



Westminster Housing Online

1. Purpose

Resident engagement is about the housing service listening carefully to residents' views and ensuring they inform the way services are delivered. This approach has previously delivered measurable improvement in a wide range of service areas including fly tipping reduction, clearer anti-social behaviour reporting routes, a more user-friendly website and the ongoing incremental improvement of the repairs service to name just a few.

The housing service recognises the ongoing importance of effective engagement and provides a wide range of opportunities for residents to get involved, collectively and as individuals. Westminster Housing Online is a convenient way for residents to share their individual views on housing services. Via regular email surveys, it facilitates frequent direct feedback from a broad cross section of residents in a way that has a real impact on services but involves no ongoing commitment for any individual.

The views of residents participating in this online group will inform future housing service practice and procedure. The feedback received can be analysed alongside other resident data and shared anonymously with relevant stakeholders as required to support service improvement.

2. Objectives

- Provide and maintain a programme of regular resident e-surveys
- Gather resident views on arising topics that matter most to them
- Maximise the level of resident participation in Westminster Housing Online
- Analyse and consider feedback to maximise service improvement impact
- Share and promote the changes made to services based on feedback received
- Monitor and facilitate the participation of underrepresented groups

3. Membership

The online sign up process requires a valid email address. Membership of the group includes any eligible person currently registered to receive housing service e-surveys. Eligible participants must be a tenant or leaseholder of Westminster City Council or be a known household member of a tenant or leaseholder of the Council.

Westminster Housing Online is about individual feedback so there is no conflict of interest where residents also hold other roles within the resident engagement framework.

Participants can choose to unsubscribe and leave the group at any time.

4. Responsibilities

Terms of Reference

The housing service will:

- Maintain a forward plan for surveys to ensure feedback is timely
- Keep an up-to-date list of participants
- Create and send regular surveys that have a clear business purpose
- Consider the feedback received in the context of other available data
- Consider whether feedback indicates an opportunity to improve an aspect of the service
 - If so, consider how best to take that forward which might involve recommending a working group is set up to look at an issue in more detail
- Share anonymised summaries of feedback received and the housing service response
- Promote the actions taken and service outcomes arising from engagement with this group
- Monitor and publish the demographic and tenure profile of participants
- Identify and facilitate the inclusion of underrepresented and harder to reach groups
- Contact registered participants to promote other engagement opportunities
- Regularly promote the group to residents

The registered participant will be asked to:

- Share their individual views on the service areas covered in surveys (although signing up to receive surveys does not involve any commitment to respond)
- Give feedback that is constructive, considered and courteous
- Continue to report any unresolved issues by the usual routes. Ongoing individual concerns that require action should not be raised via survey feedback alone

5. Frequency

The housing service will send a monthly electronic survey via email on a topic of arising interest. Surveys could relate to an upcoming review of policy, procedure or practice. Alternatively, the housing service might engage on a community issue or to gather wider feedback on an issue raised in another engagement forum.

Some surveys will be sent to specific groups of residents, for example based on where they live or their tenure. This may affect the frequency of surveys an individual participant receives.