



Engage

Interim Involvement and Influence Strategy

August 2021





Title of Strategy	Engage – Involvement and Influence Strategy		
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Owner	Director of Customer Experience		
Author	Head of Policy and Customer Standards		
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Date of Review	Click here to enter a date.		
Lead Directorate	Customer Experience		
Stakeholders	<input checked="" type="checkbox"/> Partnership Forum <input type="checkbox"/> Staff Forum <input type="checkbox"/> Finance <input checked="" type="checkbox"/> Operations	<input type="checkbox"/> Human Resources <input type="checkbox"/> Property <input checked="" type="checkbox"/> BR24 <input checked="" type="checkbox"/> Business Development	<input type="checkbox"/> ICT <input checked="" type="checkbox"/> Other
Scottish Social Housing Charter Outcomes and Standards this policy helps to achieve	<input type="checkbox"/> Outcome 1 <input checked="" type="checkbox"/> Outcome 2 <input checked="" type="checkbox"/> Outcome 3 <input type="checkbox"/> Outcome 4 <input type="checkbox"/> Outcome 5	<input type="checkbox"/> Outcome 6 <input type="checkbox"/> Outcome 7 <input type="checkbox"/> Outcome 8 <input type="checkbox"/> Outcome 9 <input type="checkbox"/> Outcome 10	<input type="checkbox"/> Outcome 11 <input type="checkbox"/> Outcome 13 <input type="checkbox"/> Outcome 14 <input type="checkbox"/> Outcome 15
Care Standards this policy helps to achieve	<input type="checkbox"/> Standard 1 <input checked="" type="checkbox"/> Standard 4	<input type="checkbox"/> Standard 2 <input type="checkbox"/> Standard 5	<input type="checkbox"/> Standard 3
Bield Objectives this policy helps to achieve	<input type="checkbox"/> Objective 1 <input type="checkbox"/> Objective 2	<input type="checkbox"/> Objective 3 <input type="checkbox"/> Objective 4	<input checked="" type="checkbox"/> Objective 5 <input type="checkbox"/> Objective 6



What you will find in this strategy

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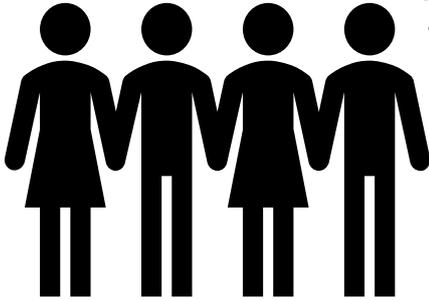


Aim

{the point, target, direction that is meant to be achieved}



Bield Housing and Care offer housing and services for older people across Scotland. We want a Scotland where people of all ages are respected, can make their own choices, and lead independent and fulfilling lives.



We do this by ensuring a diverse range of housing, care and other service options tailored to the needs of our client group.

We believe that positive customer involvement and influence will help us to

- ✓ Deliver better service delivery and improve outcomes for tenants which give value for money
- ✓ Work together for common goals with respect and understanding
- ✓ Build skills and confidence to influence decisions
- ✓ Increase tenant satisfaction with their home and neighbourhood
- ✓ Identify actions for service and performance improvements
- ✓ Meet our regulatory and legislative requirements relating to tenant participation



Involving customers will ensure that we deliver our Business Plan with the three strategic outcomes

- Our customers can live independently in their home as their needs change
- Our customers feel we offer value for money
- The quality of our homes and services meet expectations



Outcome {*end result to which an organisation's efforts are ultimately directed*}



By 2025, this strategy will help us achieve a number of outcomes or results:

Influence and impact



Customer involvement and influence will positively impact on Bield Housing & Care to improve the quality and performance of all services we offer to customers, so improving their quality of life.

Confidence



Customers will find it easy, and will feel confident and empowered, to have their say in issues that matter to them, to improve services to meet their expectations and priorities.

Strategic Direction



Customers will be involved in influencing the organisation's high-level strategic decision making on the future of the organisation through Board membership and Association membership.

Scrutiny



Customers will be fully involved in organisation and local scrutiny work.

Clarity



Customers will be given information that provides a comprehensive understanding of Bield, and opportunities to be involved in a range of informal engagement routes, including social activities and other approaches.



Principles {*basic ideas or rules that explain or control how something happens or works*}



Customer choice



Customers will be given a wide variety of opportunities to become involved, and it will be for each customer to choose whether they get involved, and at what level. Customers who choose to be especially involved will be recognised through an award programme.

Easy access



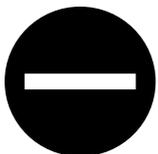
All customers will be encouraged to get involved at any time through their relationship with Bield, and we will work to improve easy access through using technology.

Values



Colleagues and customers will work together to demonstrate our values including honesty, equality and diversity, ambition, dignity, inclusion, caring and kindness.

Removing barriers



We will minimise barriers to influencing and involvement. This including for example, people who are frail in any way, LGBT+ customers or customers from Black and Minority Ethnic Groups.

Resource



We will ensure this involvement and influencing is well resourced in terms of both staff time and finance, so that customers feel supported and are never out-of-pocket.

Supportive



Customers will be supported to become more informed and confident so they feel empowered to set the agenda and prioritise their involvement.



Rights *{freedoms protected by law}*, and
responsibilities *{duties or things that we should do}*



Rights of tenants

Form independent representative organisations and apply for registration and funding

THE HOUSING
(SCOTLAND)
ACT 2001

THE HOUSING
(SCOTLAND)

Access information about housing policies and related services

Consulted on issues that affect your homes

Participate in decisions that affect the services you receive and have enough time to consider draft proposals and put forward views

Duties of Bield

Comply with equal opportunity legislation

Consult individual tenants as well as tenants and residents groups before making any decision that would change:

- how properties are managed
- proposals to sell, transfer or demolish

Take on board tenants' views before decisions are taken

Develop a Tenant Participation Strategy and put it into practice and measure performance

Provide resources and support to make sure tenant participation is effective

Regularly review how well tenant participation is working

Set up arrangements for registering tenants groups



Charter {*set of written promises that outline the standards that you intend to uphold*}

Outcome 2 Customers find it easy to communicate with their landlord and get the information they need about their landlord, how and why it makes decisions and the services the landlord provides.

Outcome 3 Customers find it easy to participate in and influence their landlord's decisions at the level they feel comfortable with.



Definitions *{a statement of the meaning of a term}*

Tenant Participation Tenants and tenants and residents groups taking part in decision-making processes and influencing decisions about housing policies, conditions and related services.

Involved *{being part of something}*

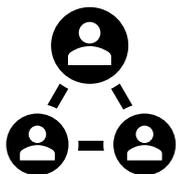
Ways to get involved Completing satisfaction surveys
Volunteering to become involved in the Partnership Forum, BIG or other groups to be established
Joining a local Registered Tenants' Organisation (RTO)
Giving your views about something being consulted on
Attending a special event



Continue {*to go on or keep going*}



Partnership Forum



The national strategic tenant group for Bield, the Partnership Forum has 16 elected tenant places. Partnership Forum business is underpinned by a constitution, code of conduct and expenses policy. Governance arrangements for this group were reviewed in May 2020.

Members of the Partnership Forum volunteer their time, working with colleagues across Bield to improve the quality of services we provide. We rely on our Partnership Forum to give us a ‘tenants’ perspective’ on everything from the work we are doing to the ways we communicate with our tenants.

Examples of activities the Partnership Forum members undertake include:

- Representing Bield at national conference and events
- Contributing to the policy development and procurement process
- Joining working groups to help shape the work we do in particular areas
- Reviewing responses from satisfaction surveys and constructively questioning performance

The Forum’s Constitution recognises the need to be independent of the organisation whilst working in partnership. To promote its independence, the Forum has:

- resources and funding to allow tenants to fulfil their responsibilities
- access to independent advice and assistance if desired
- opportunities to discuss and consider matters out with the Partnership Forum meeting and given adequate time to do so
- opportunities to attend external events
- opportunities to determine each agenda for meetings and required staff attendance
- access to necessary training

Key actions



Hold election to fill vacant positions
Agree structure, priorities and establish sub-groups
Contribute to procurement of estate management contracts
Review communication and messaging to constituents



BIG

The Bield Improvement Group (BIG) was established in 2016 to independently review areas of Bield's performance and put forward reports and recommendations to the Board of Management for change.

To support the scrutiny work BIG will have:

- resources and necessary funding for carrying out scrutiny activities
- necessary support from an external body, such as Tenants Information Services or Tenant Participation Advisory Services
- right to independently assess Bield's performance and determine an area to review
- right to request the support of necessary staff when conducting a scrutiny exercise
- opportunities for any necessary training

Key actions



Review governance arrangements and relationship with other groups
Explore secret shopper programme
Review progress of previous recommendations



Review {*to think or talk about something in order to make changes*}



There are a number of historic arrangements that will need reviewed and updated to make them fit for purpose

Menu of engagement



Update and renew menu of engagement with existing and new opportunities, which may include:

- Let's meet
- Interested Parties List
- Tenant Focus Groups
- Registered Tenant Organisations
- Bield membership

Tenant handbook

Review and update tenant handbook

Satisfaction surveys

Influence and scrutinise satisfaction surveys

Annual Performance

Lead on performance report

The Bulletin

Review and update tenant contribution to the Bulletin and other communications

Social Media

Scope social media methods of engagement and influencing



Commence { *to begin* }

Support

Recruit a dedicated Engagement and Influence Specialist to support tenants to participate and influence Bield's work.

Set up

Communication Group Group of tenants who influence and review communication to tenants, including newsletters, letters, website.

Equalities Network A network of groups established to support tenants from various tenant groups.

Compliments and Complaints New group to review compliments and complaints.



Action Plan *{list of tasks that you need to do}*

	Action	Target completion date	Lead Officer	Others involved	Outcome
Continue					
1.	Partnership Forum: Election	March 2022	EIS	Partnership Forum Policy and Customer Standards Team Communication Team Local Managers	Influence and impact Confidence Strategic direction
2.	Partnership Forum: Agree structure, priorities and establish sub-groups	November 2021	EIS	Partnership Forum BIG Policy and Customer Standards Team	Influence and impact Strategic direction
3.	Partnership Forum: Review communication and messaging to constituents	March 2022	EIS	Partnership Forum Communications Manager Local Managers	Confidence Clarity
4.	Partnership Forum: Contribute to procurement of estate management contract	July 2022	EIS	Partnership Forum Procurement Manager Contracts Team Local Managers	Influence and impact
5.	BIG: Review governance arrangements and relationship with other groups	November 2021	EIS	BIG Partnership Forum	Strategic Direction Scrutiny
6.	BIG: Explore secret shopper programme	November 2022	EIS	BIG	Influence and impact Scrutiny
7.	BIG: Review progress of previous recommendations	November 2021	EIS	BIG	Influence and impact Scrutiny
Review					
8.	Menu of engagement: Review and update	March 2025	EIS	Partnership Forum Communications Manager	Confidence Clarity
9.	Tenant handbook: Review and update	September 2022	EIS	Communication Group	Confidence Clarity



	Action	Target completion date	Lead Officer	Others involved	Outcome
				Communications Manager Area Managers Local Managers Property Officers BR24	
10.	Satisfaction Surveys	March 2022	EIS	Partnership Forum Performance Team Communications Manager Repairs Team Local Managers	Influence and impact Confidence Scrutiny
11.	Annual Performance Report	September 2021	EIS	Communication Group Performance Team Communications Manager	Scrutiny
12.	The Bulletin	December 2021	EIS	Communication Group Communications Manager	Confidence Clarity
13.	Social Media	March 2023	EIS	Communication Group Communications Manager	Confidence Clarity
Commence					
14.	Recruit Engagement and Influence Specialist to support the involvement and influencing strategy	August 2021	Head of Policy and Customer Standards	Partnership Forum HR Partner	Influence and impact Confidence
15.	Scope and establish Communication Group	June 2022	EIS	Partnership Forum Local Managers Communication Manager	Influence and impact Clarity
16.	Scope and establish Equalities Network	June 2024	EIS	Partnership Forum Local Managers Communication Manager	Influence and impact Confidence
17.	Compliments and Complaints Group	November 2023	EIS	Partnership Forum Local Managers Communication Manager	Influence Clarity



Appendix 1 Equality Impact Assessment

1	Title of Policy to be assessed:			
2	Date:			
3	Lead Officer/Manager:			
4	EQIA Team (who will be involved):			
5	Director/Manager:			
6	Is the function or policy existing, new, or review:			
7	<p>Set out the aims/objectives/purposes/outcomes of the function or policy, and give a summary of the service provided:</p> <p>The purpose of this policy is to</p> <p>The policy applies to all Bield colleagues</p>			
7a	Who should benefit from the policy (target population):			
7b	Linked policies, functions: Are there any other functions, policies or services, which might be linked with this one for this exercise? Please list.			
8	<p>State whether the policy will have a positive or negative impact across the following factors and provide initial comments/observations.</p> <p>Age: Older People, People in the middle years, young People, and children.</p> <p>Disability: includes physical disability, learning disability, sensory impairment, long-term medical conditions, mental health problems.</p> <p>Maternity and civil partnership The policy will have no impact on People expecting or recently giving birth or within a civil partnership</p> <p>Race: Minority ethnic People (includes Gypsy/Travellers, non-English speakers).</p> <p>Religion or belief: includes People with no religion or belief.</p> <p>Sex: Women, men, and transgender People (include issues relating to pregnancy and maternity).</p> <p>Gender reassignment: The process of changing or transitioning from one gender to another.</p> <p>Sexual orientation: Lesbian, gay, bisexual, and heterosexual People.</p> <p>People in remote, rural, and/or island locations</p> <p>People in different work patterns: e.g. part-/full-time, short-term, job share, seasonal</p> <p>People who have low literacy</p> <p>People in different socio-economic groups (includes those living in poverty/People on a low income)</p>			
	Population groups	Positive Impact	Negative Impact	Comments
	Age			
	Disability			



	Maternity and civil partnership			
	Race			
	Religion or belief			
	Sex and Gender reassignment			
	Sexual orientation			
	People in remote, rural, and/or island locations			
	People in different work patterns			
	People who have low literacy			
	People in different socio-economic groups			
9	What evidence do you have for the statements you have made above? Focus on: <ul style="list-style-type: none"> • Needs and experiences; • Uptake of services; N/A • Levels of participation. N/A 			
10	From the evidence set out what actions, if any, will you take where the negative impact has been identified:			
	Population groups	Proposed action	How will it address the negative impact?	
	Age	N/A	N/A	
	Disability:	N/A	N/A	
	Maternity and civil partnership	N/A	N/A	
	Race	N/A	N/A	
	Religion or belief	N/A	N/A	
	Sex and Gender reassignment	N/A	N/A	
	Sexual orientation	N/A	N/A	
	People in remote, rural, and/or island locations	N/A	N/A	
	People in different work patterns	N/A	N/A	
	People who have low literacy	N/A	N/A	
	People in different socio-economic groups	N/A	N/A	
	Briefly explain how the policy contributes to our equality and diversity values by answering the following questions: <ul style="list-style-type: none"> • How will it provide equality of access to services, information, and employment? • Does it or could it celebrate diversity? 			



- Will it or could it promote good relationships within and between communities?
- How will it provide good quality, inclusive services?

N/A

Any additional information, questions, or actions required? Please explain.

Sign off:

As Director I am satisfied with the results of this EIA

The findings will be referred to within Service Plans and target set. The Action Plan will be reviewed annually within Business planning reporting.

Signature:

Date:



Speaking your language - we are happy to translate our policies on request.

يمكن ترجمة سياساتنا عند الطلب
إذا كنت بحاجة إلى مساعدة ، فيمكننا توفير مترجم

**Nasze zasady mogą być przetłumaczone na żądanie.
Jeśli potrzebujesz pomocy, możemy zapewnić tłumacza**

**我们的政策可以应要求翻译。
如果您需要帮助，我们可以提供翻译**

ہماری پالیسی کا درخواست پر ترجمہ کیا جاسکتا ہے۔
اگر آپ کو مدد کی ضرورت ہو تو ہم ایک ترجمان فراہم
کرسکتے ہیں