will be based on SMART principles (Specific, Measurable, Achievable, Realistic and with Timescales), to ensure the objectives are met.

Equalities and Welsh Language

The overriding principle of the Strategy is to generate representative evidence. To ensure this, the delivery of the Strategy must ensure equal access for all tenants and therefore will not prejudice those rights under current Equalities and Welsh Language legislation in Wales and the Council's own Strategic Equality Plan 2016-2020. The specific activities will be supported by individual impact assessments.

