

Resident Engagement Strategy

Pinnacle Group



Introduction

We are committed to building a two-way, transparent dialogue with all residents to ensure their views actively shape how our services are designed, delivered, and improved. This strategy aligns with the Social Housing (Regulation) Act 2023 and the Regulator's Consumer Standards, especially Transparency, Influence and Accountability, Safety & Quality, and Neighbourhood & Community.

Legal Framework & Regulatory Requirements

The Social Housing (Regulation) Act 2023 represents a significant shift towards proactive consumer regulation. It mandates registered providers to engage meaningfully with residents, ensuring transparency, accountability, and responsiveness in service delivery. This legislation strengthens the role of the Regulator in monitoring compliance and introduces new requirements for landlords to demonstrate how tenant feedback influences decision-making.

The Consumer Standards, which underpin this Act, set clear expectations for providers. These include:

- **Transparency, Influence & Accountability:** Providers must ensure residents have access to accurate information and can influence decisions affecting their homes and communities.
- **Safety & Quality:** Homes must be safe, secure, and maintained to a high standard, with residents actively involved in safety-related decisions.
- **Neighbourhood & Community:** Providers should work collaboratively with residents to promote sustainable, inclusive communities.

Objectives

- **Provide multiple, accessible engagement channels:** To ensure inclusivity, we will offer digital platforms, face-to-face meetings, and written communications, enabling all residents to participate regardless of personal circumstances.
- **Ensure residents' voices influence decision-making:** Resident feedback will be embedded into governance processes, shaping policies and operational priorities.
- **Embed regular collection, analysis, and reporting of tenant satisfaction data (TSMs):** This will allow us to monitor performance against regulatory benchmarks and identify areas for improvement.
- **Maintain responsive two-way communication, closing the feedback loop:** We will acknowledge all feedback promptly and communicate actions taken, reinforcing trust and accountability.
- **Demonstrate impact of resident input on services, policy, and projects:** Through published reports and case studies, we will evidence how engagement drives tangible outcomes. By publishing this procedure document, Pinnacle Group aims to ensure compliance with the operational procedure.

Engagement Methods

Our engagement framework comprises three core approaches:

Information Provision: We will utilise the ARK tenant app, newsletters, welcome packs, and scheduled tenant meetings to ensure residents receive timely, accurate information. These channels will comply with accessibility standards and offer multilingual options where required.

Gathering Views: Feedback will be collected through Tenant Satisfaction Measures (TSMs), transactional surveys (tenant move ins and repairs), focus groups, and resident panels. These mechanisms provide both quantitative and qualitative insights, enabling us to tailor services effectively.

Scrutiny & Co-Design: Residents will participate in scrutiny panels and task groups, reviewing performance data and co-designing service improvements. This collaborative approach ensures transparency and shared ownership of outcomes.

Equality & Diversity

Our approach to resident engagement is rooted in the principles of equality and diversity. We are committed to ensuring that every resident has an equal opportunity to participate, regardless of age, gender, ethnicity, disability, religion, sexual orientation, or socio-economic background. By actively promoting inclusion and respecting the diverse experiences and perspectives within our communities, we aim to create engagement processes that are fair, accessible, and representative. This commitment helps us build trust, strengthen relationships, and deliver services that reflect the needs and aspirations of all residents.

This is how we will achieve equality and diversity within our resident engagement strategy:

Co-Design Engagement Methods with Diverse Residents

- Involve residents from different backgrounds, abilities, and cultures in shaping how engagement happens.
- Use focus groups or advisory panels that reflect the community's diversity.

Provide Accessible Communication Channels

- Offer multiple formats: translated materials, easy-read versions, audio/video content, and digital plus face-to-face options.
- Ensure venues are physically accessible and events are scheduled at varied times to accommodate work and care commitments.

Train Staff and Resident Representatives on Inclusive Practices

- Deliver equality, diversity, and unconscious bias training.
- Include practical scenarios on engaging underrepresented groups.
- Make this a continuous learning process, not a one-off session.

Collect and Use Demographic Data Responsibly

- Gather data on age, ethnicity, disability, gender, and language preferences (with consent).
- Use insights to identify gaps in engagement and tailor outreach strategies.
- Regularly review progress against inclusion targets.

Create Safe Spaces for Underrepresented Voices

- Establish forums or drop-in sessions specifically designed for groups who may feel excluded (e.g., minority ethnic communities, disabled residents).
- Ensure these spaces are moderated to prevent discrimination and encourage open dialogue.

Embed Accountability and Transparency

- Publish engagement outcomes and show how resident input influenced decisions.
- Include equality and diversity metrics in performance reporting.
- Set clear targets for inclusive engagement and review them regularly.

Feedback & Response

We will publish comprehensive 'You Said, We Did' reports via the ARK app, newsletters, and community noticeboards. All feedback will be acknowledged within two working days and resolved within agreed service levels.

Property managers will collaborate with their communities to develop a local Customer Engagement Matrix, outlining key deliverables for the year ahead for each development.

Additionally, insights from TSM surveys will inform a Customer Service Improvement Plan, ensuring continuous enhancement of service quality.

Embedding Resident Feedback into Decisions

Resident feedback will be formally integrated into governance processes through the establishment of a Resident Panel. This panel will review and endorse key proposals, ensuring that resident perspectives are reflected in board-level decisions. An annual review will assess the impact of resident-driven changes on service delivery and strategic priorities.

Reporting & Accountability

We will produce an annual internal report for the Board, detailing engagement activities, TSM performance, and resident-led initiatives. In addition, an annual public engagement report will be published for residents, demonstrating transparency and compliance with regulatory requirements. These reports will include performance trends, case studies, and improvement plans.

Resources & Governance

The Housing Management provider will be accountable to the Registered Provider (RP) Board for delivering engagement objectives. A dedicated budget will be allocated for events, digital tools, and accessibility measures. Staff will receive training on resident involvement, equality, and co-design principles to ensure consistent, high-quality engagement practices.

Review & Continuous Improvement

Annual review with residents and leadership team; formal review every 3 years.

Summary of Resident Involvement Process

Step	Action
Inform	Notify residents of upcoming or ongoing decisions/projects
Consult	Gather input via workshops, surveys, panels
Evaluate	Residents review service proposals or changes
Decide	Management and board consider resident feedback
Communicate	Report back with “You Said, We Did” outcomes
Implement	Apply agreed changes/features
Review	Assess impact with residents and refine strategy