



Resident Involvement Statement - 2020-21



Resident Involvement Statement - 2020-21

1.0 OVERVIEW

In 2018, Inclusion was awarded the Queens Award for Innovation; proof that we provide exceptional service in supported housing and deliver meaningful outcomes for our tenants and their families.

Our **5th year** of Customer Service Excellence Surveillance commenced in December 2020. For the first time ever, we have not only achieved the accreditation, but we have also been awarded **Compliance Plus** level in recognition of our “corporate commitment to putting the customer at the heart of service delivery”, and because “leaders in our organisation actively support this and advocate for customers.”

We have also retained our **Leaders in Diversity** accreditation in 2020 and are being re-assessed for **Investors in Excellence** in February 2021; it is recognised that Inclusion puts our tenants at the heart of what we do and our decision making – offering effective customer / resident involvement opportunities for all.

In addition, we are proud to announce our social value has been independently assessed at over **£56.5m** (more on this later).

Inclusion endeavours to encourage and monitor the impact of tenant engagement in ensuring our residents are included and able to influence the decisions and direction of our business.

Specific emphasis is placed on the three strategic objectives outlined in the Resident Involvement Strategy 2018 – 2021:

- Establish effective **consultation** with residents and customers to inform decision making.
- Maximise resident **involvement** to influence and shape services.
- Promote, encourage and support **community activities** and initiatives that provide benefits for communities.

This Statement provides an overview of our broad aims for involving residents. It explains how our resident involvement work promotes accountability, influences the services we provide and improves the neighbourhoods in which we work.

It reflects the shared aspirations for achieving meaningful outcomes from resident involvement and provides a framework within which more local projects and investment can be developed in partnership with our residents.

COVID19 IMPACT

While the pandemic has limited contact with tenants, and significantly reduced our ability to consult face-to-face and undertake our annual Customer Satisfaction Survey, Inclusions front line teams have maintained a presence at scheme level wherever possible and have encouraged HomeLife initiatives to help prevent social isolation.

2.0 PROGRESS 2020

The table below provides an overview into the different involvement and community initiatives that Inclusion has been involved with over the last 12 months.

Overall, it demonstrates a wide body of varied work that Inclusion has been involved in. We look forward to receiving ideas and approaches from residents about what else we can work on and invest in to make a difference in their communities in 2021 and beyond.

In 2020, our **HomeLife** project delivered 42 projects, training and other initiatives benefiting over **590** tenants compared to just 390 tenants in 2019.

A number were also approved but cancelled or put on hold due to the Pandemic, such as gym memberships. At the end of December 2020, Inclusion had **2,290 tenants** benefiting from supported living.

	Events / Activities	No Involved	Outcomes
CONSULTATION	IHM	All Tenants	<ul style="list-style-type: none"> • One to one contact • Documented requests
	Customer Satisfaction <i>Paused</i>	0	<ul style="list-style-type: none"> • Published results • Documented improvement
	Influencing <i>Paused</i>	0	<ul style="list-style-type: none"> • Published results • Engagement • Influencing the business • Making a difference • Insight and accountability
INVOLVEMENT	Notice Boards/ dedicated MA contact	All Schemes	<ul style="list-style-type: none"> • Informed on safety • Regular visits documented
	Resident Meetings Meetings at 73 schemes	Est 850	<ul style="list-style-type: none"> • Life enrichment • Inclusivity • Combat social isolation
	Newsletter	All Tenants	<ul style="list-style-type: none"> • Published results • Case studies (how we can help)
	Tenant good news stories	36	<ul style="list-style-type: none"> • Making a difference • Success stories
	Tenant Annual Report	All	<ul style="list-style-type: none"> • Transparency • Insight & accountability

	Events / Activities	No Involved	Outcomes
HOMELIFE ACTIVITIES	14 Gardening projects (courses, equipment, flowers and veg growing)	149	<ul style="list-style-type: none"> • Life enrichment • Inclusivity • Combat social isolation • Social skills • Health and wellbeing
	11 Arts and Crafts / Xmas Card Design	58	<ul style="list-style-type: none"> • Stimulation • Combat social isolation • Inclusivity • Reminiscence • Social skills • Health and wellbeing
	6 Health and Wellbeing	53	<ul style="list-style-type: none"> • Life enrichment • Inclusivity • Combat social isolation • Social skills • Health and wellbeing
	1 External Courses / Activities	1	<ul style="list-style-type: none"> • Life enrichment • Inclusivity • Combat social isolation • Social skills • Health and wellbeing • New skills • Learning / Development
	10 Parties / Social Gatherings	333	<ul style="list-style-type: none"> • Life enrichment • Inclusivity • Combat social isolation • Social skills • Health and wellbeing • Healthy eating

Some of the specific initiatives we have delivered through HomeLife included gardening projects, canvas painting activities, board games and bingo sets, swim club membership and socials in our extra care schemes.

In January 2019, Inclusion implemented the use of **HomeLife Customer Satisfaction** surveys which are issued directly to tenants who have benefited / taken part in a HomeLife initiative, the survey asks four questions using a visual effect:

- Overall satisfaction?
- Did it meet expectations?
- Did it deliver on outcomes?
- Would you recommend it to others?

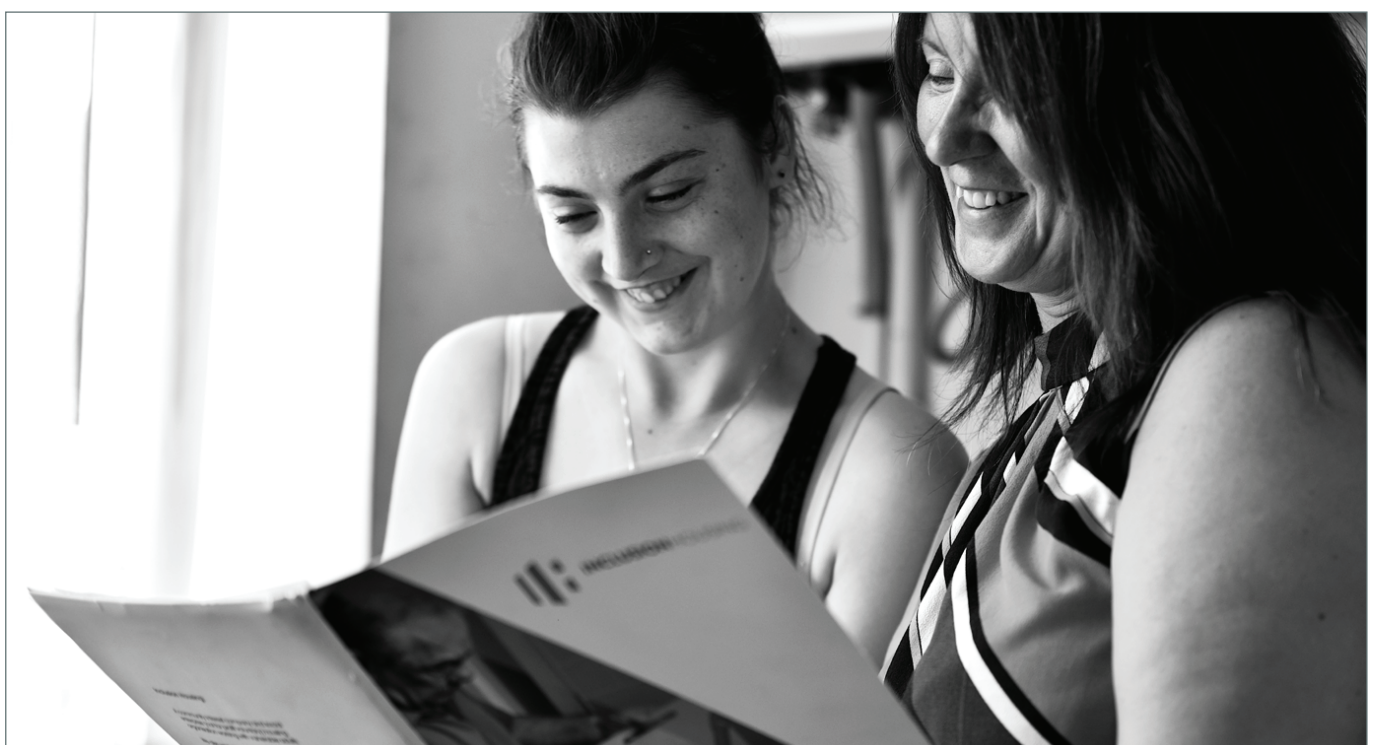
During **2020** we received 39 individual tenant responses, a return rate of just 6.5% attributed largely to the pandemic, however, 100% of the returns gave positive feedback and 36 tenants scored us at 100%. All tenants said the specific project had met their expectation, that the desired outcomes had been achieved and that they would recommend to others.

Specific comments around our annual Xmas Card Competition included:

Please can we do the same thing every year

It gives me something to do and I get a prize

I won 2nd prize and it's the first time I've entered



3.0 CONSULTATION

All tenants have the right through their tenancy agreements and in accordance with the Customer Charter, to be consulted about the management of their homes and to influence services, as well as having opportunities to get more closely involved in the work of Inclusion, if they wish to. This is what we have achieved this year.

Intensive Housing Management provides all tenants with an opportunity to engage directly with their dedicated Managing Agent on a two-weekly basis. These visits cover a range of topics such as rent accounts, facilities, repairs and anti-social behaviour; it aims to ensure tenants manage and maintain their tenancies in an effective way which suits their individual needs, while ensuring their homes and communities are safe and well maintained.

Customer Satisfaction stands at **86%** across the business, the target remains challenging at 90% and we continually strive to improve our performance in all areas. Inclusion also aims to achieve a Net Promoter Score of above 60, which is in line with our demanding targets.

A business decision was taken not to commence the 2020 survey due to Covid19 as this is a paper-based exercise which requires face-to-face contact with tenants when distributing the surveys. Inclusion will commence the survey as soon as possible once visiting restrictions linked to the pandemic have been eased.

Tenant Consultation has also been paused due to Covid19, as soon as restrictions are lifted, we will commence consultation with tenants on the following:

- **Access to Property Procedure**
- **Void Standards increase**

• **Mystery Shopping**

Tenants were invited to provide feedback in a prescribed format detailing their experience of contact into Head Office; positive results were published, and **34 tenants** or their support providers took part, an increase against just 28 in 2019.

• **Tenant Case Studies**

Tenants provided feedback on their experience of living in an Inclusion scheme and the benefit to them and their wellbeing; the results were used in publications and social media posts. In 2019, we received 28 case studies, 2020 has seen a total of 36.

Year-on-year, we see increased numbers of engagement from tenants, this is attributed to relationships built with them as part of Inclusion approach to Intensive Housing Management:

Year	No Participants Involved
2016	8
2017	150
2018	260
2019	534
2020	594



The table below details all engagement events to date, and those currently on hold and additional projects to commence in 2021:

Area / Theme	Date of Consultation
Customer Satisfaction	Jul-16
Tenant Profiling / Identify engagement Opportunities (historic data)	Sep-16
Customer Satisfaction	Sep-16
Repairs process / experience	Sep-16
Tenancy Sign Up process / experience	Sep-16
Facilities Management process / experience	Dec-16
You Said – We Did	Jan-17
Investment Customer Satisfaction	Feb-17
Mystery Shopping	Apr-17
Tenant Newsletter Feedback	Apr-17
You Said – We Did	May-17
Customer Website Content	May-17
Feedback on Newsletter content / format	Jul-17
Tenant Success Stories / Feedback on Inclusion	Sep-17
Resident Involvement Policy	Sep-17
ASB Policy	Sep-17
Complaints Policy	Sep-17
Customer Website Demo to tenants	Jan-18
Adaptations (Dec 17)	Jan-18
Tenants Annual Report	Mar-18
Mystery Shopping	Mar-18
Roll our new occupancy agreement / handbook inc pictorial	Apr-18
Tenant case studies	Aug-18
Customer Satisfaction	Sep-18
Tenant Newsletter	Oct-18
VfM Self-Assessment Statement	Oct-18
Tenant Xmas Card Design competition	Dec 18
Tenant Consultation (arrears)	Jan/Feb 19
Tenant Consultation (service charge)	Jan/Feb 19
Resident involvement Statement	Jan/Feb
Mystery Shopping	Mar/Apr 19
Tenant Annual Report	Mar/May 19
Tenant Newsletter	June/July 19
Consultation - Service Standards	Aug-Sept 19
Customer Satisfaction Survey	July-Sept 19
Tenant Xmas Card Design competition	Nov 19
Mystery Shopping	March 20
Consultation on “Easy Read” occupancy pack (with Sussex Council and CIC prior to publication)	April 20
Customer Satisfaction – approach and content (in conjunction with Board Member)	May 20
Resident Involvement Statement	March 20
Customer Satisfaction	June – Paused due to covid
Tenant Newsletter	June-Aug 20
Partner satisfaction survey	Aug 20
Tenant consultation Access to Property Procedure	Sept – Oct 20 - Paused due to covid
Tenant consultation Void Standards	Sept – Oct 20 - Paused due to covid
Xmas Card Design Competition	Nov 20
Tenant Annual Report	Oct 20
Resident Involvement Statement	March/April 21
Tenant newsletter	Summer 21
Customer satisfaction	Summer 21
Tenant consultation Access to Property Procedure	TBC
Tenant consultation Void Standards	TBC

We continue to encourage tenants to take part in helping to shape our services and decisions and continually adapt the way in which we engage in consultation to achieve more meaningful responses and outcomes.

4.0 INVOLVEMENT

Our founding principle is to deliver excellent services that meet our customers' aspirations. Involving our residents and keeping them informed is central to achieving our priorities. At Inclusion, residents will be provided with opportunities to be involved in ways they can access easily and feel comfortable with.

By 'involved', we mean actually working with us on options and projects, rather than simply expressing an opinion through some form of consultation exercise. We understand that not everyone wants the same level of involvement and that involvement will vary across our range of services and activities.

Inclusion aims to develop capacity amongst residents to sustain involvement in the longer term and adopts a flexible approach to help individuals and groups to participate at the level of involvement they feel comfortable with.

Community we continue to update our list of activities and relevant groups in which customers can participate. This approach enables the Managing Agents to share the information and opportunities with tenants at tenancy sign up and encourage them to take part in activities and events taking place in their scheme or the wider community.

Personal Service delivered through our Intensive Housing Management approach means that tenants, their families, and other stakeholders have direct contact details for the Managing Agent, this personalised service reduces contact into Head Office and helps build relationships at scheme level.

Resident Meetings are encouraged at each scheme. A small number are regularly taking place across the business and under our HomeLife initiative we encourage meet and greets (coffee and cakes) for new s in some schemes or shared houses to help them settle and become part of the group.

Newsletters are regularly published at our Extra Care Schemes, to advise residents of activity and Involvement opportunities. Support staff also publish their own newsletters and some share them with Inclusion. The Inclusion summer Newsletter has been developed and published on our website with paper copies made available to tenants via their Managing Agents where requested. Newsletters actively encourage tenants to get involved in helping to shape and influence our business.

Tenants Annual Report is a condensed version of the company Annual Report, made available to tenants and scheme staff through Inclusions Customer website / portal. The report includes many case studies and success stories in which our tenants share their experiences of living in Inclusion schemes and the positive impact supported living has on their lives and wellbeing.

Our latest **Mystery Shopping** exercise was undertaken in March 2020, aligned to Inclusions service standards, it enabled us to reflect on the level and quality of service we provide throughout the business. A fifth exercise will be undertaken in 2021 where we will continue to actively seek tenants to assist us in gathering the information we require.

5.0 COMMUNITY ACTIVITIES

Inclusion is committed to supporting strong, healthy communities, recognising that the business role is not just to invest in bricks and mortar but also to work with the people living in each of the neighbourhoods we serve. In addition, working at the community level increases our capacity for dealing with issues of social exclusion and equality.

Community Initiatives have been delivered via the HomeLife Project this financial year to help tenants engage with other residents and the wider community and to increase wellbeing, particularly in light of Covid19 and the restrictions this brought about.

Some of the initiatives we invested in were:

- We funded 14 separate gardening initiatives over the past year to help tenants come together, be proud of their schemes and make

them feel more inviting and homely, this also encourages tenants to spend time outside being active. New and established scheme gardening projects are proving worthwhile and have a positive impact on scheme interactions and wellbeing.

- Inclusion purchased board games and bingo machines for some schemes with communal spaces and worked with support teams to encourage engagement and interaction

Just one example of a good news story relating to our HomeLife fund is how our tenants in Sunderland transformed their scheme garden into a bright and beautiful space to relax and admire their planting and handywork after Inclusion funded materials and seeds, the tenants are very proud of their work and who can blame them.



This is just one example of what can be achieved to help our tenants participate in scheme and community activities reducing isolation and encouraging community and scheme engagement.

6.0 HOMELIFE INVESTMENT

During the reporting period, the following activities / initiatives have been approved, delivered and funded through our HomeLife project, some have also been paused as a result of Covid19:

Scheme	Project	Cost
Kingsley Road	Swimming pass	£108
Newport schemes	Christmas Dinner	£383.02
Pensby Road	Canvas painting	£150
Burden Road, Liverpool	Gardening Project	£150
Canalside Gardens,	Gardening Project	£85
Rosewood Court	Craft project	£100
Balls Road	Outdoor games	£120
Kingsley Road, Kingsbridge	Exercise classes, BoxFit and Dance and Movement	£120
Kingsley Road, Kingsbridge	Garden Project	£165
St. Oswald's	Bingo set	£143
Royal House	Gardening Project	£300
Hazelmere	Gardening Project	£100
Albion Gardens and Albion Mews	Gardening Project	£200
91 & 93 Bluestone Lane	Ethical egg hatching programme	£220
Clyfton Crescent, Immingham	Ethical egg hatching programme	£220
Pensby Road	Gardening	£150
Brindley Moss	Gardening	£250
Coach House	Fence painting	£100
Castlreagh St	Gardening	£200
Apple House	Gardening	£250
Scholes Croft and Stevens Court	Outdoor games	£120
Pensby Road	Outdoor games	£120
Portway House	Physical Activity - Garden Games	£86
Limes Place	Gardening	£200
Seafarers Way	Gardening / chipping in support of garden party	£232
Strand Court	Singer	£100
Pioneer House	Outdoor games	£150
Seafarers Way	Christmas gifts / activities	£365
Strand Court	Christmas gifts / buffet / music equipment	£350
Strand Court	Christmas tea / quiz	£212
Byron Street	Garden Furniture	£300
Hardybutts	Food for the Big Listen	£50
Lorne Road	Gardening Equipment	£250
Magnet Court	Gym Membership	£66
Sangwell House	Xmas Card Comp Entry chocolates	£2
London Road	Xmas Card Comp Entry chocolates	£2
Highfield	Xmas Card Comp Entry chocolates	£2
Dale Valley View	Xmas Card Comp Entry - JOTTER	£2
Springwood	Xmas Card Comp Entry chocolates	£2
Green Lane / Rosegarth	Xmas Card Comp Entry chocolates	£10
Castlreagh St / Anchor Lodge / Lonsdale Road	Xmas Card Comp Entry chocolates	£10
Willows House / Malvern Ave / Eleanor St / Ropewlak Gardens / Caistor Road	Xmas Card Comp Entry chocolates	£26

7.0 FUTURE DIRECTION

Project Plan

Operating a sound & successful business means that we can deliver the excellent services and investment that our customers demand. Inclusion will not compromise on this, otherwise we undermine the best interests of those we serve. Putting residents at the heart of decision making is a primary objective reflecting greater confidence in engaging and involving our customers.

Inclusion established a framework of resident involvement activity that provides a range of opportunities for participation and consultation. Within this is a pool of choice relating to the depth that residents and customers would like to engage and work with Inclusion in shaping its services and the future. Providing a wider range of opinions and choice, supported by advances in new technology and making it easier and more convenient to interact, is an approach that will help deliver this strategy.



Inclusions **2019-20 Project Plan** shows progress made against each objective:

Complete
 Progressing
 Not Achieved / Carried Forward

Activity	Actions	Timescale
Resident Involvement database	Check database content for each area and keep up to date on an ongoing basis	Ongoing
	Identify partner organisations and local activity in selected patches	Ongoing
	MA's to work with scheme managers to identify local activity and support groups	Ongoing
Mystery Shopping	Review questions aligned to Service Standards (add in live chat and customer website ratings)	Mar 20
	Appoint / brief tenant mystery shoppers / partner organisations	Mar 20
	Set target for MA's to be involved in mystery shopping as part of daily work	Mar 20
HomeLife	Roll out £500 target budget to all MA's for 2020-21.	Mar-20
	RM's to work with MA's to spend remaining budget by March 2021	Mar-20
	Identify outcomes and success stories arising from HomeLife to include in tenants newsletter, other publications & website	Ongoing
	RM's to identify other scope for HomeLife activity	Ongoing
	Present proposals to Ops Director	Ongoing
Customer Satisfaction	Analyse Customer Satisfaction Survey results at scheme level	Paused
	Identify schemes which had lower than average customer satisfaction ratings	Paused
	Work with MA's, scheme managers and tenants to identify scope for improvement	Paused
	Develop improvement action plans for each scheme	Paused
	Present scheme proposals to Ops Director	Paused
	Undertake new customer satisfaction survey in June 20	Paused
Establish resident representatives	Identify reps for schemes from previous work	Paused
	MA to visit reps & other tenants to confirm support	Paused
	MA to meet reps during scheme visits	Paused
	MA's to identify other scheme reps during scheme visits	Paused
	Undertake new customer satisfaction survey in June 20	Paused

Inclusions **2019-20 Project Plan** shows progress made against each objective:

Complete
 Progressing
 Not Achieved / Carried Forward

Activity	Actions	Timescale
Produce written resident communications	Contribute to summer newsletter	Done
	Gather tenant feedback on newsletter to inform future editions	Done
	Produce tenant annual report	Done
	Produce Tenant Involvement Statement	Done
	Produce tenant case studies for inclusion in written communications	Done
	Produce VfM Self-Assessment Statement	Done
Customer website	Review customer website content with tenants	Ongoing
Tenant training	Identify tenants' requirements for training arising from other work	Ongoing
	Develop Market stall project enabling tenants to develop new skills	Done
Tenant consultation on services	Consultation on arrears function	Done
	Consultation on service charges function	Done
Customer Service Excellence	CSE Accreditation yr. 1 surveillance	Done
	Establish requirements for CSE surveillance review	Done
	Undertake actions arising from 2019 CSE surveillance review	Done
	CSE Accreditation yr. 3 surveillance	Done
	Undertake actions arising from 2018 CSE surveillance review	Done
	Undertake actions arising from 2019 CSE surveillance review	Done
	Undertake actions arising from 2020 CSE surveillance review	Done
Customer Focus Group	Establish potential for customer focus group - either actual or virtual	<i>Paused</i>

Outcome Codes

- | | |
|--|--|
| 1 Accurate information for new & existing tenants and to inform services
2 Identifies areas for service improvement
3 Inform future planning and budgetary requirements
4 Increased tenant involvement with own and wider community
5 More tenants gaining confidence, achieving goals, learning new skills & / or participating in social activity | 6 Better communication with tenants
7 Potential for local tenant groups
8 Detailed understanding of satisfaction & scope for improvement
9 Increased ownership for Managing Agents to manage resources
10 Supports Inclusion's continuous improvement
11 Inclusion's performance awarded external recognition |
|--|--|

8.0 SOCIAL IMPACT

In October 2020, Inclusion commissioned our first Social Impact review which is an independent social impact calculation derived from the government's own green book.

The results were staggering and concluded that in 2019/20, our total social value and local economic impact was **£57M** through our routine activity across four areas of business, demonstrating that our approach to resident wellbeing and out HomeLife initiatives proves beneficial.

Social Value Highlights 2019/20

Resident wellbeing
£33,789,971



Savings to the public purse*
-£700,445



Home life activities
£422,619



Construction Impact of new properties
£23,113,046



Total social value and local economic impact
£56,625,192



* Although there is an increase in cost to the public purse as a result of residents moving into IH from their previous accommodation, the type of care the residents will receive is appropriate for them and has led to greater wellbeing improvements as highlighted by £33,789,971 resident wellbeing figure. Wellbeing impact has also been created from the IH's home life activities which makes up a significant amount of the £422,619 figure; a detailed breakdown of how much of that was created in wellbeing impact is provided further on in the report.

If you or anyone you know could benefit from any of the activities or initiatives listed in this statement, or if you would like to get more involved with us, please get in touch

hello@inclusionhousing.org.uk contact



INCLUSIONGROUP

EMAIL: HELLO@INCLUSIONHOUSING.ORG.UK
TEL: 01904 675 207