



The Listening Test:

Are you *really* hearing your residents?



Saying you are interested in what your residents think of your housing service is easy.

Putting in place a range of ways that residents can express a view is also straightforward. But are you really listening? Or are you only hearing what suits you and ignoring the rest?

Moments of absolute clarity and certainty are rare when it comes to the management of social housing. More often there are many shades of grey. But when 72 residents died in the fire at Grenfell Tower, despite some residents warning of just such a thing happening, it rightly sent a shockwave through housing organisations. Because of Grenfell the landscape is changing: In the social housing [white paper](#) we see:

- **Strengthened consumer standards:** pro-active regulation, removal of serious detriment hurdle, code of practice, nominated person, Regulator of Social Housing (RSH) to have new consumer objectives relating to safety and transparency, inspections every 4 years and on a reactive basis, removal of cap on fines, short-notice surveys, ability to require performance improvement plans;
- **Tenant involvement and engagement:** including requirement to seek to improve, landlord performance KPIs, government to continue to consult tenant-led national bodies, support to residents to get involved, tackling loneliness;
- **Building Safety:** new regulator, nominated persons, RSH link to Health and Safety Executive, consulting residents;
- Additionally, for many landlords, the new NHF Code of Governance and Together with Tenants.



Questions to consider

- What do you need to do now to enable you to move forwards with confidence?
- Are you - accidentally and unintentionally - systematically stigmatising your residents?
- Are you hearing from a representative cross-section of residents?
- Are your methods as good as they could be?
- What evidence do you have of the influence of residents upon your business?



Reviewing how effectively you listen to residents' voices

To address the questions above, and more, Campbell Tickell and TAROE Trust have jointly developed a straightforward and thorough review of how effectively you listen to the many voices of your residents.

Campbell Tickell and TAROE Trust came together to work on this because of our shared values and different perspectives. TAROE Trust is a charity that works in the interests of tenants and residents living in the regulated housing sector. TAROE Trust believe that residents living in the regulated housing sector have been overlooked for too long. TAROE Trust's focus in developing the review has been on ensuring it asks the right questions and proposes solutions to achieve meaningful change for residents by bringing their voices to the fore.

At Campbell Tickell our long track record of working on these issues means we know the questions to ask to develop a rigorous and transparent evaluation of the strengths and weaknesses of your current approach. We share TAROE Trust's passion for enabling the voices of residents to be heard.

Working together, TAROE Trust and Campbell Tickell have developed a comprehensive menu of good practice options. Our view is that there are a wide range of ways an organisation can hear the voices of its residents: face-to-face and digitally, formally and informally, locally and remotely, spoken and using data. Over the course of the review we develop an understanding of your aspirations and intentions and our report sets out how well you are doing and makes practical recommendations for how you can do better.



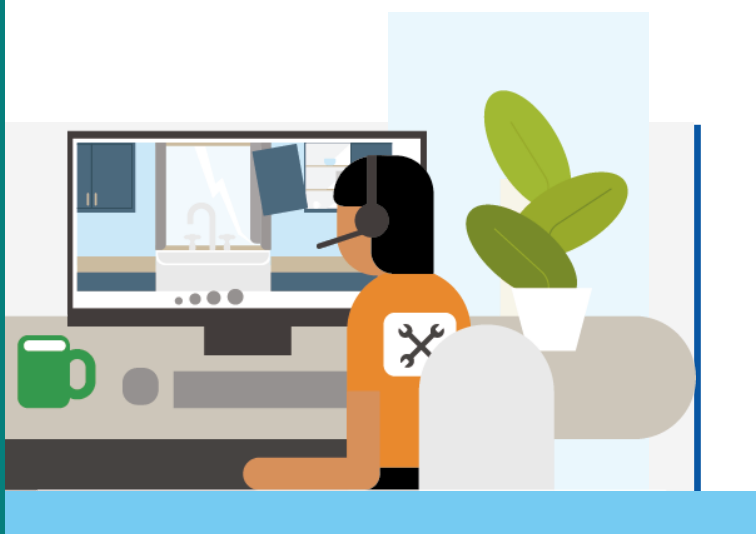
Digital is a game-changer

A year ago organisations learnt that they could take their service online and move to fully remote working at great speed. Fantastic outcomes were achieved by hard working staff showing commitment and flexibility.

For many years one of the most significant factors restricting residents from getting involved has been that they needed to leave their homes on a wet winter's evening to make their views known.

Digital changes that forever. Now housing organisations' can connect up to many more residents, in their own homes, in similar ways that organisations' have used for remote working. Our review will highlight new channels and new methods, to provide improved insight.

It is straightforward to take the first steps in digital resident engagement. And it is no more than an additional tool in the toolbox. It does not, in and of itself, mean or imply wholesale change in your current approach.



Our Listening Test provides cost-effective insight into:

1. Strengths and weaknesses of your current approach across all of its elements

- Engagement with resident groups
- Scrutiny and governance
- Complaints
- Surveys
- Formal wide-ranging and targeted consultation
- Business intelligence data

2. Qualitative evaluation of the impact of residents voices on your services and the **value** derived from resident engagement.

3. Recommendations for adjustments to your current approaches which:

- Reflect the evolving landscape of statute and regulation including building safety, Housing Ombudsman and more generally
- Demonstrate an understanding of your corporate intent (i.e. The type of landlord you want to be)
- Propose a simple approach to hearing residents' voices covering formal and informal engagement, governance, scrutiny and data
- Integrate digital engagement into your approach
- Propose simple methods to ensure that residents' voices are **heard** and that outcomes and impacts are identified and tracked.



The review:

- Is done with you, not to you
- Engages with residents
- Can (optionally) include a large or small scale online survey of residents

On completion of the review your Board will have insight and an assurance rating of your current approach and pragmatic recommendations for improvement.

Pricing is straightforward:

1. Stock up to 5,000 homes: **£5,000**
2. Stock 5,001 to 25,000 homes: **£8,000**
3. Stock more than 25,000 homes: **£10,000**

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