

## Engagement Strategy – Implementation Action Plan

### 1. The Strategy says that we will “provide easy and convenient access to engagement / involvement opportunities”

To help achieve this, we have already:

- Introduced new ways of customers engaging with us digitally, through online ‘Zoom’ meetings and through running surveys / consultations on the Council’s new online consultation platform Have Your Say Sheffield.
- Continued to promote and develop our Facebook page, full of useful housing-related content and now with over 5000 followers
- Used different kinds of surveys in recent consultations to ensure as many customers as possible can take part (e.g. online surveys and telephone surveys)
- Continued to produce an Annual Report each year, showing how we’ve done and what we have planned for the next 12 months.
- Launched two new pages on the Council’s new Have Your Say website, promoting our engagement opportunities and useful community-related information

To do even better, we plan to:

Action	By when?	How will we know we have achieved this?
Page 47 Improve online engagement through increased and more effective use of Have Your Say Sheffield	June 2024	<ul style="list-style-type: none"> <li>• There will have been an increase in the number of active consultation projects on HYSS</li> <li>• There will have been an increase in the number of active participants engaging in consultations on HYSS</li> <li>• Performance for TSM ‘Listens to views’ will have improved</li> </ul>
Increase the number and range and representation of people who choose to get involved, through: <ul style="list-style-type: none"> <li>• a ‘menu of engagement’ which offers a variety of channels through which tenants can get involved with us.</li> <li>• Improved communications which are easy to understand and in plain language</li> </ul>	September 2024	<ul style="list-style-type: none"> <li>• Our menu of engagement will have been published</li> <li>• There will have been an increase in the number of tenants engaging with us</li> <li>• Performance for TSM ‘Keeps tenants informed’ will have improved</li> </ul>
Improve how we measure and capture the demographics of who get involved in our engagement activities, to enable us to identify gaps	March 2024	<ul style="list-style-type: none"> <li>• Our engagement profile will be more in line with our tenant profile</li> </ul>

and focus development work accordingly to increase representativeness.		
Develop and implement an overarching 12-months communications plan for the housing service, ensuring a co-ordinated and timely approach to effective use of all of our comms channels.	April 2024	<ul style="list-style-type: none"> <li>• A comms plan will have been agreed, covering all communication-related elements of the new Consumer Standards to help ensure that we meet those.</li> <li>• Performance for TSM 'Keeps tenants informed' will have improved</li> </ul>

**2. The Strategy says that we will “ensure that customers and their communities can influence what we do”**

To help achieve this, we have already:

- Continued to hold regular Housing and Neighbourhoods Advisory Panel (HANAP) meetings with elected Tenant Reps, to discuss key service changes and performance information.
- Undertaken large-scale consultation with tenants and leaseholders to develop a new set of Landlord Commitments, which will guide our service’s priorities over the coming months and years.
- Started sharing regular performance updates on our Facebook page and in our tenant e-bulletins

To do even better, we plan to:

<b>Action</b>	<b>By when?</b>	<b>How will we know we have achieved this?</b>
Demonstrating the influence that customer feedback has had on service improvements, through a new ‘You Said We Did’ initiative. This feedback will be through several channels, such as ‘Mystery Shopping’, new Tenant Panels and Tenant Challengers group.	June 2024	<ul style="list-style-type: none"> <li>• There will have been an increase in the number of ‘You Said We Did’ actions being captured.</li> <li>• We will have regular tenant communications in place to close ‘feedback loop’</li> <li>• We will have set up the Mystery shopping programme and will be learning from the results</li> <li>• We will have a group of Tenant Challengers trained and actively reviewing services</li> <li>• We will have established a set of active Tenant Panels</li> </ul>

Introduce a new channel for tenants to talk directly to the Elected Members making decisions about their housing services, giving them more influence in the decisions affecting them. This will be called the “Tenants Voices Matter” panel	December 2023	<ul style="list-style-type: none"> <li>The Tenant Voices Matter panel will be established and will be positively contributing to the decision-making process</li> </ul>
Make increasing use of surveys – both online and over the telephone – to inform service development	December 2024	<ul style="list-style-type: none"> <li>There will have been an increase in the number of ‘You Said We Did’ actions being captured.</li> <li>We will have regular tenant communications in place to close ‘feedback loop’</li> </ul>

### 3. The Strategy says that we will “engage effectively with local people and communities to improve what we do”

To help achieve this, we have already:

- Continued work in our local Neighbourhood Teams to engage with our tenants and to build links with local service providers and agencies
- Undertaken consultation with local tenants about key initiatives or plans in their area – eg. in Gleadless Valley for the ‘masterplan’ project
- Started to re-introduce the Local Housing Forums in our Neighbourhoods, with a refreshed approach to help involve more local people

do even better, we plan to:

Action	By when?	How will we know we have achieved this?
Work in partnership with LACs to support, encourage and monitor tenant involvement in local decision making.	September 2024	<ul style="list-style-type: none"> <li>Increase in tenants actively involved in LACs</li> </ul>
Trial a new approach to community engagement through a new ‘Housing Advisory Panel’ in the North East of the city. This will involve a range of stakeholders and community organisations, and will include testing a new way of awarding of community grants	June 2024	<ul style="list-style-type: none"> <li>The pilot Housing Advisory Panel will have been established and will be meeting regularly to discuss local issues</li> <li>The HAP grant scheme will be in place and the first round of grants will have been awarded</li> </ul>
Improve local engagement through more effective Local Housing Forums and more geographically-focused consultation on Have Your Say Sheffield	September 2024	<ul style="list-style-type: none"> <li>Performance for TSM ‘Positive contribution to neighbourhood’ will have improved</li> </ul>
Improve the local engagement structure by bringing tenants and Neighbourhood Teams together to focus on neighbourhood issues	March 2024	<ul style="list-style-type: none"> <li>Regular Local Housing Forums involving tenants and Neighbourhood Teams will be taking place to shape community issues</li> </ul>

**4. The Strategy says that we will “make sure that all involved in our services recognise and value customer engagement”**

To help achieve this, we have already:

- Shared the Engagement Strategy with all teams across our service
- Included all Elected Members on the circulation list for our regular tenant bulletins, to raise awareness and increase engagement in the housing service
- Ensured there is good-quality housing-related information in the induction packs for Elected Members

To do even better, we plan to:

Action	By when?	How will we know we have achieved this?
Page 50 Ensure that all teams have an engagement-related objective in their service plans to promote positive engagement with tenants.	June 2024	<ul style="list-style-type: none"> <li>• Engagement-related objectives will be included in all service plans</li> </ul>
Share more widely the outcomes of engagement and consultation, so that people can see the differences that it makes – eg. through the use of a ‘You Said, We Did’ record of changes made as a result of customer feedback	September 2024	<ul style="list-style-type: none"> <li>• ‘There will have been an increase in the number of ‘You Said We Did’ actions being captured.</li> <li>• We will have regular tenant communications in place to close ‘feedback loop’</li> </ul>

**5. The Strategy says that we will “support and resource customer engagement work so that it delivers outcomes”**

To help achieve this, we have already:

- With our partner Learn For Life Enterprise, delivered free ongoing digital support to our tenants, through a range of different classes and sessions
- Held a ‘best-practice / shared learning event at St Mary’s Church to bring different community organisations together to help encourage networking and peer-to-peer support

To do even better, we plan to:

Action	By when?	How will we know we have achieved this?
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Support tenants to access engagement opportunities and have influence by continuing to provide free digital inclusion training	Ongoing	<ul style="list-style-type: none"> <li>• We will have held a minimum of 7 digital skills sessions city-wide per week for 50 weeks of the year</li> <li>• Satisfaction levels with the digital engagement sessions will have improved</li> </ul>
Hold more events for community organisations and tenants to come together and learn from each other	December 2024	<ul style="list-style-type: none"> <li>• We will have held at least 2 engagement events during 2024</li> </ul>
Implement a programme of training and development to support tenants to effectively engage with us – in, for example: chairing skills, mystery shopping, data protection laws and scrutiny skills. We will ensure that this training is accessible to all, providing additional support where necessary for tenants to participate in training and development.	March 2024	<ul style="list-style-type: none"> <li>• A tenant training programme will be in place, be promoted widely and will be widely used by tenants</li> </ul>

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