

HOUSING CUSTOMER ENGAGEMENT STRATEGY 2025

SUMMARY VERSION



To get involved email: housing.engagement@stoke.gov.uk

Introduction

We know the best way to improve housing services is by working with the people who use them every day. This strategy sets out our commitment to listen carefully and act on what matters most to our tenants and leaseholders.

This strategy is our promise to make your voice central to how we work. Your ideas, opinions and feedback matter - they help us build stronger communities and better housing services for everyone.

What Is Customer Engagement?

Customer engagement means making sure you are listened to, respected, and able to influence decisions about what happens in your home and neighbourhood. It is about involving you in the decision-making process, ensuring that you have a voice to influence the decisions made about the services we provide.

It's a two-way process; we commit to listening and acting on your feedback, to ensure your voice shapes the services you receive.

Why Get Involved?

You know your home and community best. By getting involved you can help us to understand what's working and what isn't.

Your voice helps us:

- Improve the services that matter to you.
- Build stronger, more connected communities.
- Make better decisions together.



Ways To Get Involved

We offer flexible options so you can choose what works for you.

Proactive Call

Receive a phone call to confirm your household details and give us your feedback.

.....

Editorial Panel

We will ask you to read and review housing related documents for quality, relevance and content.

.....

Tenant Voice

As a Tenant Voice member, you will be involved in key decisions that influence and shape service improvement across housing services.

.....

Social Media

Follow us on social media to keep up to date with the latest news and events.

Surveys

Complete online or postal surveys in the comfort of your own home.

Mystery Shopping

We need you to test our service areas by phone, online, email and in person giving feedback on your experience, both good and bad.



Tenant and Leaseholder Review Groups

Come along to regular group sessions with other residents and members of staff to give your views and ideas on housing services.

Focus Groups

These are made up of a small, diverse group of people brought together to discuss and provide feedback on a specific service.



What We've Achieved So Far

Since launching our first engagement strategy, we have already achieved a number of positive changes:

- Set up 14 tenant panels, including a citywide Tenant Voice group.
- Grown to over 660 involved tenants and 11 leaseholders.
- Increased diversity among engaged customers.
- Made over 11,500 proactive calls, resulting in more than 4,000 surveys.

We've acted on many of your suggestions including:

- Introducing area based ASB officers.
- Introducing tenant-led inspections of high-rise blocks.
- Supporting estate clean-ups, graffiti removal, and safe waste disposal.
- Improving how we share fire safety information - now available in 16 languages.

Our Five Key Objectives

Objective 1- Strengthen Communication

- Improve how and when we talk to you.
- Share updates clearly and regularly.
- Make it easy to give feedback.
- Show how your input shapes services.

Objective 2 - Empower Customers

- Give more opportunities to get involved.
- Offer meaningful roles in shaping policies.
- Share how feedback leads to real change.

Objective 3 - Promote Civic Pride

- Support tenant-led initiatives.
- Recognise the role of volunteers.
- Help you get involved in improving your neighbourhood.



Objective 4 - Deliver Responsive Services

- Act on what you tell us.
- Use feedback to adapt and improve.
- Make it easier to share your views.

Objective 5 - Be Transparent

- Provide clear and honest information.
- Share how your input makes a difference.
- Publish key data and service updates in accessible ways.

Supporting Our Volunteers

We value the time and energy you give. That's why we will cover reasonable expenses, such as travel. Please refer to our Volunteer Expenses Guide or speak to the engagement team for more details.



How We'll Measure Success

We will measure success by the number and diversity of people involved, how easy it is to give feedback, and by showing how tenant input leads to real improvements.

Conclusion

This strategy is about working in partnership. By listening and acting on customer views, we aim to deliver housing services that are trusted, responsive, and help to build stronger communities.