



Resident Engagement and Community Empowerment Strategy

2024–2027



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Our Purpose

Together with our communities, we create affordable homes and great neighbourhoods that people are proud to live in.



Eastlight homes; and residents Christine and Hugh Boyle

Introduction

This strategy recognises the significant activity and investment in community work during the period 2020–2024, where we focused on building trust in our communities, championing a new and innovative approach to community empowerment and delivering the community incubator.

This strategy looks to build on those successes, concentrating on activities that directly benefit Eastlight residents.

The principles that form this strategy are based on the research work undertaken during the last three years of the Community Empowerment Strategy ('doorstep' conversations report of Spring 2022 and our strategic customer segmentation).

Whilst approved by the Board, the Community Empowerment & Resident Engagement Strategy is formulated and owned by the CIC and shaped by the Active Resident Network (ARN).

This strategy is based on the following principles

- **Opportunities communicated to all and accessible to all:** providing a variety of to give engagement and receive feedback. We will use our customer segmentation information and feedback from our Active Resident Network, transactional surveys and social media reviews to do this.
- **Capacity building:** provide opportunities for residents to develop their skills, knowledge, and confidence to participate effectively.
- **Partnerships and collaboration:** identify key stakeholders (beyond our residents), like local authorities, community organisations, and businesses, to explore opportunities to improve our services and get meaningful and far-reaching engagement and feedback.
- **Develop and improve our 'Community Gateway' shareholding offer:** we believe that our current offer has fallen out of kilter with what residents tell us is important for them to influence.
- **Deliver the Braintree District and Eastlight Community Fund:** to community groups and charities who are invited to apply for funding.
- **Inclusive decision-making:** building on established mechanisms at CIC and Board. Improve diversity in decision-making processes and our understanding of why residents don't engage.
- **Empowerment initiatives:** empowering residents to take ownership of projects and initiatives.
- **Celebration and Recognition:** recognise and celebrate resident contributions.



Eastlight resident
and ERG member
Robert Yates

How this strategy aligns with our Corporate Strategy

This strategy aligns with all of the principles in our Corporate Strategy, albeit to varying degrees.



We are resident-led

Our residents have input at all levels of our organisation. They are treated with fairness and respect, with us listening to what they have to say, acting on their feedback and transforming our services to meet their needs.

Residents' influence decision making at all levels of our organisation. We listen, treat with fairness and respect and ensure that feedback is used to inform our strategic decision making and develop and enhance services.

Feedback and influence mechanisms (customer voice) that will be evolved and developed under this strategy are:

Customer Influence Committee (CIC): part of the organisation's governance with formal delegated authority from the board with a particular role in providing oversight and challenge for customer facing service delivery and associated performance.

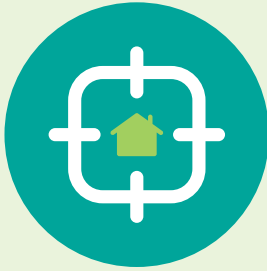
Eastlight Resident Groups (ERGs): local based volunteer groups that come together to fix estate-based issues who have autonomy to make decisions on resident group spending.

Resident Academy boot camp: designed to familiarise tenants and leaseholders with opportunities for engagement and influence. Face to face learning to equip for the board/committee room and for wider community-based opportunities.

Resident Academy online: a series of recorded tutorials to inform people on the housing sector and Eastlight. Originally designed for residents, but audience reach to be expanded to staff and non-executives.

Active Resident Network (ARN): effective and efficient consultation with residents. A bank of residents we use for 'task and finish' work to canvass opinions on strategies, policies and procedures and a sounding board for things that affect residents.

Resident Design: working with the root cause of complaints and resident dissatisfaction, gaining an understanding of our service through the eyes of the resident, and making improvements based on that insight.



Delivering core purpose

We will deliver a three-year investment programme for communal areas and neighbourhoods, concentrating on housing management work and measuring our progress against the Regulator for Social Housing 's (RSH) & Tenant Satisfaction Measures (TSMs).



We are place based

We want local ownership and as part of the Corporate Strategy aim to deliver place-based services and local accountability; being accessible to residents in the way that they ask (defined through our strategic customer segmentation work) and providing a simple single point of contact.



Eastlight residents attend our Resident Academy programme

Measuring success, monitoring & benchmarking

How will we measure our success?	Baseline (2023/24)	2024/25	Targets# 2025/26	2026/27
Overall service satisfaction (TP01)	70%	73%	76%	79%*
Proportion of respondents who are satisfied that the landlord listens to tenant views and acts upon them (TP06)	61%	63%	65%	69%*
Proportion of residents who feel they are kept informed (TP07)	70%	73%	76%	79%*
Proportion of residents who believe that they are treated fairly and with respect (TP08)	78%	81%	83%	85%*
Engagement survey of all involved residents (CIC, Active Residents Network, Residents Groups) on their satisfaction that the landlord listens to tenant views and acts upon them.	To be determined year 1	TBC	TBC	TBC
Proportion of respondents who report that they are satisfied that their landlord makes a positive contribution to the neighbourhood (TP11)	59%	62%	67%	74%*
Stakeholder perception survey	To be established 2024			
Social media Net Promoter	To be established 2024			
CH01: Complaints relative to size (complaints received per 1,000 units)	77	70	TBC^	TBC^

(Note: 2026/27 is based on TSM top quartile performance as at Q3 2023/4)

* 2026/27 targets are upper quartile performers in 2023/24

^ benchmarking information is not yet available

Governance

In England, resident engagement in social housing is governed by standards set by the Regulator for Social Housing. The Consumer Regulations, introduced in April 2024 contain 3 standards that apply to this strategy.

Transparency, Influence and Accountability Standard

The Transparency, Influence and Accountability Standard requires us to be open with our residents and treat them with fairness and respect so they can access our services, raise concerns when necessary, influence decision making and hold us to account.

The Tenant Satisfaction Measures

The Tenant Satisfaction Measures are aimed at helping improve standards for our residents by providing our performance in the context of others. The measurements also help the Regulator for Social Housing assess the quality of our services.

The Neighbourhood & Community Standard

The Neighbourhood and Community Standard requires us to engage with others so that our residents can live in safe and well-maintained neighbourhoods and feel safe in their homes.

Furthermore, because we are a Registered Society under the Co-operative and Community Benefit Societies Act 2014, we have rules to abide by:

We are required to have a Community Empowerment strategy.

We should promote and provide options for increased tenant and community control of housing and communities.

We will secure the widest possible community involvement in the organisation.

We will provide a programme for community development, training and communication, and identify local groups.

Value for Money

Providing value for money is important to us, as our income comes from resident’s rent. We ensure all spending decisions are made with care and consideration, in line with the Regulator for Social Housing’s Value for Money and Rent Standard.

While digital engagement is cost-effective, through online surveys, virtual meetings, and social media, we also value face-to-face interactions to build relationships. We partner with local organisations, charities, and community groups to co-host events, reducing costs and enhancing engagement.



Our resident magazine, “Shine,” published three times a year, shares information about us and our residents

Partnerships and Key Stakeholders



Supporting Policies and Procedures

Policies

Shareholding Policy, Tenure Policy, Empty Homes & Lettings Policy, Domestic Abuse Policy, Anti-Social Behaviour Policy, Repairs Policy.

Eastlight Community Homes

Eastlight House, Charter Way
Braintree
Essex
CM77 8FG

0330 128 0330
www.eastlighthomes.co.uk
customer.services@eastlighthomes.co.uk
eastlighthomes.co.uk

 [eastlighthomes](https://www.facebook.com/eastlighthomes)
 [eastlighthomes](https://www.instagram.com/eastlighthomes)
 [@eastlighthomes](https://twitter.com/eastlighthomes)
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