

Resident Involvement Policy

1. Introduction

This policy sets out our approach to resident involvement and how we meet our responsibilities as a landlord by ensuring we are effectively working with residents.

We are committed to promoting and supporting resident involvement in the planning, delivery, monitoring, and evaluation of our services. We recognise that involving residents leads to better decision-making, stronger communities, and improved services.

The policy is linked to our Business Plan 2030 objective:

Residents – To deliver services shaped by residents providing a positive customer experience.

It also seeks to ensure that we are compliant with regulatory Consumer Standards and in particular, the Transparency, Influence and Accountability Standard (including the Tenant Satisfaction Measures).

2. Scope

This policy applies to all tenants, shared owners, leaseholders, and residents living in homes owned or managed by ccha.

3. Policy aims

The aim of getting residents involved is to put residents at the centre of our organisation, to listen to them, to be open and transparent with them about where we are and how we are doing and to better reflect the type of service they want from us.

We are committed to:

- Ensuring all residents can be involved, regardless of background or circumstances.
- Supporting meaningful involvement that leads to real improvements in our services.
- Maintaining a range of engagement methods to suit diverse needs.

We will build on feedback we have received. Our aim is to build a consistent, quality service, with excellent communication and to increase resident satisfaction.

4. Objectives

- To empower residents to influence decisions.
- To promote transparency and accountability.

- To improve satisfaction and trust between residents and ccha.
- Build on our existing opportunities for residents to have their say, make recommendations for improvements, shape services and influence the decisions that we make.
- Increase the skills and knowledge of those residents wanting to get more involved so they can maximise their potential to shape services and utilise their lived experience of being a ccha resident.

5. Principles of Resident Involvement

Resident involvement will be:

Inclusive – accessible to all, regardless of age, gender, disability, ethnicity, or other protected characteristics.

Flexible – offering various levels of involvement based on individual interest and availability.

Transparent – providing clear information and feedback on how resident input is used.

Supportive – offering training and resources to enable meaningful participation.

6. Opportunities for involvement and decision making

ccha should always involve residents when we:

- Create or amend the Business Plan.
- Create or review front line service strategies and policies.
- Undertake a review of resident facing services.

Consider a change in landlord for one or more residents, or a significant change in management arrangements. We would consult all affected residents on our proposals and take those views into account in reaching a decision.

7. Resident involvement opportunities

When we are planning to engage with residents on any service review or consultation, we will consider the level of involvement we are offering and how much influence residents can and should have to change and improve the service area.

We will offer a variety of involvement opportunities, including to:

Inform - Provide residents with information to assist their understanding of an issue and/or service.

Consult - Collect information from residents about their opinions on ccha services. We will keep them informed, listen to and provide feedback on what residents have told us and how they have informed a decision.

Involve - Work with residents throughout different stages of a process to ensure their concerns and needs are considered. We will work with residents to ensure their concerns and aspirations have shaped a process and influenced a decision.

Collaborate - Partner with residents to agree a final decision. We will look to residents for advice and help in developing solutions and incorporate their advice.

Empower - Place full decision-making power in the hands of our residents where reasonably practicable and implement what residents decide.

8. Methods of engagement

We are committed to ensuring that residents have meaningful opportunities to influence the services they receive and the decisions that affect their homes and communities. We recognise that residents want to be involved in different ways, and at different levels, depending on their interests, time, and preferred style of communication. To support this, we provide a broad and flexible range of engagement methods designed to be inclusive, accessible, and reflective of the diverse needs of our residents.

Our approach combines both formal and informal mechanisms, offering options for those who wish to participate regularly, as well as those who prefer occasional or ad hoc involvement. Whether through structured panels, community events, digital platforms, or targeted consultation activity, we aim to create varied touchpoints that give residents a genuine voice in shaping services, monitoring performance, and driving continuous improvement.

There are a number of ways in which we will involve residents in shaping services including:

- Residents' Panel
- Resident Consultation Group
- Service review focus groups
- Satisfaction surveys (including the Tenant Satisfaction Measures surveys)
- Local surveys
- Residents' Open days / events
- Mystery shopping projects
- Door knocking consultation
- Estate Action Days
- Scheme meetings / coffee mornings
- Telephone surveys

- Text surveys
- Support the set-up of formal Tenant and Residents Associations
- Consultation ballots and voting (this has been added to the policy based on learning from complaints).

Ballots and voting

- For decisions requiring formal resident approval, a ballot may be held. A proposal will normally be considered approved where a simple majority (50% +1) of the valid votes cast support the change.
- Ballots will be conducted transparently, with clear information provided to all eligible residents prior to voting. Only one vote per household will be permitted unless otherwise stated.
- We will publish the outcome of all ballots, including the total number of votes cast, turnout percentage, and the final result.

Consultation outcomes and ratios

- Where consultation is required but a formal ballot is not necessary, resident feedback will be analysed to understand the majority view. A recommendation will be adopted where more than 50% of respondents support the proposed change.
- For significant service changes or policy decisions, we may apply a higher threshold, such as two thirds (66%) resident support, where the impact on residents is substantial.
- Where feedback shows no clear majority or indicates strong division, additional engagement activities (e.g., workshops, drop-ins, or follow-up surveys) may be carried out before a final decision is made.

Participation expectations

- While there is no minimum participation requirement for ballots to be valid, we will encourage strong participation and may repeat engagement where turnout is exceptionally low and could impact confidence in the result.

Flexibility

- The thresholds and ratios above may vary depending on regulatory requirements, the scale of the decision, and whether external guidance dictates a specific voting mechanism.

Broadening our engagement methods

In response to feedback from our Residents' Panel, we are committed to widening the range of ways residents can get involved and share their views. Residents told us that engagement opportunities need to be more flexible, informal, and accessible to reflect different lifestyles, communication preferences, and levels of confidence.

To ensure our approach is more representative and easier for residents to take part in, we will introduce a range of additional, low-cost engagement methods to complement our existing formal structures. These will include:

Block or street representatives - We will pilot a network of resident representatives at block or street level. This approach provides a more localised voice, helping to capture day-to-day insights and enabling residents to raise issues quickly through someone they know and trust.

Text-based feedback channels - We will explore the use of text messaging as a simple, quick way for residents to share their views. This offers an accessible option for those who prefer mobile communication or find traditional surveys too time-consuming.

Pop-up listening sessions - We will introduce short, informal listening sessions in communal spaces such as receptions, courtyards, community rooms, or outside blocks. These sessions allow staff to meet residents where they are, reducing barriers to participation and encouraging open conversation.

Single question pulse checks - To gather more frequent, targeted insights, we will use short, one question polls on key topics. Pulse checks make it easier for residents to have their say without requiring lengthy forms or meetings.

Voice notes or telephone feedback - Recognising that some residents prefer speaking rather than writing, we will offer simple voice note or telephone feedback options. This ensures residents with limited digital access, literacy challenges, or language barriers can still contribute meaningfully.

Our commitment

These additional engagement methods will be piloted, reviewed, and adapted based on resident participation and feedback. By broadening our approach, we aim to make involvement more inclusive, responsive, and reflective of the diverse ways residents wish to engage with us.

9. Engagement metrics

In response to our Residents' Panel feedback, we have created this section on engagement metrics.

To ensure our resident involvement activities are meaningful, transparent, and continuously improving, we will monitor and report on a set of core engagement

metrics. These measures help us understand how effectively we are reaching residents, how representative our engagement is, and where further work is needed.

Homes and households reached - We will maintain an up-to-date record of the total number of homes and households within our management. This provides the baseline against which we assess participation levels and ensure our engagement activities reach a broad and diverse range of residents.

Engagement rates across all methods - We will track engagement across all involvement channels, including surveys, events, digital platforms, scrutiny activities, and consultation exercises. Engagement rates will be measured both in terms of overall participation and the diversity of voices contributing. This helps us understand which methods are most effective and where additional support or alternative approaches may be needed.

Annual engagement targets – We will introduce clear, achievable engagement targets to support improved resident participation. These targets will be based on past performance, resident feedback, and strategic priorities. Progress will be reviewed regularly and reported publicly to ensure accountability.

“You said / we did / why we didn’t” feedback loop - We are committed to demonstrating how resident feedback directly influences our decisions. For all formal engagement activities, we will clearly communicate:

- You said - What residents told us or asked for.
- We did - The actions we took in response.
- Why we didn’t (where applicable) - An explanation where a suggestion could not be taken forward, including constraints, statutory requirements, or alternative decisions made.

This feedback loop ensures that residents can see the impact of their involvement and understand how their views shape our services, policies, and priorities.

10. Valuing and recognising resident involvement

In response to feedback from our Residents’ Panel, we are strengthening our commitment to valuing and recognising the time, insight, and contributions that residents make when they get involved. We acknowledge that resident involvement is voluntary and driven by a desire to improve homes, services, and communities. It is therefore essential that residents feel their participation is appreciated and that their voices lead to tangible outcomes.

Recognition of resident contributions - We will ensure that all residents who take part in consultations, panels, surveys, or improvement activities receive clear acknowledgement of their involvement. This may include:

- Public recognition through newsletters or online updates.
- Thank you, communications following major engagement exercises.
- Highlighting resident stories and examples of positive impact.

Recognising contributions reinforces the value of resident expertise and strengthens trust in our engagement processes.

Incentives for participation - To encourage and sustain participation, we will introduce small, ethical incentives where appropriate. These may include:

- Entry into prize draws for completing surveys or providing feedback.
- Small tokens of appreciation for involvement in panels or focus groups.
- Nonmonetary rewards such as certificates of appreciation or participation.

Incentives are used to acknowledge residents' time and effort, not to influence the views they provide.

11. Partnership principles

Our Residents' Panel highlighted the importance of setting a clear tone for how we work together. In response, this policy sets out a shared set of Partnership Principles to guide all engagement activity. These principles ensure that resident involvement is constructive, respectful, and focused on achieving positive outcomes for everyone.

Collaboration, not confrontation - Resident involvement is based on collaboration. We recognise that residents, staff, and partners all bring valuable knowledge and experience. Engagement is not adversarial; instead, we work together to understand issues, explore options, and codesign solutions that deliver meaningful improvements. We encourage open dialogue and mutual respect, ensuring every voice is heard and considered.

Staff and service providers as partners in solutions - Our staff, contractors, and service providers play an active role in problem-solving alongside residents. Their expertise helps inform decisions, while resident insight ensures solutions are grounded in lived experience. By working in partnership, we strengthen relationships, create shared understanding, and build trust in our processes and outcomes.

Solution-focused engagement spaces - Engagement activities, whether meetings, consultations, workshops, or informal events, are designed to be solution-focused. These spaces are not forums for blame but opportunities to learn, improve, and move forward constructively. We acknowledge that challenges may arise, but our approach prioritises understanding root causes, exploring practical options, and agreeing clear next steps.

Our commitment

By embedding these partnership principles into our Resident Involvement Policy, we commit to fostering a culture of respect, transparency, and shared responsibility. This approach helps set the tone for positive, effective engagement and ensures residents feel supported, valued, and empowered as partners in shaping the services and communities we deliver.

12. Support for residents

We are committed to ensuring that all residents who choose to get involved feel confident, equipped, and supported to participate meaningfully. We recognise that effective involvement relies on removing barriers and providing the right resources, information, and encouragement. To enable residents to contribute fully, regardless of experience, background, or personal circumstances, we will provide a range of practical and developmental support.

To achieve this, we will:

Provide training for involved residents - Offer relevant training, development sessions, and learning opportunities to help residents build confidence, understand housing-related matters, and participate effectively in scrutiny, consultation, and decision-making activities.

Offer attendance at housing or resident involvement related conferences - Enable residents to attend external conferences, workshops, or networking events where appropriate, helping them gain broader knowledge, share learning, and bring new ideas to ccha.

Cover reasonable expenses - Ensure that no resident is out of pocket because of participating. Reasonable expenses, including travel, childcare, or other agreed expenses, will be reimbursed.

Provide suitable meeting spaces and equipment - Arrange and provide accessible, welcoming meeting rooms or digital meeting facilities for resident groups, panels, and other involvement activities when required or requested. Provide equipment where necessary to ensure the panel can carry out their duties.

Provide administrative support to the Residents' Panel - Offer dedicated officer support, including meeting arrangements, agenda preparation, documentation, minute taking, and follow-up actions, ensuring the panel can operate effectively and independently.

Engage with third parties and contractors at the request of the Residents' Panel - Facilitate communication, meetings, and collaboration between residents

and external partners, contractors, or stakeholders to enable transparent discussions, scrutiny, and informed decision-making.

In addition, we will strive to create an environment where residents feel valued and respected, ensuring involvement opportunities are inclusive and accessible. This may include providing adjustments or additional support for residents with specific needs, offering hybrid or digital engagement options, and maintaining clear, timely communication before and after all involvement activities.

Through this commitment, we aim to empower residents to participate confidently and meaningfully, ensuring their voices directly shape the services and communities in which they live.

13. Equality and diversity

We are committed to ensuring our involvement activities are inclusive and reflect the diversity of our residents. Engagement methods will be adapted to overcome barriers and promote equality.

We will be an inclusive organisation which seeks views from all groups. Approaches to resident involvement will be inclusive by engaging with residents from a range of backgrounds and experiences.

We will utilise our resident profiling information that we hold to ensure we can reach out to underrepresented communities, through targeted communications.

14. GDPR and data access

ccha takes data management seriously and is committed to upholding the principles established under the UK General Data Protection Regulation (Regulation (EU) 2016/679, as retained in UK law), the Data Protection Act 2018, and the Data (Use and Access) Act 2025. These legislative frameworks guide the organisation's approach to data governance, ensuring that personal data is handled lawfully, fairly, and transparently. Our GDPR Policy provides additional information.

15. Monitoring and review

In line with the engagement metrics introduced in response to Residents' Panel feedback, we will monitor and review our resident involvement offer and activities to assess their reach, effectiveness, and impact.

To do this, we will:

Monitor levels, outcomes, and impact - Engagement metrics will feed directly into our quarterly and annual resident involvement impact assessments, providing evidence of what is working well and where improvement is needed.

Report openly to residents - Data and insights from the metrics above will be shared through our annual report, newsletters, website, and direct feedback following engagement activities. This ensures residents are kept informed about outcomes, progress against targets, and how their involvement is shaping the organisation.

Review this policy every three years - The engagement metrics will help inform the scheduled three-year policy review (or earlier if regulatory changes require it). They will provide a clear evidence base to assess the effectiveness of the policy and identify areas for enhancement.

16. Responsibility

To ensure this Resident Involvement Policy is effectively implemented and delivers meaningful outcomes for residents, responsibility is shared across the organisation. Clear accountability helps ensure that involvement activities are well coordinated, transparent, and aligned with residents' priorities.

Board and Leadership Team

- Provide strategic oversight and ensure compliance with regulatory requirements relating to resident engagement.
- Approve this policy and ensure the organisation has the resources and governance structures needed to embed meaningful resident involvement.
- Hold senior managers accountable for delivering engagement activities and demonstrating measurable outcomes.

Customers Team

- Lead on the coordination and delivery of resident involvement activities across all service areas.
- Provide training, support, and accessible opportunities for residents to participate in a range of involvement methods.
- Collect, analyse, and report on engagement metrics, ensuring feedback is used to drive service improvement.
- Facilitate the work of the Residents' Panel by providing administrative and operational support.

Residents' Panel (*on behalf of all residents*)

- Represent the collective voice of residents and provide independent oversight of ccha's performance against this policy.
- Hold ccha to account by reviewing engagement metrics, monitoring outcomes, and challenging the organisation where commitments are not being met.

- Act as a critical friend, scrutinising service delivery, proposing improvements, and ensuring resident feedback is reflected in decision making.
- Ensure transparency by confirming that “You said / we did / why we didn’t” reporting is clear, timely, and accessible to residents.
- Request information, reports, or attendance from staff, contractors, or partners where necessary to support effective scrutiny.

All staff

- Promote and encourage resident involvement within their service areas.
- Provide information, support, and customer-focused communication that enables residents to participate confidently.
- Respond constructively to feedback from residents and the Residents’ Panel, ensuring learning and improvements are embedded into everyday practice.

Version History	
Policy Name	Resident Engagement Policy
Version Code	1.1
Lead Officer	Director of Customers
Equality Impact Assessment	20/04/2026
Data Protection Impact Assessment	20/04/2026
Resident Consultation	Co-designed with the Residents Panel February 2026
Colleague Consultation	February 2026
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