



Women's  
Pioneer Housing  
Est 1920

# RESIDENT ENGAGEMENT STRATEGY

## 2025-2028



## Introduction

### Message from the Chair of RESP

As a resident and Chair of the Resident Engagement Scrutiny Panel (RESP), I'm proud to share our Resident Engagement Strategy 2025-2028. This strategy reflects the collective voice of the panel and all residents, focusing on empowering everyone to actively shape and improve the services we receive.

This strategy has been shaped by your feedback, and we will continue to work alongside WPH to ensure that resident voices are heard and acted upon. We look forward to working together to make WPH even better.

*Andrea Fraser*

Chair of RESP

## Message from Director of Operations

At Women's Pioneer Housing (WPH), we believe that strong partnerships with our residents are the foundation of excellent services. As the Director of Operations, I am proud to present this Resident Engagement Strategy 2025-2028, which outlines our continued commitment to working alongside residents to shape and improve the services we provide.

Resident engagement is not just about listening—it's about responding, acting, and ensuring that residents' voices drive the decisions we make. This strategy reflects our dedication to creating meaningful, transparent, and inclusive opportunities for residents to actively contribute to the direction of WPH. By involving residents at all levels of decision-making, from day-to-day service delivery to long-term strategic planning, we aim to create an organisation that is truly reflective of their needs and aspirations.

Through this strategy, we are committed to building stronger relationships, improving communication, and offering more flexible and diverse ways for residents to get involved. We will continue to improve our services based on resident feedback, ensuring that we are responsive to their needs and delivering high-quality, fair, and equitable outcomes. Residents are central to our vision for the future, and this strategy is designed to empower them to play an active role in shaping the services that matter most to them.

As we move forward, we will remain focused on fostering a culture of continuous improvement, openness, and accountability. We are excited about the opportunities this strategy brings to strengthen our relationship with residents and ensure that WPH remains a trusted and valued partner in their lives.

Thank you to all residents who have contributed to the development of this strategy. Your feedback is invaluable, and we look forward to continuing our work together to build a stronger, more inclusive WPH.



Director of Operations

## Our Mission & Approach

### Our Vision

For all single women across London to have access to a safe, secure, and affordable home.



### Our Mission

To offer single women access to safe, secure, and good quality affordable homes and services that enable them to live a good quality of life.

To influence other housing providers to understand the unique needs of single women and offer services that meet this need.

### Our Values | as PIONEERS we

Put our residents **1st**  
 are **Open**, trusted, &  
 Nurture great relationships  
 Value **Equality**, inclusivity, &  
**Empowerment**  
 Provide a **Respectful** &  
**Safe environment**



## Our Vision and Plan

### As outlined in our Corporate Plan:

We will be strongly influenced by residents who will be encouraged and supported to work alongside WPH to build and organisational culture of professionalism, responsiveness and value for money.

Our services will adapt to reflect the diverse needs of residents, prioritising single women

We will be clear about our service offer and work with residents to ensure our services empower women to live independent lives.

We will know residents, their community and their views and use this information to deliver excellent services.

## Our Approach

Resident involvement is pivotal to developing great services for residents and is at the centre of everything we do. We will ensure that the strategy aligns with our corporate plan (2023-2028) and other key strategies.



## National Context

The release of the Social Housing White Paper, *The Charter for Social Housing Residents*, in November 2020 outlined key measures aimed at delivering transformational change for residents and establishing a robust regulatory framework to hold social housing landlords accountable. This initiative was a direct response to the tragic Grenfell Tower fire in 2017 and other significant events. The Social Housing Regulation Act 2023 has since introduced updated Regulatory Consumer Standards, which came into effect on April 1, 2024.

The standards most relevant to this strategy are the **Transparency, Influence, and Accountability Standard** and the **Tenant Satisfaction Measures Standard**, which require us as a landlord to:

- Treat residents with fairness and respect.
- Consider the diverse needs of residents and take action to deliver fair and equitable outcomes in relation to the housing and services we provide.
- Engage with residents, taking their views into account when making decisions about how landlord services are delivered.
- Communicate and provide information on what to expect from WPH and how to hold us to account.
- Collect and provide performance information to support effective scrutiny.
- Ensure complaints are addressed fairly, effectively and promptly.



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## Strategy & Vision

This strategy outlines our approaches to collaborative working, ensuring we address the diverse needs of residents. It aims to involve residents more effectively in shaping services, making decisions, and influencing how we deliver them. Our goal is to strengthen participation and engagement across all communities where we provide homes.

### Our vision for this strategy is to:

- Engage with more residents and provide them with the opportunity to share feedback in ways that suit their needs
- Empower residents to have a greater influence and say in the way we deliver our services
- Strive to become a truly 'Residents First' organisation
- Comply with regulatory standards and key legislation
- Actively engage with and listen to residents
- Improve the way we communicate with residents



## Strategy Themes

1

Greater collaboration and more robust partnerships with residents.

2

Resident-led scrutiny leading to service improvement.

3

Improved Communication with residents.

4

More diverse engagement opportunities.



## Greater collaboration and more robust partnerships with residents.

1

Our Resident Engagement and Scrutiny Panel will continue to have a strong presence in decision-making processes, with improved reporting structures to committees and the Board, a more defined framework, and an enhanced focus on influence, strategy, and scrutiny.

- We will strengthen residents' influence in WPH's top-level decisions by increasing opportunities for resident membership on committees and the Board.
- We will ensure a refreshed and structured Resident Engagement framework will ensure a clearer focus on influence, strategy, and scrutiny.
- We will collaborate with residents to expand opportunities for shaping and improving services, including involvement in resident-facing staff recruitment, policy reviews, contractor selection, and influencing social value priorities.
- We will provide regular training and briefings for residents involved at the governance level to ensure they have the tools and knowledge needed to engage effectively.



## Resident-led scrutiny, leading to service improvement.

2

We will achieve this by:

- Establishing resident-led groups to evaluate services provided to residents and recommend improvements.
- Encouraging more residents to critically and constructively challenge our service delivery and performance.
- Increasing opportunities for residents to scrutinise and provide input on our services.
- Sharing performance information on our website and introducing a feedback mechanism to identify areas for enhancement.
- Strengthening escalation processes and creating more avenues for residents to hold WPH accountable.



## Improved communication with residents.

3

### We will achieve this by:

- Sending out regular newsletters to all residents via preferred methods of contact.
- Sharing updates on our services, staffing and resident group findings; using a “you said, we did” approach.
- Providing information on lessons learned.
- Creating a resident portal for residents to manage rents, raise repairs etc.
- Raising awareness of resident engagement opportunities and benefits.
- Using more methods of communication including service focused groups, surveys and other feedback forums.
- Carrying out more consultations with residents to improve our communication.



## More diverse engagement opportunities.

4

### We will achieve this by:

- Expanding the range of engagement methods across multiple platforms.
- Offering more flexible timings for meetings and events.
- Introducing topic-specific engagement opportunities.
- Leveraging digital tools like live polls, surveys, and online discussion forums to provide quick and easy ways for residents to share their views.
- Collaborating with community partners to host joint events, workshops, and outreach activities that bring diverse groups together.
- Enhancing accessibility by providing interpretation services, translating materials, and ensuring all communication channels are inclusive.
- Promoting engagement through incentives and opportunities to learn new skills through training and involvement.



## Greater collaboration and more robust partnerships with residents.

What We'll Do	What Does Success Look Like?
Actively recruit residents from diverse backgrounds to join panels, committees, ensuring representation aligns with resident demographics.	An increase in the number of residents participating in governance roles, with diversity metrics that reflect the resident population.
Roll out a robust induction programme for anyone joining the Resident Engagement and Scrutiny Panel.	New members report a clear understanding of their roles, responsibilities, and the purpose of the panel in post-induction feedback surveys. Increased confidence among new panel members to actively participate in discussions and contribute to decision-making processes.
Partner with agencies to provide workshops on governance, policy, and scrutiny, and provide tools such as meeting guides and jargon busters to empower residents in governance roles.	High participation in training sessions and positive feedback from residents, with improved confidence and skills demonstrated in meetings.
Establish a clear process for reporting resident feedback to committees and the board, ensuring decisions are communicated back to residents	Regular updates to residents on how their feedback has shaped decisions through newsletters, meetings and 'you said, we did' updates.
Host one-off workshops, focus groups, and consultation events to encourage participation from residents unable to commit to long-term roles.	Increased participation in short-term engagement opportunities, with feedback captured and incorporated into service improvements.
Develop an initiative to celebrate and recognise the contributions of resident leaders and participants in engagement activities.	Residents feeling valued for their contributions and continued resident engagement as a result of recognition events or awards.

## Resident-led scrutiny, leading to service improvement.

What We'll Do	What Does Success Look Like?
Develop a framework where residents review key services areas, such as repairs, customer service, and housing management, and provide recommendations.	A formal framework in place with residents providing actionable feedback and recommendations regularly.
Publish clear, easy-to-understand performance data on our website, including progress against key targets and service standards.	Increased website engagement with clear performance information and positive feedback from residents about their usefulness.
Partner with agencies to provide workshops to train residents in effective service evaluation and analysis, and constructive feedback techniques.	Attendance in training sessions and improved resident confidence in scrutinising services.
Publish a yearly report summarising the impact of resident-led scrutiny activities and detailing service improvements achieved.	Increased resident awareness of how scrutiny influences service delivery, as measured by feedback.

## Improved communication with residents.

What We'll Do	What Does Success Look Like?
Tailor newsletters to include relevant updates, events, and opportunities based on residents' interests and preferred communication methods.	Increased resident engagement with newsletters, as measured by resident feedback and other data.
Regularly share updates on how resident feedback has been used to improve services through different platforms.	Positive resident feedback on "You Said, We Did" updates.
Develop a user-friendly online platform for residents to manage key tasks such as updating contact preferences, paying rent and raising repairs.	High registration and usage rates of the portal, with residents reporting satisfaction with its ease of use and functionality.
Promote engagement opportunities through different platforms to reach residents who may not actively seek out involvement.	An increase in the number of residents participating in engagement activities and providing feedback.
Share regular communications about what WPH has learned from feedback, complaints, or service evaluations, and how these lessons are being applied.	Greater resident understanding of WPH's commitment to continuous improvement, as reflected in feedback.
Ensure all key communications are available in multiple languages and formats to reach diverse resident groups.	Positive feedback from residents regarding the accessibility and inclusivity of communications and an increased number of residents accessing communication in multiple languages and formats.
Create a regular programme of in-person or virtual events where residents can meet staff, ask questions, and learn more about WPH services.	Increased attendance at events and improved resident-staff relationships, as reflected in feedback surveys.

## More diverse engagement opportunities.

What We'll Do	What Does Success Look Like?
Offer engagement opportunities through different platforms to cater to different resident preferences.	Increased participation across a broader range of platforms, with feedback showing residents feel more included and accommodated.
Schedule meetings and events at varied days and times, including evenings, to support residents with differing schedules.	Improved attendance at events and meetings spread more evenly across wider demographics.
Work with local community organisations, agencies, to host joint events, workshops, and initiatives that bring residents together.	Positive feedback from residents and partners about collaborative events and an increase in community activities.
Provide interpretation services, translations, and accessible formats for all engagement materials, ensuring inclusivity for all residents.	High satisfaction among residents with diverse needs.
Organise short-term, one-off engagement activities, such as , focus groups, or social events, to attract residents who prefer less formal roles.	Greater satisfaction from one off events, as measured by feedback.
Publish a calendar of events and engagement opportunities so residents can plan ahead and choose activities that suit their interests and availability.	Improved attendance rates