

## Housing Engagement Strategy

City of York Council's vision for engagement is:

'Residents will be empowered and supported to develop their own solutions to local issues when and how they want to'  
 'There are opportunities for all residents to participate in local decisions and shape how services are delivered.'

We should be clear if we are informing, consulting or engaging communities as outlined in the figure below.

Informing	Consulting	Engaging
<ul style="list-style-type: none"> <li>• A decision has been taken that we are informing people about.</li> <li>• There must be a clear communications plan.</li> <li>• This is not consultation</li> </ul>	<ul style="list-style-type: none"> <li>• We are seeking input from others to help make a decision.</li> <li>• There must be a clear communications plan.</li> <li>• There are clear options and the scope of what can be changed is clearly defined.</li> </ul>	<ul style="list-style-type: none"> <li>• We are seeking input from others to find a solution.</li> <li>• It could be an issue identified by others.</li> <li>• Options may not be as clear.</li> <li>• Scope should be clearly defined.</li> <li>• There must be a clear communications plan.</li> </ul>

Housing Services are committed to providing customer focussed services with the following principles and aims:

### Principles

- All tenants and leaseholders should have the opportunity to get involved and have the support to do this
- Customer engagement should be based on clear, honest and open communication about what is open to influence and what is not
- Customer engagement should be timely, at a stage to influence and shape decisions

- Customers should be told how their involvement has made a difference
- Where we haven't been able to act on customers views we should let you know any why.

### Key aims of the plan

- To provide a plan for customer engagement and make sure that effective customer engagement is an essential feature of the way we do business.
- To engage with a diverse range of our tenants and leaseholders through a range of methods. We will work towards making sure the tenants and leaseholders we engage with match the profile of our tenants and leaseholders thereby ensuring the feedback is representative
- To drive service improvements by engaging with tenants and leaseholders on issues that directly affect them.
- To engage with customers who, traditionally, do not engage with us.
- To ensure our customer involvement action plan (Annex 1) is making a difference to improving services.
- To remove barriers to involvement. We know that some customers may not find it as easy to get involved as others.
- To improve the way we feed back to customers about how we have used their views.
- To make sure front line staff have an understanding of the purpose and approach to informing, involvement and engagement so they can be effective.