

# GCHA Resident Engagement Strategy 2026-2029 – Draft V1 08/12/2025

## 1. Introduction

GCHA is committed to 'Opening Doors to Safe, Secure, and Affordable homes', for all residents. This strategy strengthens and builds on the work of the previous one and ensures a wide range of opportunities for residents to be involved.

This strategy is aligned to our strategic objectives and through the Resident Engagement strategy, we aim to:

- Maintain high-quality, safe, and affordable homes
- Provide services that truly meet your needs
- Strengthen our financial stability to support you better
- Invest in staff training so you receive excellent services

Everything we do is guided by a culture of delivering customer excellence and linked directly to our strategic objectives; ensuring our residents voice is heard, understood and listened to.

At GCHA we have a 'One Team' approach which is underpinned by a strong set of values that represent **Accountability, Respect, Inclusivity, Trustworthiness, and Adaptability.**

## 2. Regulatory Context

- **Tenant Involvement and Empowerment Standard** (Regulator of Social Housing): Sets expectations for how social housing providers involve and empower tenants in decision-making and service delivery.
- **Housing Ombudsman Complaint Handling Code:** Provides guidance on fair, transparent, and effective complaint handling, ensuring residents' concerns are addressed properly.
- **Principles of the Housing White Paper:** Outlines government priorities for resident engagement, safety, and accountability in social housing.
- **Consumer Standards:** Establishes minimum standards for service quality, transparency, and resident involvement.
- **Housing Ombudsman (STAIRS) Guidance:** Which means Social Housing residents can request information from their landlord about the management of their homes. Goes live in 2027.

GCHA is committed to meeting all sector and regulatory standards by making these requirements part of everything we do to engage with our residents.

We regularly review our approach, listen to resident feedback, conduct satisfaction surveys, and compare our services to others to keep improving.

By working closely with the Resident Engagement Panel and regular reporting to our Board, we ensure that everyone plays a key role in delivery the strategy and all barriers to engagement are removed, enabling all our residents to participate, This means our

engagement with you (the resident) is not just about following rules, it's about being open, responsive, and making sure your voice truly influences and shapes our services and more importantly, improves your overall quality of life.

### **3. Purpose**

**The purpose of this strategy is to:**

- Build on our existing approach to deliver resident engagement
- Empower residents to have a meaningful voice in shaping decisions and influence service improvements
- Improve service delivery through resident insight and continued feedback
- Build and foster trust, mutual respect and partnership working between GCHA and its residents
- To deliver services that make a difference and positive impact on our residents quality of life
- To continue to benchmark and work with other organisations with the key aim to improve the resident's experience of GCHA service
- As members of TPAS, (Tenant Participation Advisory Services), to ensure that our residents and staff have access to ongoing training and good practice, guidance, of which we will regularly review and adopt sector best practices as they evolve.

### **4. Objectives**

**The key objective of the strategy is to: -**

1. Resident Voice & Co-Creation
2. Inclusive & Accessible Engagement
3. Compliance, Standards & Accountability
4. Customer Insight & Continuous Learning
5. Digital Transformation
6. Measuring Success

### **5. Key Focus Areas**

#### **1. Resident Voice & Co-Creation**

We will continue to involve residents in shaping decisions and service improvements and identify ways to improve the number of residents that currently sit on the Resident Engagement Panel. We'll create regular opportunities for residents to share feedback, participate in panels, and co-design policies, whilst helping to assist GCHA to improve resident usage of the 'Resident Portal', that went live in December 2024. We want you to know that your voice matters and we appreciate your valued feedback to date.

## **6. Inclusive & Accessible Engagement**

We'll make engagement opportunities open and accessible to all residents, including those from underrepresented groups. This means offering multiple channels for participation, providing translation and support, and removing barriers so everyone can get involved. One of our main priorities in the next 12 months is to update our resident information, to ensure that key resident information is updated to enable our staff to provide where necessary tailored services to help meet individual resident needs.

## **7. Compliance, Standards & Accountability**

We will continue to meet sector expectations, consumer standards, and legal requirements. We'll regularly review our practices, provide regular updates to the Board and the Resident Engagement Panel, and ensure transparency in all engagement activities.

## **8. Insight-Driven Continuous Improvement**

We'll use resident feedback, satisfaction surveys, and benchmarking to drive ongoing improvements. By listening to your experiences and learning from complaints and best practices, we'll continually refine our services to better meet your needs.

In addition, we will engage with our residents to improve resident data, information as this will help us understand who lives behind the door and help us to tailor services to the needs of the resident.

## **9. Digital Transformation**

We are committed to bridging the digital divide so that every resident can access our services and fully participate at all levels of engagement. We will provide multiple ways for residents to engage with us, both online and offline, ensuring no one is left out. We will explore key options that allows IT training and support for residents, including workshops to help improve resident confidence on using digital tools. We will regularly review and improve our IT systems making them more user friendly and accessible for all residents

## **10. Measuring Success**

We'll work with residents to agree a clear set of Key Performance Indicators, such as resident satisfaction scores, complaint reductions, increased resident portal usage. Regular performance reviews and an annual review of the strategy will ensure we stay accountable and responsive to resident needs.

Each objective is supported by specific actions and monitoring mechanisms in the strategy, ensuring GCHA delivers on its commitments and keeps residents at the heart of its work.

The KPIs will be reported quarterly to the board and updated regularly on our website and through regular newsletters, resident events to keep our residents informed.

## 11. Resident feedback

### You Said, we Did!

Since the last (TSM) results, we implemented a Customer Service Improvement Plan with the aim to improve customer satisfaction levels by 15% on top of 2023/24 results which was 65%. We wanted to improve customer satisfaction levels to 80% plus.

### Resident feedback – most common themes from the 2023/24 TSM was

7. Listen more to your residents
8. Improve communications including complaints handling
9. Follow through on your promises
10. Monitor your contractors
11. Resolution time to complete repairs is too long

We listened to your feedback and adapted our services to help meet resident needs but also to demonstrate that we do care, and are keen to improve trust, mutual respect and transparency in all that we do. Please see below, the key improvements made based on your ongoing feedback:

- We delivered training for all staff on Customer Services and Complaints handling. We also seek customer feedback before closing a complaint.
- In addition, we also contact the resident before closing down a repair, complaint, or other key services to seek resident feedback with the aim to celebrate good news, but also to address any areas of dissatisfaction at that point and time.
- We went live with the Resident Portal in December 2024 with the aim to be more transparent and create quicker ways for our residents to access services.
- In between the TSM surveys, we introduced quarterly Customer Satisfaction surveys to help capture customer feedback in real time, which led to an overall customer satisfaction rating of 75% in 2024/25.
- We worked in partnership with the Resident Engagement panel to improve services, where the panel members reviewed customer-facing policies, reviewed the Customer Service Charter, and played a key role in improving our overall complaints process and policies.
- We went live with the Customer Service Charter in 2025 with the aim to be more transparent and allow our residents to hold us to account.
- We continue to hold regular resident events to build relationships, create transparency and trust.
- We continue to use data and IT systems to help improve information and understand our assets, residents needs better.

- We continue to work with our contractors and key partners to identify better value for money services and improve social value across our properties.
- We value key residents (You know who you are) where individual residents have taken the lead on their schemes, estates to champion service improvements, by supporting their neighbours, representing 'the voice' of the residents at a local level.

## 12. Delivery Plan (To consult with residents/staff, what else is missing)

Whilst we have come along way in improving our services, we appreciate that there is still a lot that we can and need to improve on. As a result, we met with our staff and residents and sought their feedback on key customer priorities for the next 2-3 years and implemented an action plan, with clear timelines for completion. They are: -

Action	Owner	Timeline
Improve Resident Portal usage and service offer	Housing	June 2026
Review role of Resident Engagement Panel	Housing/Resident Engagement Panel	March 2026
Introduce 'You Said, We did' reports to be included in quarterly newsletters	Housing	1 April 2026 onwards
Resident Satisfaction survey (Quarterly Transactional surveys – based on services delivered)	Housing	1 April 2026 onwards
Improve Resident information on CRM so we are able to tailor our services to meet the needs of our residents	All organisation	Effective immediately
Improve IT communications using CRM as one version of the truth when delivering resident services	All organisation	Effective immediately
Resident Engagement Panel to co-write the quarterly resident newsletters and assist with arranging and delivering resident events	Housing/Resident Engagement Panel	January 2026 onwards

Estate Services – Improve resident engagement at regular estate inspections	Housing/Estates Services	January onwards	2026
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### **13. Governance**

- Oversight by GCHA Board.
- Regular reporting to the Resident Engagement Panel
- Annual review with staff and Resident input

### **14. Equality, Diversity & Inclusion**

We will apply our Equality, Diversity & Inclusion policy when delivering the strategy.

### **15. Resident and Staff consultation**

We would like to thank our staff, and residents that have contributed towards the revision of the strategy which builds upon our existing approach towards improving the resident's experience of GCHA services and customer satisfaction levels.

### **16. Monitoring and Review**

We will provide quarterly reports to our Board and carry out an annual review of the strategy with our residents and staff.