

Tenant Insight & Involvement Strategy 2024 - 2027



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A message from the Caredig Leadership Team

We are delighted to launch the new Tenant Insight & Involvement Strategy 2024 - 2027.

We believe that by working together, we can create communities where everyone feels encouraged to contribute their ideas, feedback, and expertise.

All input is invaluable to us. We are dedicated to listening to, acting on and responding to suggestions at all levels, including decisions made by our Board of Management.

We will continue to build and grow our relationships with tenants so that tenants are heard and listened to, no matter what they have to say or how they choose to tell us. We believe every contact counts.

Together we can build stronger, more vibrant communities where everyone feels welcome and supported.

Thank you for your continued support.

Stephen Evans, Director of Customers & Communities

Emma Morgan, Head of Housing & Support



Introduction

Caredig is committed to working alongside tenants, residents and other people who use our services to ensure they can influence the way we work and deliver services.

We are a diverse organisation rooted in local communities across five local authorities and we want to create an open and transparent culture of collaboration that will allow us to sustain the trust of the people and communities we work with.

This strategy sets out the ways we intend to meet and exceed the regulatory requirements and live the Caredig Vision and Values:

The Caredig Way

Together we proudly create great places to live and work

Kind

Trusting

Innovative

Accountable

We manage nearly 3,000 homes across South West Wales, a mix of older and new homes, over 50% of which are flats, often clustered in small estates and blocks as part of the wider community. Our homes are in high demand, and tenants stay with us for an average of 6 years, which presents a real opportunity to develop meaningful relationships.

The strategy will focus on Tenant Insight, Tenant Influence and Community Investment and ensures Caredig remains focused on delivering meaningful improvements for tenants and the wider community.

Achievements so far

Our current focus is on building meaningful relationships and working closely with tenants and communities through a range of community-based projects:

- The Hub is a tenant led group that coordinates a broader range of tenant engagement activities and liaises with staff at all levels, including the Board of Management
- The Caredig Reviewers is a group of tenants who work closely with staff and tenants on emerging issues or projects to improve services to tenants
- The Caredig Circle is a group of tenants who provides feedback on new policies and procedures and respond to consultations
- Task & Finish groups on topical issues and to review policies and procedures
- Focus Groups in Extra Care Schemes
- The "Have Your Say" consultation page on the Caredig.co.uk website
- Grant funded lunch clubs and community events within Extra Care schemes to tackle social isolation
- Engagement with residents on decarbonisation works including the Optimised Retrofit Programme (ORP) in Extra Care schemes. The project is working to provide affordable green energy for tenants through solar panels and smart meter installations.
- Involvement in staff recruitment at all levels within the organisation
- Involvement in procurement of key contracts
- Coffee mornings & Board game meet ups in the community
- Seasonal events and activities, focused on emerging themes i.e. Garden competition, Beat the Bills Events, planned repair work on homes such as replacement windows
- Training events and conferences available for tenants



Developing the strategy

To influence the strategy, we recently completed a review of Tenant Involvement at Caredig and completed the Survey of Tenants and Residents, commonly known as the STAR survey in March 2024. Initial findings show our scores as:

- Taking part in decision making (56%)
- Having a say in service management (59%)
- Trust in Caredig (68%)

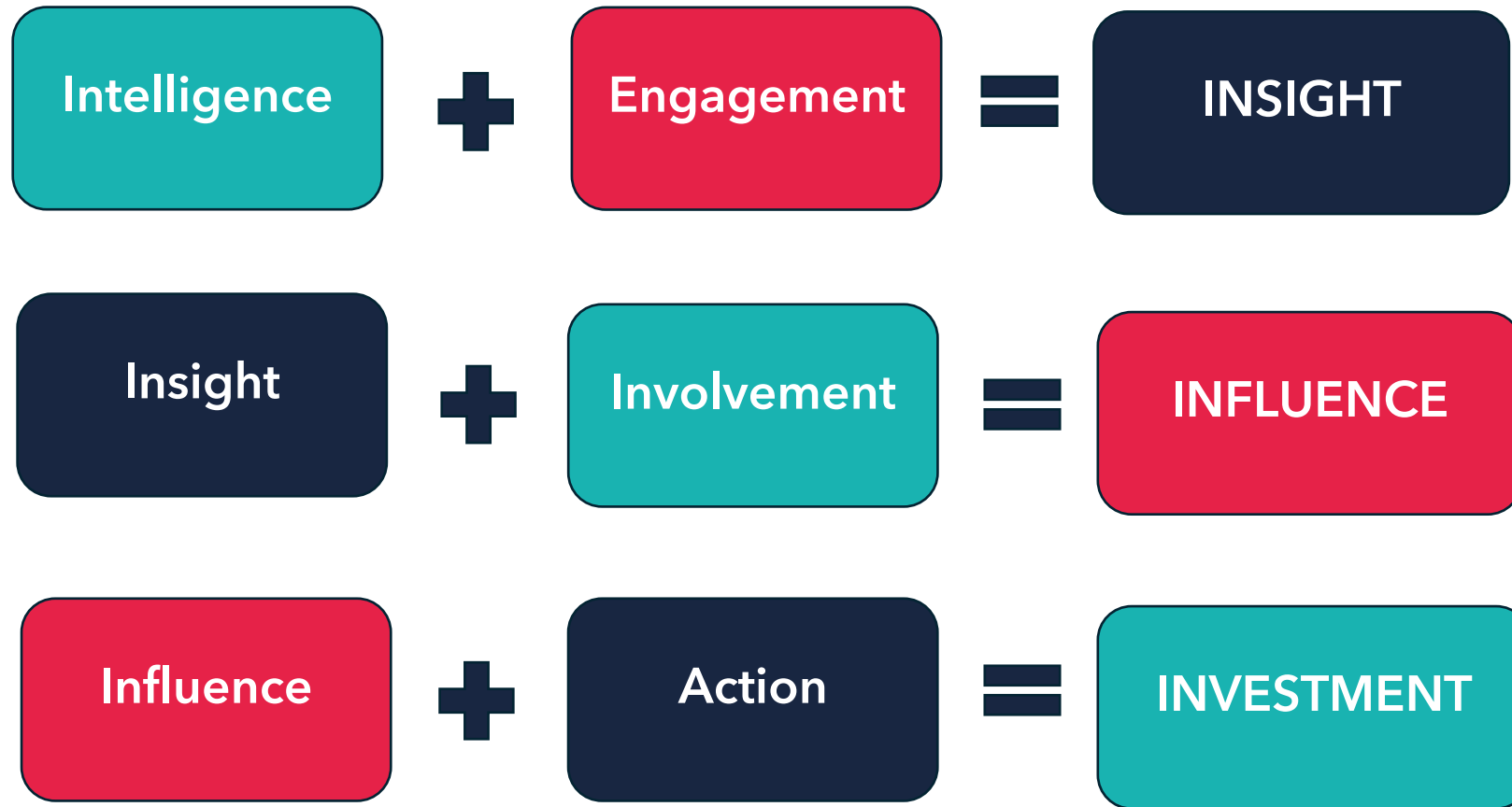
Feedback from the Hub emphasized the need to improve on communication, noting positive communication is central to excellent tenant involvement. Other feedback noted we should focus on:

- Utilising the Hub in a meaningful way and providing the right information at the right time e.g. complaints data, tenant satisfaction and consultation results
- Making it easier for tenants to be involved. This includes increasing the range and of ways tenants can get involved, particularly creating more informal and digital opportunities to engage with us
- Linking existing scheme based focus groups with the Hub
- Ensuring tenant involvement is embedded into every role at Caredig and that everyone recognises its importance in improving services, there should be consistency in our approach to service improvement
- Better use of data to proactively improve service delivery
- Staff being more proactive and visible in the community
- Promoting and feeding back to tenants what has been achieved. Closing the loop 'You Said, We Did'
- Improving our partnership work. There is an understanding that Caredig cannot be 'all things to all people' but that there are opportunities to link with other organisations and agencies to the benefit of the tenants.

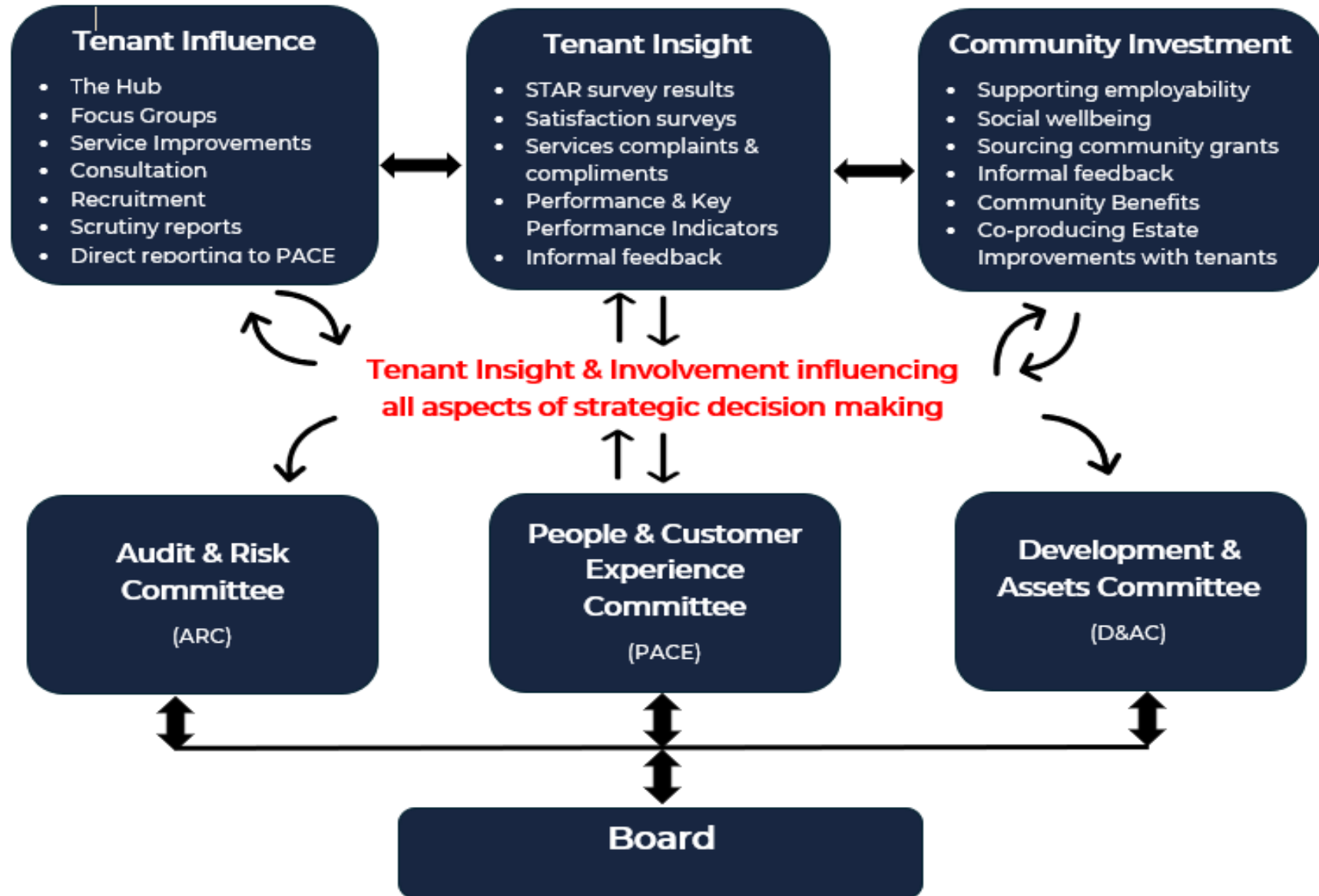


Key Areas of Focus for 2024-27

To provide clarity and focus, the strategy will focus on 3 key areas:



The Caredig Governance Structure for Tenant Involvement 2024-27



Diversify and create more opportunities for Tenant Influence at all levels

Embedding tenants' views into the governance, scrutiny and corporate decision making process of Caredig is crucial to ensure that tenants' views are shaping decisions and service delivery rather than just responding to them.

We will build on the strong relationship between the Hub, the Leadership Team and Board with members of the Hub attending PACE (People and Customer Experience Committee).

The Hub remains an important fixture in the Caredig structure. The members of the Hub are our most involved tenants and will remain as a consultation group with a clear remit to hold Caredig accountable and to ensure wider, more representative consultation is undertaken. On their instruction, the Caredig reviewers will now disband and commissioning of scrutiny reports will become a part of the Hub remit.

Tenants have told us they are keen to get involved and be kept informed about issues relevant to them, but many do not want to be part of a formal structure or attend meetings. Tenants have told us they want a say in local issues, with more visibility from Caredig staff in the community.

The next three years will place a focus on diversifying the tenant voice and expanding the ways in which tenants can influence service delivery, with improvements on a local and strategic level.



Improve and embed Tenant Insight into service delivery

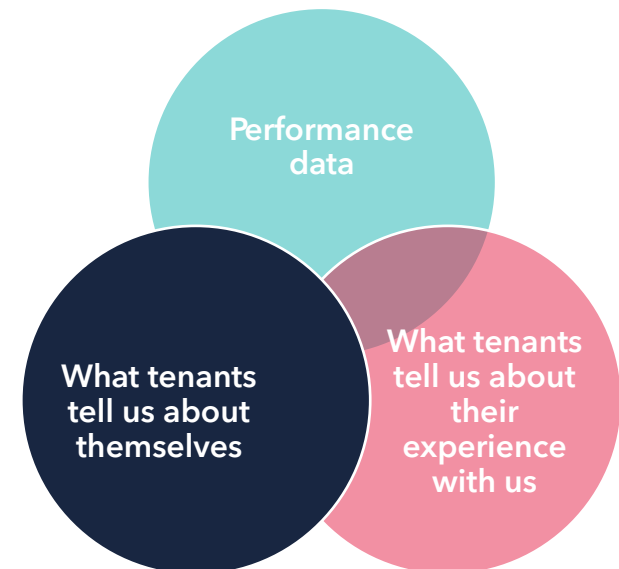
As part of our strategic objective 'People can easily access reliable services when they need them', we are committed to improving customer service and customer satisfaction.

Tenant insight is the use of information to develop a comprehensive knowledge base. It links factual data with information on behaviours, needs, aspirations and performance. It drives change and improvement and will allow us to align the way we communicate with tenants and the services we offer to their needs and expectations.

Tenant Insight will be used to inform, listen, learn and improve

We will seek to improve and increase the collection of feedback from tenants and customers of our services. This will include areas such as:

- Performance and Key Performance Indicators (KPI's)
- Services Complaints & compliments
- The satisfaction with our Repairs service
- How we deal with Anti-Social Behaviour complaints
- The service provided when allocating homes
- Tenant profiling information
- Informal feedback, every contact counts
- Overall satisfaction, aligned to the STAR questions



Build on the Community Investment work, placing an emphasis on financial and social wellbeing at the centre

Supporting community activity in the areas we serve will help develop resilience and support our Mission is to create strong, vibrant and resilient communities where people can live active, fulfilling lives – Living independently and safely.

Tenants have told us they would like more family friendly events, within the community, on the doorstep. The events themselves provide an excellent opportunity to meet residents and hear what matters to them.

The focus will be to build on the community links and work more with partners. Researching new and exciting ways to connect and engage with communities.

We'll also be exploring how Community Benefits, grants and funding can help expand our services for tenants.



Tracking progress and measuring success

The Head of Housing and Support will have overall responsibility for monitoring the delivery of this strategy, including reporting to PACE.

A Tenant Involvement Forum will be held quarterly and will be attended by Chair of PACE, Executive Management Team (EMT), representatives from each department and tenant representation.

The Income and Inclusion Operations Manager will lead the Community Engagement Team working with our involved tenants to produce a report twice a year. The report will evidence how tenant insight and involvement has influenced service delivery and made a positive difference.

Measures of success will include improvements to the following:

- Tenant engagements with consultations, policy reviews, service improvement task & finish groups
- Recommendations actioned because of services complaints
- Meeting targets for tenant satisfaction
- Increasing the number of tenants who:
 - Feel like we listen and act on their views (STAR & regular tenant survey)
 - Feel like we provide opportunities for tenants to have their say about the way we do things (STAR & 6 monthly tenant survey)
 - Feel like we are open and honest (STAR & regular tenant survey)

What does good look like for Caredig

Staff and the Hub have worked together to set milestones for the next 3 years, we have taken into consideration the improvements being undertaken, the baseline performance of 2024 STAR survey data for Caredig and others in the sector. The 3 year targets represent Caredig's aspirations to continually improve and excel in this area.

Measures of success	2024 'Baseline'	2025 Year 1 Target	2026 Year 2 Target	2027 Year 3 Target
Tenants are satisfied with overall service provided by Caredig	77%	80%	84%	87%
Tenants are satisfied with neighbourhood as a place to live	79%	81%	83%	85%
Tenants are satisfied that their rent represents Value for Money	74%	76%	78%	80%
Tenants are satisfied that Caredig listens to views and acts	66%	68%	70%	72%
Tenants are satisfied with the opportunities to participate in decision making	56%	58%	63%	65%
Tenants are satisfied with that they have a say in how services are managed	59%	61%	64%	68%
Tenants feel Trust in Caredig as their landlord	68%	71%	74%	78%

We will review all projected targets annually.

**Empowering People
Creating Homes
Thriving Communities**

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