

COMMUNITY INVOLVEMENT AND ENGAGEMENT ACTION PLAN



Issued: November 2021

Reviewed: November 2024

Next Review: November 2027

INTRODUCTION



This action plan is part of our Community Involvement and Engagement Strategy. It explains how Southside Housing Association (SHA) will work with and involve customers from 2024 to 2027.



In this action plan, each **objective** is a big goal we want to achieve to help improve our services and make things better for our customers.

We have **4 main goals** (objectives) to help us achieve this:



1. Follow our customer service standards in our interactions.



2. Offer different ways for customers to get involved based on what they like and need.

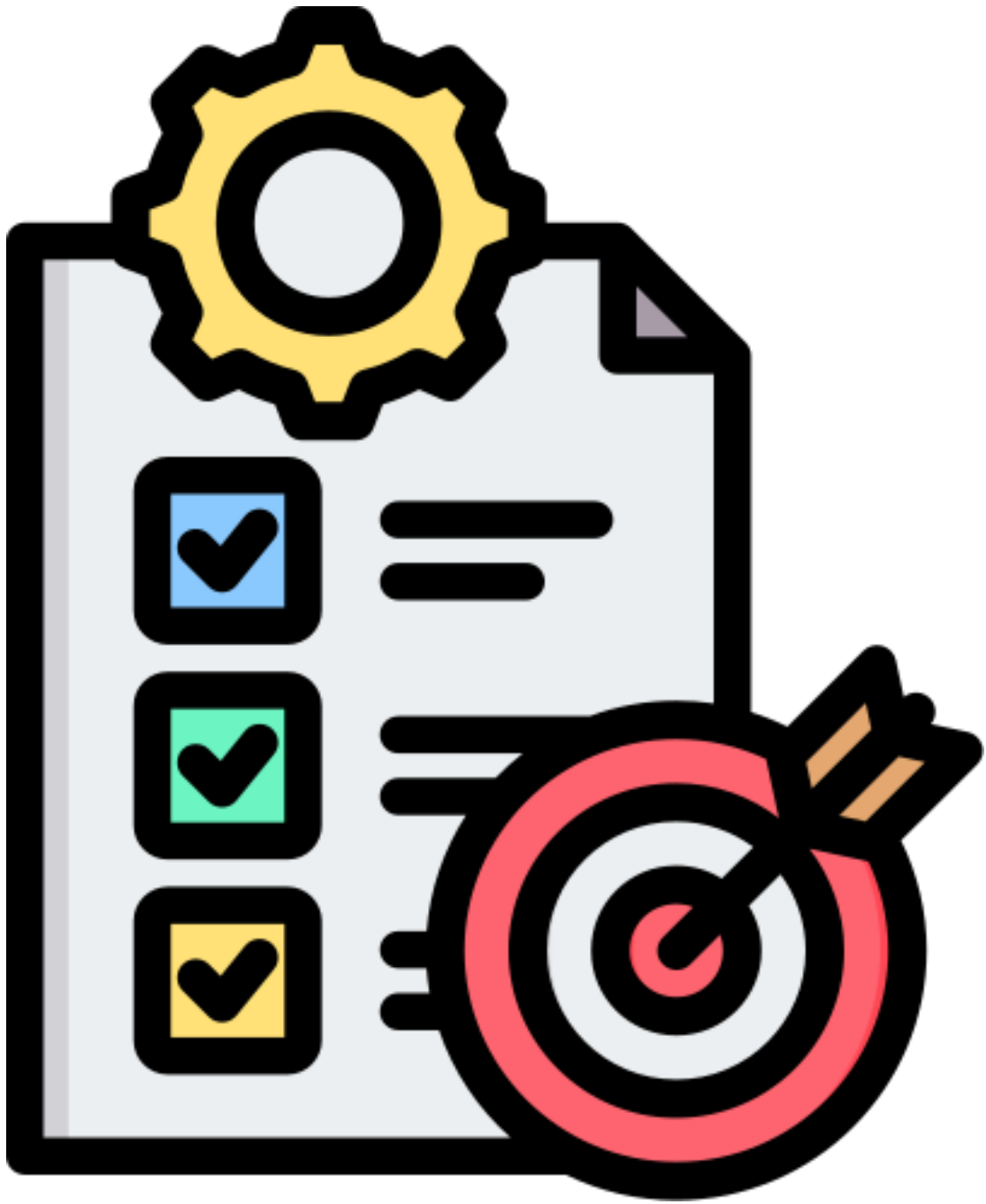


3. Listen to feedback from customers and use it to improve our services, make sure we're providing good value, and help us reach our goals.



4. Make sure everyone in our community has a chance to get involved, based on our values of fairness, respect, and inclusion.

OUR ACTION PLAN






Objective 1: Meet Customer Standards when involving and engaging with customers






Priority Actions:

1. Agree customer standards and ensure they are visible and communicated to customers and staff.

	Target	Have an agreed set of customer standards.
	Timescale	Jan – March 2025
	Evidence of Success	Customer standards in place, visible, and communicated to customers and staff.

2. Update service and project information (website, leaflets, etc.).

	Target	Review website and communication materials regularly.
	Timescale	Annually for website and leaflets. Quarterly for newsletters.
	Evidence of Success	Website is up to date; customers are informed about service changes.






Objective 2: Provide a range of involvement opportunities






Priority Actions:



1. Get customer input on the Community Involvement and Engagement Strategy and Action Plan.


	Target	Agreed Strategy and Action Plan in place.
	Timescale	February 2025
	Evidence of Success	Customer feedback is reflected in the final strategy and action plan.

2. Develop and promote a Community Involvement Toolkit,
offering various engagement opportunities.




	Target	Launch the toolkit with a range of involvement options (e.g., estate walkabouts, gala days).
	Timescale	March 2025
	Evidence of Success	Increased tenant participation, more registered participants, successful events.

3. Promote involvement opportunities (e.g., policy reviews, service reviews).

	Target	Regularly communicate involvement opportunities to customers.
	Timescale	Ongoing




	Evidence of Success	High engagement through multiple communication channels (e.g., newsletters, social media).
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4. Provide Opportunities for tenant scrutiny through estate walkabouts, feedback panels, and our Annual Assurance Statement.

	Target	<ul style="list-style-type: none"> • Provide opportunities for customers to input into the self-assessment submission annually. • Deliver 4 estate walkabouts quarterly. • Provide a minimum of 2 opportunities for involvement per year.
	Timescale	<ul style="list-style-type: none"> • Annual self-assessment submission: Annually • Estate walkabouts: Quarterly • Opportunities for involvement: Minimum of 2 per year.
	Evidence of Success	<ul style="list-style-type: none"> • Annual Assurance Statement produced, capturing the views of customers. • Estates are improved by taking customer feedback into account.

		<ul style="list-style-type: none"> • Customers are more informed about planned improvements and changes. • Policies and services are improved through incorporating customer feedback.
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5. Use our community programs (e.g., breakfast clubs, events, gala days) to engage and communicate with customers about service changes and new developments. **Set up an information stall at all events** through walkabouts, feedback panels, and our Annual Assurance Statement.

	Target	Ensure an information stall is set up at 100% of events and ensure customers are more informed about the Association’s services and new developments.
	Timescale	Ongoing.
	Evidence of Success	At every event, there will be an information area. Customers will be better informed about the Association’s services and new developments.






Objective 3: Listen to and apply customer feedback






Priority Actions:

1. **Respond to complaints** and provide feedback on actions taken.



	Target	Respond to complaints within agreed timescales and provide an update in our newsletter.
	Timescale	Ongoing (5 working days for Stage 1, 20 working days for Stage 2)
	Evidence of Success	Quarterly complaints monitoring showing timely responses. Customer


		feedback featured in a “You said, we did” section in the newsletter.
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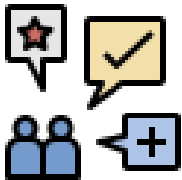
2. Use surveys to gather and act on customer feedback.

	Target	Implement improvements from the tenant satisfaction survey. Respond to queries and issues raised in the annual rent increase survey.
	Timescale	Tenant satisfaction survey improvements: By June 2025 Annual rent increase survey responses: Annually
	Evidence of Success	Feedback is used in SHA's work to improve services. Responses issued to the rent consultation, demonstrating action on tenant feedback.

3. Consult customers on significant changes to services and policies.

	Target	Consult customers on areas such as allocations, rents, etc.
	Timescale	As required.

	Evidence of Success	Changes made based on customer input; consultation process publicly shared via social media or surveys.
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Objective 4: Ensure inclusion, diversity, and equality



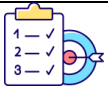


Priority Actions:

1. Strengthen the network of Community Initiatives Volunteers.

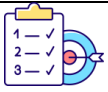


	Target	Retain 13 volunteers and recruit 2 new volunteers annually.
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	Timescale	Ongoing.
	Evidence of Success	Increased volunteer numbers and retention, successful training sessions delivered.




2. Develop partnerships with local organisations.

	Target	Maintain current partnerships and create new ones to support community needs.
	Timescale	Ongoing
	Evidence of Success	Continued partnerships and community groups utilising our hubs and donations budget.



3. Ensure opportunities are accessible to all sections of the community, particularly those with protected characteristics.

	Target	Apply National Standards for Community Engagement when organising events.
	Timescale	Ongoing
	Evidence of Success	Inclusive events, meetings, and communication that reflect the needs of all community members, including those from diverse backgrounds.

4. Ensure all customer information is accessible in different formats as needed.

	<p>Target</p>	<p>Provide translation and interpretation resources where required.</p>
	<p>Timescale</p>	<p>Ongoing</p>
	<p>Evidence of Success</p>	<p>Information is provided in accessible formats, and customers understand the content (e.g., bilingual staff, translated materials).</p>

5. Ensure staff know how and when to use translation and interpretation tools, including digital tools, internal language help from staff, and outside services.
Staff should also know how to communicate clearly.

	<p>Target</p>	<p>Ensure staff are aware of translation and interpretation resources.</p> <p>Staff understand clear communication principles.</p> <p>Provide translated materials as needed.</p>
	<p>Timescale</p>	<p>Ongoing</p>



**Evidence of
Success**

Translated materials are provided as needed.

Customers understand the information they are given.