



Resident Engagement and Communications Strategy 2025-28

BCP Homes



BCP Homes



We want to be more than just a landlord. We want to put our residents at the heart of everything we do. We strive to provide our residents with excellent service, safe and sustainable homes and opportunities to thrive in their communities.

Introduction

This strategy seeks to empower our residents to improve their services and neighbourhoods, by **informing, listening and involving** them.

Our aims are to:

- Ensure residents are well-informed about services and opportunities to get involved and provide access to information and services in ways that suit their needs
- Understand the views and needs of all our residents and act to improve and shape services around them
- Engage residents in decision-making processes and support them to take an active role in their communities
- Strengthen a culture within BCP Homes that values good communication and actively listens to our residents' views and needs
- Make engagement activities as accessible as possible to different groups, ensuring inclusivity in all our communications, meetings and events
- Enable residents to hold us accountable by being transparent in our processes and decision-making
- Work together with residents, staff, and other partners to continuously improve services and engagement activities

This strategy sets out how we will do this, our commitment to meaningful communication and engagement and what we will do to improve. Residents of our high-rise properties should also refer to our Resident Engagement for High-Rise Buildings Strategy which outlines more specifically how we will engage with them about their building's safety.



Our residents

We need to understand who our residents are to ensure that we can meaningfully **inform, listen and involve** them in what we do.

Our Resident Involvement Co-ordinators already work to help residents attend meetings and will continue to help make it easier for others to become involved in our decision making.

We try to make our engagement activities as accessible as possible to different groups, for example by arranging taxis for people with mobility issues or childcare for those with children so they can join meetings.

We also offer meetings at different times of day as well as the option to join us online. Our printed communications are available in a range of formats such as large print and different languages and some more complex documents are available in easy read versions too.

We already know a great deal about our residents from when they first applied for a home and through surveys that we carry out. Understanding who lives in our properties helps us keep our services and engagement activities relevant and accessible to everyone. We are very careful about how we use and share this information and ensure that it is anonymised for the purposes of this strategy.

We know we still have gaps in our understanding and some of the improvement actions in this strategy will help with this. We encourage residents to update their details with us whenever their circumstances change and will be asking tenants when we visit them to carry out a tenancy review.

Who lives in our homes?



10,600 homes managed by BCP Homes



11% of our homes are leasehold



89% of our homes are tenanted



55% of our rented homes are flats



57% of tenants are under 55



20% of tenant households have children under 18



14% of tenants live in sheltered housing



40% of tenants have a condition that limits their day-to-day activities a lot*



37% of our rented homes are in areas of high deprivation



78% of tenants have use of internet*



*Source: Tenant Satisfaction Measures Survey 2024

National context

In 2020 following consultation and engagement with social housing residents across the country, the government published **The charter for social housing residents: social housing white paper**. This set out what was needed to ensure that residents in social housing are safe, listened to, live in good quality homes and have access to a complaints procedure when things go wrong.

It resulted in the Social Housing (Regulation) Act 2023 which seeks to improve social housing by making landlords more open and accountable to residents. The Act introduced new and revised consumer regulations that require all social landlords to show how they engage with residents and respond to their feedback, ensuring residents' voices are heard and acted upon.

The Act also introduced Tenant Satisfaction Measures, which means social housing landlords must survey residents every year and report on how happy they are with services. This is to help identify areas for improvement and ensure resident feedback is acted upon.



Summary of regulatory standards



Safety and Quality standard

To ensure that landlords have good stock information that informs their repairs and maintenance service, meet the decent homes standard, ensure the health and safety in the home and communal areas, provide an efficient, effective and timely repairs service and assist tenants with adaptations.



Transparency, Influence and Accountability standard

To ensure that residents are treated with fairness, have fair access to services, residents' views are considered in decision making, information on services is provided to residents to enable them to understand what to expect, provide performance information to residents to enable scrutiny and ensure complaints are handled fairly and effectively.



Neighbourhood and Community standard

Ensures maintenance of shared spaces, cooperation with local partners to promote wellbeing, tackling antisocial behaviour and providing safer neighbourhoods, dealing with domestic abuse effectively.



Tenancy Standard

Ensures homes are let in a fair and transparent way, support to maintain tenancies, appropriate tenancies or other terms of occupation, support to carry out mutual exchanges.



Resident feedback

This strategy is based on feedback from residents, best practice in the social housing sector and analysis of the information we hold about our residents and services including surveys, compliments and complaints and comparisons with other social housing landlords. In developing the strategy and identifying how we can engage better with residents, we have worked with our residents' panels, staff, senior leaders and the BCP Homes Advisory Board.

Residents said they want:

- An honest, prompt response to enquiries
- To be kept informed about progress, especially about complaints, anti-social behaviour or when major works are happening
- To give us their views through surveys and online engagement, although some residents are not confident using technology
- More contact from housing officers in person
- To encourage younger people to engage more
- More feedback about the difference resident engagement has made
- To find information more easily on the council's website
- More activities in sheltered schemes
- More use of notice boards in BCP buildings like libraries and community centres to promote opportunities and events such as neighbourhood inspections
- Use large smart screens in more resident meetings so people can join in online

We surveyed residents when BCP Homes was first formed. These were the things that most residents said were important:



90%
Repairs services
in their home



72%
Keeping
neighbourhoods
clean and tidy



59%
Improvements to
their home



56%
Managing the
behaviour of
other tenants and
residents

Tenant Satisfaction Measures Survey findings

In our 2024 survey of over a thousand tenants, four out of five (**81%**) people said they were happy with the service they receive from us. We are pleased to see that satisfaction with our services compares well with other social landlords, particularly our repairs (**81%**) and maintenance (**79%**) services.

However, we know there is still room for improvement, especially in these areas:

68%
Maintenance and cleaning
of communal areas

40%
Complaint handling

66%
BCP Homes contribution
to the neighbourhood

56%
Addressing anti-social
behaviour

We have been busy making changes and will be monitoring progress in future surveys to see the difference this makes to residents.



Guiding principles

We will ensure our **communication** and **engagement** activities are **effective** and **meaningful**, by following these core principles:



Clear

We will use simple language and avoid jargon so everyone can understand the information we share



Accessible

We will seek to understand how residents prefer to communicate and engage in ways that meet their needs. We will use digital technologies whilst recognising not everyone is comfortable with them



Honest

We will be open and honest about our performance, explain our decisions and show how residents' feedback has influenced us



Representative

We will engage with residents who are representative of those affected by our decisions



Timely

We will communicate promptly and allow enough time for feedback



Informed

We will use information and feedback from residents to continually improve our engagement and services



Our approach

Our goal is to empower our residents to improve services and neighbourhoods, by **informing**, **listening** and **involving** them. We do this using lots of different communication and engagement methods to meet the needs and preferences of residents of all backgrounds and abilities. These include:

Inform



Digital Communications

- Dedicated BCP Homes web pages updated frequently with news, information and events
- Regular updates on Facebook and Instagram



Printed Communications

- Important information is sent out via letter
- BCP Homes News magazine showcasing latest news and information, posted to residents' twice a year
- Newsletters, posters and leaflets posted through your door and on noticeboards in our sheltered housing schemes and community noticeboards
- Our printed communications are also available via email or in other formats on request

Meeting

- Informing residents about specific issues affecting their homes such as major improvements

Events

- Raising awareness of our services or those offered by partner organisations



Listen

Consultation

We hold meetings or attend events to ask residents for their views.

Focus groups with people from specific backgrounds or life experience.

Online via Facebook and the council's website.

Resident surveys by post, telephone or online including our quarterly tenant satisfaction survey

Face to face

Tenancy reviews to help us understand and keep up to date with our residents' individual needs.

Coffee mornings and social events to meet and chat with our residents.

Our staff are trained to act or pass on any feedback they receive from residents when they meet them in their homes and neighbourhoods

Feedback

Understanding and resolving residents' issues as well as learning from compliments and complaints to make improvements to our services.

Recognising what we do well.



Involve

Providing residents with opportunities to influence and scrutinise our strategies, policies and services including:

- BCP Homes Advisory Board – whose membership includes residents, councillors and independent representatives with relevant housing knowledge and experience
- Residents Committee
- Communications and Access to Services Panel
- Homes Safety and Energy Panel
- The People and Neighbourhood panel
- Scrutiny Panel
- Reading Group
- Annual Residents Conference
- Training for our involved residents

Neighbourhood inspections, skip days and litter picks involving residents to help improve their local environment.

Community activities to provide residents with skills and opportunities to connect with neighbours and improve their quality of life, including:

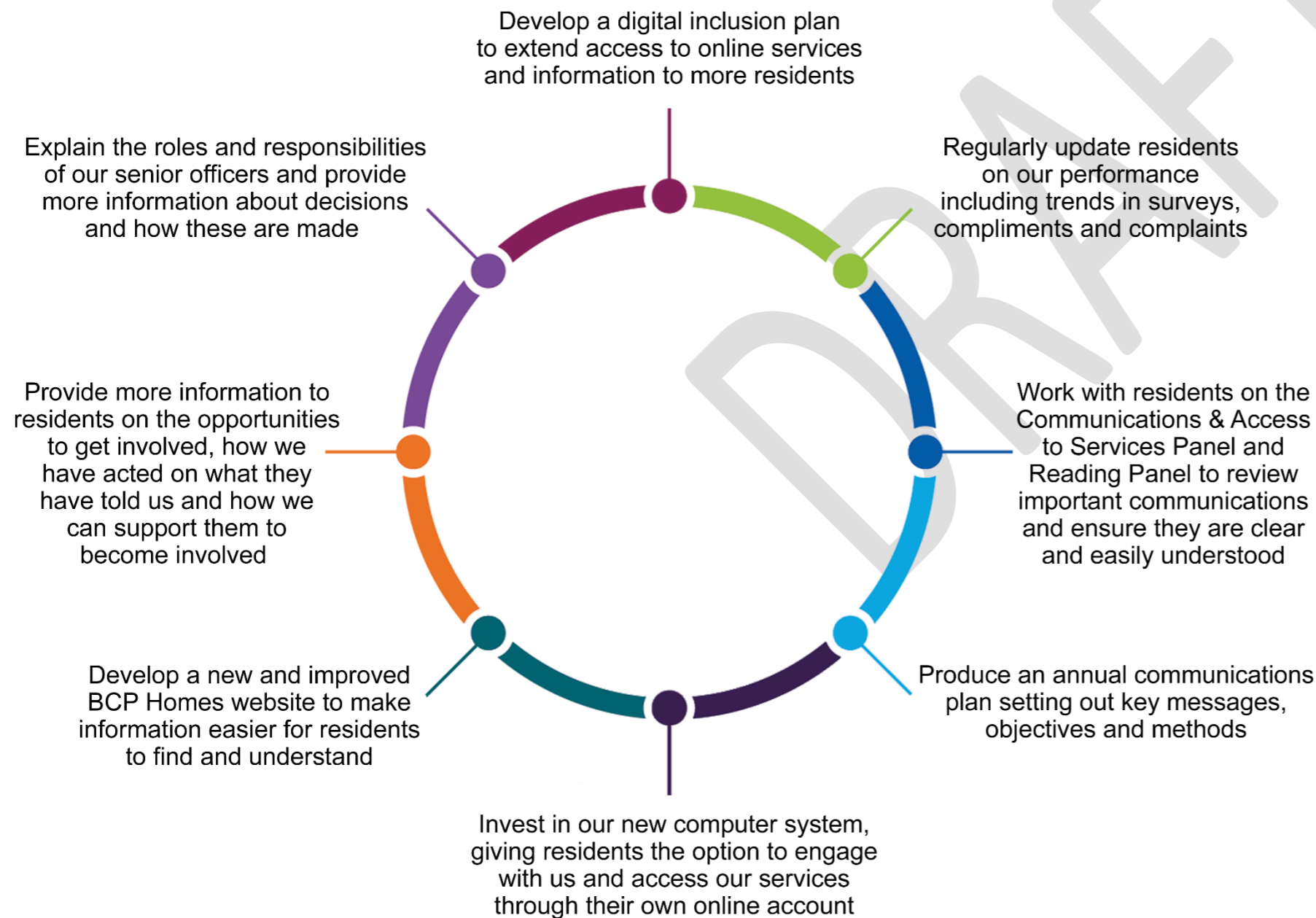
- Yearly garden celebration
- Activities, training and events held in our sheltered housing schemes and community centres



How we will improve

Working together with residents, staff and the BCP Homes Advisory Board, we have identified a number of improvement actions to help us better **inform**, **listen** and **involve** our residents:

Inform



We are dedicated to continuously improving our services and neighbourhoods and the way we engage with residents.



Listen



Understand who our residents are, their support needs, and their communication preferences, and use this information to adapt services



Train and guide staff to establish a culture where active resident engagement and communication is standard practice across all teams



Work with other council services to create a new engagement section on the council's website, making it easy for residents to find and take part in all the council's engagement activities as well as ones just for BCP Homes



Develop a plan of resident engagement focused on areas of highest priority or lower resident satisfaction. Use this information to identify and track improvements



Encourage more younger residents, ethnic minorities, and those with disabilities to engage with us



Increase the number of neighbourhood inspection days and other opportunities for residents to engage with us in their communities



Make it easier for residents to complain when things go wrong and keep them informed of progress



Involve



How we will monitor and review this strategy

We will develop a detailed action plan and monitor our progress in delivering it, together with residents involved in our governance structure. We have also set ourselves targets to ensure our actions make a real difference to residents.

By the second year of this strategy, we aim to achieve **resident satisfaction levels amongst the best 25% of social landlords for:**

- Keeping residents informed about things that matter to them
- Listening to tenants' views and acting upon them
- Our approach to complaints handling

Within the lifetime of this strategy, we also want to:

- Increase the number of BCP Homes engaged website sessions from 1,150 to 2,000 per month
- Increase the proportion of contacts made online i.e. via our website or customer portal, from 2% to 15% of total contacts

If we see a lack of progress towards these targets, we may need to make changes to our strategy or action plan. Residents will be consulted before we make any significant changes.

We will review the strategy as a matter of routine at least every 3 years.



We want to be one of the top performing landlords in England.

Contact us

Telephone: 0800 028 1870

Email: bcphomes@bcpcouncil.gov.uk.

Online: bcpcouncil.gov.uk/contact-us

Talk to a visiting member of BCP Homes staff or visiting us at:
Kinson Hub, Dolphin Centre Hub or Bournemouth Civic Centre

In writing: BCP Homes, Kinson Hub, Wimborne Road, Bournemouth,
BH11 9AW