Your home, your say



Resident Engagement Strategy 2026-29

Summarised version

newlon
HOUSING TRUST

Introduction

Welcome to this shortened version of our Resident Engagement Strategy.

The strategy has been jointly created by Newlon and you, our residents. It helps us better understand and reflect what matters most to you.

This means changes we make are based on your needs and aspirations.

By working this way, you are directly involved in decision-making. This helps us improve our services and be accountable for how we do things.

This Strategy sets out how we will:

- Engage better with you.
- Involve you.
- Communicate with and listen to you.
- Act on your feedback and report back on the impact of your influence.

It builds on:

- What you've told us works well.
- Focusing on improving what doesn't.
- Ensuring residents continue to shape our services in meaningful ways.

Our vision for this strategy is:

- For you to be informed, included, influential partners in shaping safe homes and excellent services.

Your priorities

Throughout the shaping of this strategy with residents the following priorities emerged:

- You want to be involved in shaping, scrutinising and improving services.
- You want meetings to be flexible. This includes making sure they can be held online and outside of working hours. This is so you can get involved in ways that suit your lifestyle and diversity.
- If a decision affects you, you should be included in making that decision.
- You want more consistent, higher quality communication from us.
- You identified repairs, antisocial behaviour, communication with residents and reply timescales as areas needing improvement.
- Residents want clearer support to help get involved and maintain diversity

Strategic themes

From these priorities four strategy themes emerged:

1. Working together to improve.

2 Clear communication, real action.

3 Your voice at the heart of decisions.

4 Your strategy, connecting communities.

1. Working together to improve.

We're committed to residents being involved in how services are designed, delivered and improved. Your insight will help us raise standards and strengthen the quality and safety of our homes.

We'll achieve this by:

- Involving you in key processes, including recruitment, procurement and safety programmes.
- Using resident data to understand who is using our services and how.
- Ensuring you take part in reviewing how well we do things to shape service delivery, new strategies and procedures.
- Reforming processes where resident involvement is not embedded well enough yet.

2. Clear communication, real action.

We want you to see how your voices drive improvements.

We'll achieve this by:

- Publishing regular "you said/we did" updates to show improvements recommended by you.
- Strengthening our approach to resident consultations so our communication is effective and timely.
- Enabling robust resident scrutiny through training and the provision of relevant information.
- Embedding your feedback in information we provide to the Board to guide decision making.
- Increasing awareness of engagement opportunities across Newlon and amongst residents.
- Respecting communication preferences and ensuring information is clear, accessible and jargon free.
- Using Mystery Shopping findings to drive improvement and support culture change.
- Improving responses to communal repairs raised through inspections and linking estate inspection with planned works.
- Training Resident Inspectors on Awaab's Law and other key legislation.
- Providing clear building and fire safety information.
- Consulting residents on health and safety issues in line with the Building Safety Act.
- Sending quarterly newsletters to all residents to keep you informed about progress and involvement opportunities.
- Sending interim updates with the Forum minutes and actions.
- Ensuring all services adopt a proactive, empathetic and respectful approach to resident contact.
- Providing mandatory training to resident-facing staff on involvement skills and linking this to development plans.
- Making sure that the residents' voice in governance has a strong feedback loop.

Strategic themes

3. Your voice at the heart of decisions

Your insights and experiences will continue to shape decision making at every level of Newlon. We'll maintain strong structures that ensure resident influence is visible, valued and acted upon.

We'll achieve this by:

- Having residents influencing strategic decisions through membership on Committees, the Forum and the Board.
- Supporting residents residents involved in governance with training and mentoring to engage at a strategic level.
- Ensuring your views are presented at Board meetings, supported by data showing impact on residents.
- Keeping Think Tank membership above 200, with a target membership of 250.
- Maintaining the effectiveness of resident scrutiny exercises and monitoring impact via a Scrutiny Action Plan.
- Strengthening organisation wide processes for collecting, analysing and using resident involvement data.
- Supporting existing resident associations and helping new groups to get established.
- Creating further opportunities for you to influence key areas. These will include staff recruitment, policy reviews, Social Value priorities and procurement decisions.
- Training residents as Inspectors and Mystery Shoppers, and offering development opportunities relevant to resident engagement.
- Ensuring you can participate in social housing and community investment conversations in person and digitally.
- Providing training and participatory opportunities with a variety of options to increase accessibility and choice.
- Increasing the use of the Think Tank across the organisation for activities including focus groups, surveys and staff recruitment.
- Recognising and celebrating your contributions at both local and organisational levels.
- Coordinating resident involvement work across the organisation so outcomes can be recorded and tracked.

4. Your strategy, connecting communities.

This Strategy will remain resident led throughout its lifetime. It will adapt in response to feedback, learning and emerging needs. This will ensure it continually reflects residents' priorities.

Designing the Strategy with residents and ensuring their involvement remains central as it evolves.

We will achieve this by:

- Enabling the Resident Strategy Group to monitor progress, identify learning and assess delivery at regular intervals.
- Using these insights to strengthen and refine the Strategy throughout its lifespan.
- Sharing progress updates through newsletters and our website to keep you informed and involved.
- Recruiting new members to the Resident Strategy Group when needed.

What does success look like and how will we measure it?

We'll deliver against clear performance measures throughout the life of the Strategy.

Some examples of three-year targets include:

24
recruitments, minimum.

9
conferences.

12
focus groups, minimum.

60
Resident Involvement trackers, minimum.

24
scrutiny activities involving performance review.

500
resident inspections.

27
training sessions.

115
staff inductions.

Assessing impact

These measures will be agreed and assessed by the Resident Strategy Group (18 residents), which will meet every six months.

- We'll listen to feedback from residents who are involved, and from our teams, and actively seek views from across the organisation. We'll share what we learn with you, staff and the Board.
- We'll listen to your feedback to understand what is working well and where improvements are needed. We'll share this widely and take action in response where appropriate.
- We'll publish an annual update setting out our progress, successes and lessons learned.

How will we keep residents updated?

We will:

- Report progress quarterly to the Residents' Forum, Resident Services Committee and Board.
- Report on resident engagement outcomes in our quarterly newsletter and Forum updates.
- Provide annual feedback through our Annual Report to residents.
- Via the residents' dashboard on our website.

Resident Engagement Action Plan – key objectives

What we'll do		Outcomes – what are we aiming for?
1	**Working together to improve**	
1a	**What** – involving residents in existing processes such as recruitment, procurement, policy review.	• Think Tank used for key procurements. • Experience and skillset for residents enhanced. • Residents involved in the recruitment of new front facing and senior staff. • Review our policies and key documents to remove barriers for engagement with residents. • Staff encouraged to increase their engagement skills and utilise opportunities made available to them.
1b	**How** – reform existing Newlon processes to mandate residents being a part.	• Involve residents in performance reviews. • Think Tank utilised for feedback sessions. • Outcome of feedback reported to Residents' Forum, Residents' Services Committee and Board.
1c	**Who** – Think Tank members, Mystery Shoppers.	• Working together with contract managers to identify methods for integrating resident feedback. • Resident views during lifetime of contracts integrated into the review and monitoring of key services. • Reporting to the Residents' Forum. • Maintain Think Tank membership above 200 and grow it to 250 members. • Add new strands of involvement to the Think Tank's activities.
Supports Consumer Standard 'Transparency, Influence and Accountability' departmental targets.		• Demonstrate top down support for resident involvement from the Board and Directors. • Demonstrate across Directorates, avoiding siloed working. • Regular key messages delivered to staff through multiple channels via Communications team.

2	**Clear communication, real action**	
2A	**What** – demonstrating to all residents that we listen and act on their suggestions and experiences.	• Residents monitoring the Strategy confident that we are listening and acting as far as feasible. • Bite size consumer and legislative information on the Newlon website. • Surgery prior to the Residents' Forum. • Embed and maintain our approach to Scrutiny.
2B	**How** – focussed brand in resident facing communications.	• Co-develop a consultation procedure which sets out organisational standards on how we will consult residents. • Incorporate a Resident Involvement programme of training and skill enhancing opportunities for staff. • Link training to appraisals, Personal Development Plans and Service Standards. • Co-develop a programme of training and skill enhancing opportunities for residents to build on their existing knowledge, skills and ability to engage.

What we'll do		Outcomes – what are we aiming for?
2C	**Who** – Resident Involvement team, Communications, Service Improvement amplifying across the business.	• Review our resident involvement competency framework. • Outline an appropriate skills and engagement profile for staff by team. Incorporate this into the Resident Involvement policy. • Policy reviewed (Think Tank approved) and promoted to staff through multiple channels. • Clarity provided on the nature of resident involvement and staff responsibilities. • Training incorporated via induction and promoted internally. Training offer Think Tank approved. Promote the benefits of Resident Involvement to staff and residents.
Supports Trust Newlon work stream Trusting Newlon; Tenant Satisfaction Measures.		Empathy; trust; warmth. Review the constitution of strategic resident groups to ensure they support the Resident Engagement Strategy.

3	Your voice at the heart of decisions	
3A	**What** – ensuring success and longevity of our existing resident involvement groups. Capture and report all resident involvement activity.	Maintain current resident membership of the Board to amplify the resident voice at that level. Hone the skills of others to step up when there are opportunities. Annually review the diversity of involved residents to see that they reflect our residents. Work with other departments within Newlon to capture, report and share data accurately. Take opportunities to measure and report resident satisfaction. Capture and report strategic and operational resident involvement data against annual performance measures. Form meaningful feedback loops with/for Residents' Associations and groups.
3B	**How** – streamline and modernise how residents can access these groups. Recruit new and diverse voices to join.	Expand the use of digital consultations to residents. Offline and online promotion of consultation and collection of data so that all residents can take part. Feedback results and how they were used to residents. Monitor and maintain this feedback. For building safety work, each building within scope needs to have a bespoke resident engagement strategy. This should be developed jointly with the residents and be a living document.
3C	**Who** – existing groups of residents. This is when residents come together.	• Maintain an annual networking event for local residents' groups and Resident Inspectors. • Collect satisfaction data. • Keep track of the number of residents employed at Newlon, Outward and our contractors.
Supports Consumer Standard 'Transparency, Influence and Accountability' Departmental Targets.		

4	Your strategy, connecting communities	
4A	The success of this Strategy should be measured by	Think Tank respondents to the RES survey and members of 23–26 strategy group formed the 26–29 strategy group. They volunteered to monitor the Strategy throughout its lifecycle by meeting every six months.
4B	Ensuring that the Strategy remains responsive and, if necessary developing it further within its lifespan.	• A Strategy that reflects residents' needs and aspirations as well as best practice. • A Strategy that incorporates regulatory and legislative changes and outcomes from six monthly meetings with RES group.
Supports Consumer Standard 'Transparency, Influence and Accountability' Targets.		

What next?

Over the life of the Strategy we will:

- Monitor implementation of the Consumer Standards and TSMs, engaging residents in service responses. Liaise with other areas of strategy covering Building Safety and Complaints.
- Implement new and revised resident-led policies and procedures.
- Promote involvement, effectively increasing numbers whilst maintaining diversity and equity.
- Assess the impact of our involvement streams and review them annually.
- Replace or refreshing those which are underperforming to maintain quality.
- Maintain a flexible approach to engagement while embracing digital.
- Provide opportunities for involvement to the degree and level residents choose.
- Increase our awareness and understanding of local neighbourhoods.
- Use data to tailor our involvement opportunities to target groups, including those currently under represented.

To ensure support and resources are available for effective involvement we will:

- Support resident groups to develop skills and access information and advice.
- Ensure our venues are accessible to all residents.
- Vary the times and locations of activities, including evenings.
- Offer a mixture of face to face and digital meetings, events and training opportunities.
- Provide the appropriate staff to attend and support events and activities.
- Provide dedicated financial resources to support resident involvement.
- Assess individual and group training needs for involvement purposes and provide resources to meet these.
- Regularly publicise our involvement work so residents know what is on offer, and how to access it.
- Liaise with stakeholders to use joint resources effectively.

By 2029 involvement at Newlon will be improved because it will:

- Be embedded consistently across our organisational culture.
- Ensure residents are at the heart of decisions affecting their homes and neighbourhoods.
- Have a broad range of involvement strands delivering positive change for both residents and staff.
- Have a growing number of engaged and diverse residents.
- Ensure decisions will reflect the needs and priorities of more residents.
- Provide or signpost to training and support to empower residents to be actively engaged.
- Have clear outcomes for involvement activities and transparent reporting methods.
- Allow everyone to see the value of involvement across the organisation.
- Have track record of the resident voice in scrutiny and governance delivering changes and improvements.