



Trident Group

Resident and Customer Engagement Strategy 2020 - 2023



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Foreward

Trident Group has over 50 years of delivering homes and services to up to 8000 people in some of the most disadvantaged communities. We believe that genuine engagement with customers is vital for the successful delivery of our services. Our strategy sets out how Trident Group intend to engage and consult with all customers and demonstrates how we will support everyone to get involved no matter where they live.

The strategy is rooted in listening to our residents and customers, and using insight from all of our interactions to understand what matters most to them and where possible to come together to create solutions.

We believe this plan will create exciting new partnerships. It will also enhance services and give our residents and customers the chance to review, evaluate and influence the work of Trident Group especially in relation to services and the customer journey.

The strategy brings a range of benefits to Trident Group's residents and customers such as developing new skills, improving their confidence and sharing ideas to make Trident Group an excellent business in resident and customer engagement work.

We have very much enjoyed working with some of our residents and customers and Trident Group staff on this strategy and look forward to working with everyone to bring this strategy to life.

Yasmin Fearon and Brian Carr
Trident Group Board Members

"As a proactive resident of Trident Housing Association for a number of years, it has been a great opportunity getting involved with some of the most dynamic board and staff members of Trident Group, influencing with both opinion and suggestion as a resident to its "resident and customer engagement strategy".

- Jayne Wilkinson, Resident

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Introduction

Engagement is at the heart of Trident Group and we strongly believe that all our residents and customers should have a real chance to influence and shape the services they receive from the organisation. We actively encourage our residents and customers to be involved in shaping and improving the services they receive and the homes and neighbourhoods where they live.

Trident Group has a strong record of working alongside our residents and customers to review and improve services, allowing them to influence the decision making process. In the past 5 years, resident and customer engagement activity has included scrutiny reviews on complaints, voids standards, anti-social behaviours (ASB) and repairs processes and policies. In each case our residents and customers have sought to hold Trident Group to account on the quality of service provided and recommended changes to improve customer experience. The Community Champions programme enabled residents advocating on behalf of their estate to work alongside staff on issues affecting their neighbourhood such as ASB, gardening and estate services.

Residents have also been active on walkabout programmes, youth involvement programmes in Calthorpe and community support work in Chrysanthemum Court where residents and customers have worked with partners on healthy eating, managing mental health and volunteering.

More recently, there has been significant progress on raising the profile of resident engagement as the housing sector looks to re-establish links with its residents. As a result this revised strategy has been endorsed by both residents and customers through the Task and Finish group.

Additional documents including the Resident and Customer Charter and Service Standards have also been endorsed and together with the Resident and Customer Strategy and action plan create a robust framework, and give a clear direction for continued and future engagement and partnership working.

As the relationship between Trident Group, residents and customers develop, there will be regular opportunities to reflect on achievements, promote good practice and help both our residents and customers to contribute to the decision making process.

This strategy we will create further opportunities for our residents and customers to be engaged by offering various levels of involvement suitable to individuals, their interests and their needs. We want to make it easy for residents and customers to influence our housing, care and support services and have a route in to and engage with both our Executive Team and Group Board to inform the strategic direction of Trident Group. An important element of Trident Group is Trident Reach where a wide range of care and support services are delivered and provided to vulnerable individuals. It is essential that this strategy is fully inclusive giving opportunity for all residents and customers to participate, give their views and shape services and they are able to do this in the most accessible way that suits their needs.

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Introduction

It is important that we are able to achieve and measure the benefits of our resident and customer engagement and be clear and transparent in our communication of this. The delivery plan for this strategy will be in the form of a clear action plan for our staff, residents and customers and will set out priorities for the next 2 years. The plan will also include a menu of activities and a timetable for both our residents and customers to become involved at different levels.

This revised strategy has been produced in conjunction with the Customers Panel, Board Representatives and incorporates the outcomes of the customer survey carried out in 2019.

Responsibility for the Resident and Customer Engagement Strategy will lie with the Executive Lead for Housing, Care and Support.

The Head of Homes and Communities and the Resident and Customer Engagement Team will be responsible for administering and operationally delivering the strategy.





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Context

The Resident and Customer Engagement Strategy will support Trident Group achieve its strategic priorities which include:

People

- To understand our residents and customers better so that we can provide targeted services that genuinely meet their needs and their expectations.
- To communicate with our residents and customers on their chosen platform, creating more effective and meaningful two-way interactions.

Service Delivery

- To deliver effective services which represent best value for our residents and customers.
- Operating under a fully integrated organisational model which harnesses the strengths of all parts of our business.
- Aiming to create a working atmosphere that encourages communication and seamless co-ordination between departments and individuals through the whole organisation so that we can deliver

the best possible service to our customers.

Growth and Sustainability

- To aspire to create steady sustainable growth, both in terms of property numbers and contractual income.

This strategy applies to all parts of Trident Group, which includes: Trident Housing, Trident Reach and Trident Star.

Our residents and customers include all tenants, leaseholders, shared owners and those customers that receive care and support either in Trident Reach accommodation services or in the communities and neighbourhoods in which we operate.

Trident Group is committed to making this strategy a success and working with residents and customers to make our services and homes better for everyone.



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Key Principles

Our aim is for both our residents and customers to have every opportunity to engage with us at all levels and be constructive in evaluating and improving our services. Our approach meets the requirements of the Social Housing Regulator and the Governments Green Paper. It is important to not that the impending White Paper may impact the strategy during the process of review and revision. These will be delivered and achieved through three key strands:

- Governance and scrutiny
- Involvement
- Communication

Governance and scrutiny

Our residents and customers will have the opportunity to engage with and influence key groups and individuals who govern and manage Trident Group, including the Operational Management Group (OMG), Executive Team and Group Board. We will provide residents and customers with the opportunity to influence Trident Group's policies and service delivery at a strategic level as follows:

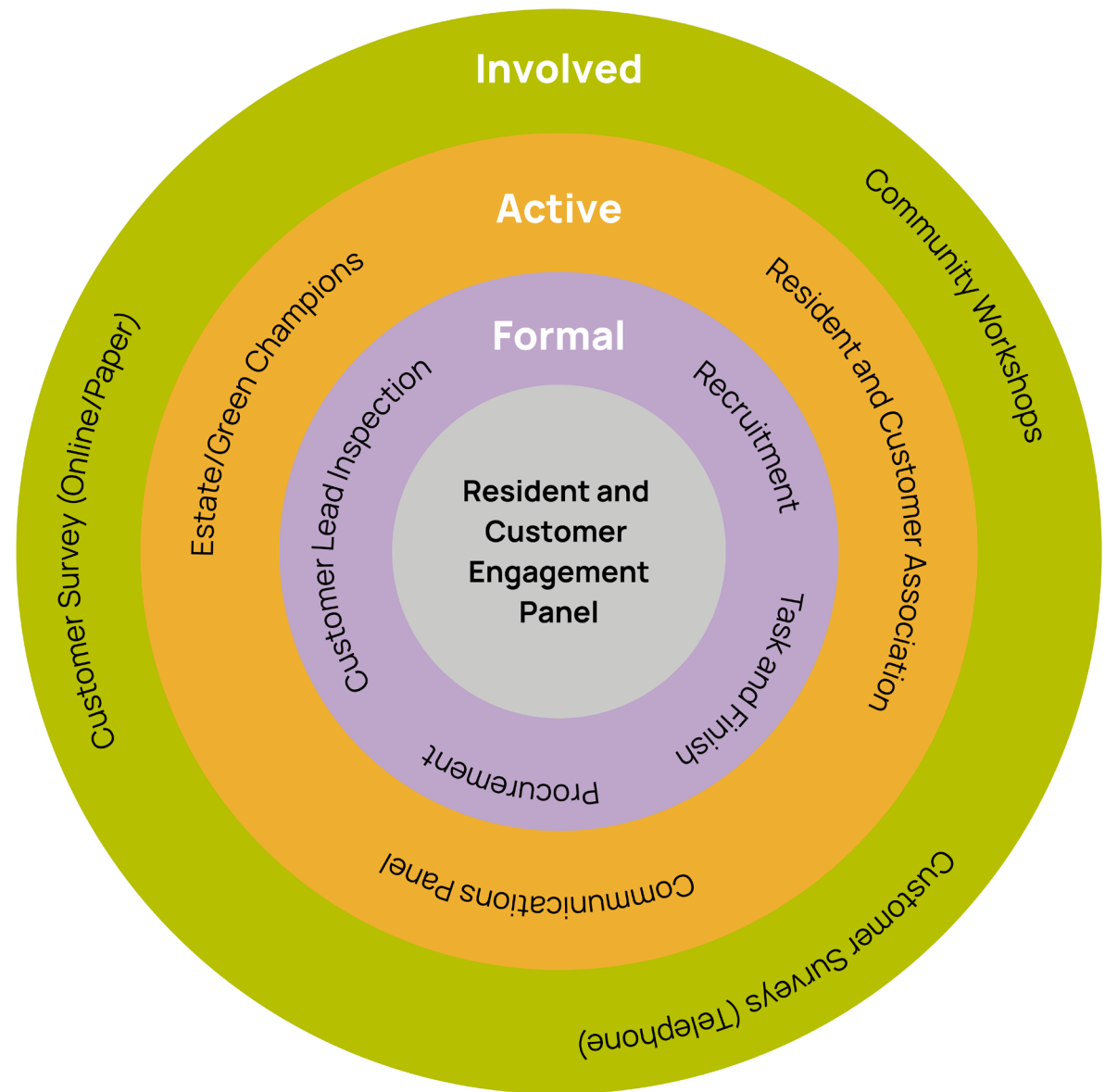
What will we do	How will we do it
Ensure transparency and fairness in handling complaints	Residents and customers involved in relevant stage 2 appeal hearings
Support customers to engage and influence decisions in the most appropriate way for their area	Support local resident and customer groups
Include residents and customers in policy making and reviews	Establish timetable for policy consultations
Include residents and customers in post void and pre let inspections	Train residents and customers on post void and pre let inspection process with the opportunity Communicate results and recommendations to Maintenance Manager
Review and monitor service standards	Set up task and finish groups to review service standards and carry out resident and customer led inspections to monitor service
Procure goods and services in partnership with residents and customers	Select and train residents and customers on the procurement process

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Involvement

Trident Group will actively enable and facilitate participation and involvement opportunities for our residents and customers at a level that suits them and will therefore develop a tiered level of engagement opportunities as follows:

- Formal Participation – for those residents and customers interested in Trident Group at a strategic level and with capacity to commit agreed periods of time on a regular basis
- Active Participation - for those residents and customers interested in their locality and communities or specific services and have limited capacity but able to commit to being involved on a more irregular basis
- Involved Participation - For those residents and customers interested in the things that affect them, their family or immediate neighbourhood and who have very limited capacity or time but willing to participate on an ad-hoc basis



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Trident Group will deliver involvement activities as follows:

What we want to achieve	How are we going to achieve this
Residents and customers working with external partners (Police, Local Authority etc.) to improve neighbourhoods, resident and customer experience	Build partnerships to support our residents and customers (for example: refuse collection, street lighting)
Improved access to health and well-being advice	Work in partnership with agencies, charities and health service organisations delivering mental health and well-being services
'Leaving none behind' by providing food parcels for vulnerable residents and customers	Work with local partners and collect food donations
Secure community grants and fundraising to deliver community based projects	Work with residents and customers, community groups and stakeholders to submit 2 grant applications to support activity within Trident Group
Create opportunities for residents and customers to improve their quality of life and life chances	Design a range of (online) tools addressing issues including homelessness, paying your rent, re-skilling, apprenticeships. Information would assist customers in building their resilience
Satisfaction surveys (including resident and customer surveys)	Devise and/or undertake satisfaction surveys (including resident and customer surveys) in response to services provided by Trident Group



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Communication

Above all, success depends on how and how well Trident Group communicates with residents and customers from our very first contact with people as tenants and new customers, to the ongoing everyday service experience and making everyone feel part of what we do.

Trident Group will use a full range of channels to inform, assist and listen to residents and customers, keeping everyone up-to-date, inviting opinions and showing how positive engagement makes a difference to the lives of people and communities. Whenever possible, we aim to use residents and customers preferred method(s) of communication, be it face-to-face, email, web, text, phone, post or social media. Trident Group will deliver this as follows:

What we want to achieve	How are we going to achieve this
Local informal 'get togethers'. Telling our story widely	Support local informal get togethers by promoting events and sharing outcomes through digital platforms
Record of actions in response to resident and customer requirements under a programme entitled 'You said...We Did'	Produce database of 'You said... We did' actions and outcomes
Programme of estate walkabouts	Work with Homes and Communities Housing Officer's to identify neighbourhoods and dates for walkabouts. Work with residents, customers and partners to include a survey of estate walkabouts and resident and customer expectations
Newsletters circulated to residents and customers	Contribute articles to Trident Talk magazines, covering customer engagement. Ensure that articles reflect customer and resident experiences by seeking their contributions
Digital engagement	Work with the Communications team and use digital formats including website, Facebook and Twitter to inform and engage with residents and customers
Reputation of excellence in communicating in an honest, open and transparent way	Ensure staff are trained in customer care and communications
Reliable data on resident and customer expectations on services and neighbourhood	Regular contact with residents and customers via meetings, road shows and neighbourhood/community events
Establish online chat room as an information and communication platform	Work with communications panel and IT to set up chat room where residents and customers can meet and receive mutual help and support



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Delivery Plan

Our Delivery Plan will support the strategy and will cover the period between 2020 – 2023. It will incorporate:

- An action plan with clear timescales
- An annual programme of themed consultations with residents and customers
- A programme of areas subject to review and scrutiny including policies and procedures.
- 3 tiers of involvement for residents and customers



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Measuring Success

To capture the impact of the strategy we will find the best ways to measure and promote our progress in meeting our objectives through:

- Establishing a system of recording and using resident and customer testimonials as part of the communication process, showcasing good news stories which may inspire others to get involved
- Reviewing involvement activities for impact, effectiveness, popularity, access and diversity and value for money
- Developing a company wide database to capture information – in particular the number of residents and customers involved at various levels, and a profile broken down by the different diversity strands of our residents and customers
- Monitoring compliance against the National Housing Federation's Tenants Together Charter and linked Resident and Customer Standards
- Producing regular quarterly reports to the Board
- Reporting resident and customer engagement programmes and impacts

through social media, the Group website, through newsletters using the 'you said – we did' format

- Regular reports to both the Executive team and Group Board of key activities and progress made
- An annual review of the strategy and its delivery plan by a group drawn from a wider resident base and Group Board representatives



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Equality And Diversity

Our approach to tenant and leaseholder engagement is committed to equality of opportunity for all and to respect the needs of our diverse communities in service delivery.

The aim is to continue to widen our offer to residents and customers and suggest a variety of ways to reach diverse groups. The issue of under-engagement of residents who are younger (below the age of 30); older (over 55) will hopefully be addressed by encouraging the use of technology to enable more digital engagement. We will monitor who is involved and ensure it reflects the profile of Trident Group residents and customers.





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