

Strategic Objective	Action	Desired outcome (including any specific performance indicators and targets that will be used to measure the achievement of the outcome)	Lead Directorate	Lead Officer	Support Officer	Start Date	Deadline Date	Is Progress Red, Amber or Green?	Progress Sept 2021
1 Amplifying the customer voice and value of engagement	Review Governance procedures, such as cover reports, to bring the customer voice to the forefront of reports to Board.	A deeper understanding of the value of engagement leads to more opportunities for meaningful involvement and increased confidence that decision making is based on sound and representative customer insight and feedback.	Assistant Chief Executive	Jonathan Vali	Rebecca Sweeton	01 September 2020	01 November 2020	Green	Complete
	Introduce cross-service engagement champions to embed customer influence in every service.	A deeper understanding of the value of engagement leads to more opportunities for meaningful involvement and increased confidence that decision making is based on sound and representative customer insight and feedback.	Assistant Chief Executive	Tanya King	Rebecca Sweeton	01 September 2020	01 December 2020	Amber	Cross service engagement partnering is well embedded. Customer Voice training session designed in partnership with the Customer Training Officer. Engagement Champions will be aligned with Colleague Voice from the Autumn of 2021, with Customer Voice as a standing meeting agenda item and activities to inform and upskill colleagues to enable them to champion customer influence in their service areas.
	Embed engagement in recruitment, induction, training and values conversations so all staff understand meaningful engagement and the benefits it can bring to the organisation, residents and the wider community.	A deeper understanding of the value of engagement leads to more opportunities for meaningful involvement and increased confidence that decision making is based on sound and representative customer insight and feedback.	Resources Directorate	Tanya King	Liz Chadwick	01 November 2020	01 March 2021	Green	Inaugural Customer Voice Week held in January 2021 to share key messages and celebrate engagement. A review of the SHG Induction process is underway and will be relaunched in January 2022. The induction will be revised to cover key organisational priorities including the importance of Customer Voice as part of everybody's role. Customer voice messages and discussion points shared via the Corporate Team Meeting tool, to be bi-monthly from August 2021. Customer Voice seasonal update planned for Autumn / Winter 2021. Engagement Tool Kit for staff in development which will compliment the toolkit and community engagement approach in development by SMBC.
	Demonstrate a commitment to the 'See the Person' campaign and tackling stigma in social housing.	A deeper understanding of the value of engagement leads to more opportunities for meaningful involvement and increased confidence that decision making is based on sound and representative customer insight and feedback.	Assistant Chief Executive	Rebecca Sweeton	Olivia Hammond	01 October 2020	01 December 2020	Green	Pledge made to See the Person campaign and information shared in Engagement Partnering meetings with service leads. SHG will support the Stop the Stigma week and participate in the Stigma in Social Housing consultation in Sept 2021
	Achieve Tpas engagement accreditation.	A deeper understanding of the value of engagement leads to more opportunities for meaningful involvement and increased confidence that decision making is based on sound and representative customer insight and feedback.	Assistant Chief Executive	Tanya King	Rebecca Sweeton	01 September 2021	31 March 2022	Green	Gap analysis against the revised Tpas National Standards for Engagement completed. On track to undertake accreditation in Spring 2022. Audit of engagement by PWC as part of internal audit programme to take place in September 2021.

2	Modernising Strategic Engagement	Develop engagement opportunities that address gaps in the accountability framework.	A modern engagement framework that provides a comprehensive range of inclusive opportunities to capture a broad and diverse range of views. Increased opportunities for customers to be empowered in decision making.	Assistant Chief Executive	Tanya King	Rebecca Sweeton	01 October 2020	01 March 2022		Customer Inspector programme redeveloped. Review of Customer Scrutiny Panel remit underway with Panel and Independent Mentor. Involving customers in procurement toolkit in development
		Review Board recruitment procedures and develop new innovative opportunities to participate to attract a diverse membership that represents Stockport Homes' customer profile.	A modern engagement framework that provides a comprehensive range of inclusive opportunities to capture a broad and diverse range of views. Increased opportunities for customers to be empowered in decision making.	Assistant Chief Executive	Jonathan Vali	Rebecca Sweeton	01 October 2020	01 May 2021	Green	Targeted recruitment campaign undertaken, two new Board members recruited both are BAME customers
		Review scrutiny methods to offer inclusive more flexible options for customers to influence reviews.	A modern engagement framework that provides a comprehensive range of inclusive opportunities to capture a broad and diverse range of views. Increased opportunities for customers to be empowered in decision making.	Assistant Chief Executive	Jonathan Vali	Rebecca Sweeton	01 October 2020	01 January 2021	Amber	Review of scrutiny underway with aim to launch a recruitment campaign for Scrutiny in early 2022 and develop a wider scrutiny pool of customers.
		Develop opportunities for customers to be involved in challenging service performance and standards at a local level, with clear links to scrutiny, for example mystery shoppers, tenant inspectors and online methods.	A modern engagement framework that provides a comprehensive range of inclusive opportunities to capture a broad and diverse range of views. Increased opportunities for customers to be empowered in decision making.	Assistant Chief Executive	Rebecca Sweeton / Rob Lloyd	Louise Evans	01 November 2020	01 March 2021	Amber	New customer inspector programme in development Summer 2021
		Create opportunities for customers to be meaningfully involved in the procurement of new contracts and services, linked to the social value element of the Value for Money Strategy.	A modern engagement framework that provides a comprehensive range of inclusive opportunities to capture a broad and diverse range of views. Increased opportunities for customers to be empowered in decision making.	Assistant Chief Executive	Samantha Donigan	Rebecca Sweeton / Charlotte Fazackerley	01 November 2020	01 March 2022	Green	Involving customers in procurement toolkit in development. Customer engagement prompt added to the Business Case document. Customers involved in the new website development. On track for March 2022
		Collaborate with customers to establish diversity networks around key themes including disability, BAME and LGBTQ+ customers, including signing up to and delivering the requirements of the Houseproud Pledge.	A modern engagement framework that provides a comprehensive range of inclusive opportunities to capture a broad and diverse range of views. Increased opportunities for customers to be empowered in decision making.	Assistant Chief Executive	Rob Lloyd / Phil Rhodes	Olivia Hammond	01 November 2020	01 April 2021	Green	Strong partnerships with local LGBTQ+ Forward network established. SHG have signed up to the Housproud Pledge. SHG lead partner in Rainbow Roofs group, with 5 SHG tenants supporting. BAME research project completed with Manchester Met Students. This work will continue to be developed through 2022.
3	Wider Community Engagement	Embed the 'LIFE' model approach to support for groups across community development projects. LIFE (Lead, Influence, Follow and Exit). Groups can enter LIFE at any stage and work their way through the different levels of support until they eventually become less reliant on support.	A consistent approach to demonstrating the value of community work. Targeted work captures a diverse and more representative customer voice in decision making.	Assistant Chief Executive	Rebecca Sweeton	Louise Evans / Mark Rogers	01 October 2020	01 April 2021	Green	LIFE approach included in all CEI Officer values conversations. LIFE training to be delivered by Funding Officer to upskill team in approach
		Develop annual Neighbourhood Plans based on customer insight and feedback from a wide range of sources.	A consistent approach to demonstrating the value of community work. Targeted work captures a diverse and more representative customer voice in decision making.	Assistant Chief Executive	Rebecca Cullen	Rebecca Sweeton	01 October 2020	01 March 2021	Green	Plans redeveloped using customer insight and launched in neighbourhood newsletters
		Develop a framework to measure the outcomes and impact of community working to the local community, for example, a social auditing approach.	A consistent approach to demonstrating the value of community work. Targeted work captures a diverse and more representative customer voice in decision making.	Assistant Chief Executive	Tanya King	Rebecca Sweeton	01 October 2020	01 March 2021	Red	Delayed due to staffing changes in the Team. Request date change to March 2022
		Seek opportunities to support Stockport Council and other local partners and networks with community-based work, with a focus on diverse groups, such as Stockport Pride, Nexus and Disability Stockport, working towards a more inclusive community.	A consistent approach to demonstrating the value of community work. Targeted work captures a diverse and more representative customer voice in decision making.	Assistant Chief Executive	Phil Rhodes	Olivia Hammond	01 October 2020	01 March 2022	Green	Strong partnerships with local LGBTQ+ Forward network established. SHG have signed up to the Housproud Pledge. SHG lead partner in Rainbow Roofs group, with 5 SHG tenants supporting. BAME research project completed with Manchester Met Students. Develop closer links with BAME and disability groups
		Develop a clear approach to engaging with younger customers through, for example, links to GM Youth Panel, schools, youth work and digital platforms to ensure young people influence services.	A consistent approach to demonstrating the value of community work. Targeted work captures a diverse and more representative customer voice in decision making.	Assistant Chief Executive	Julie Nelson-Hall	Molly Bradley	01 October 2020	01 February 2021	Red	Delayed due to impact of Covid on youth work. Request date change to March 2022
4	Information, Insight and Digital Engagement	Develop modern digital methods for engagement to widen opportunities for involvement and gather insight, including an online engagement platform, social media groups, live question and answer sessions and streaming meetings.	Modern, digital methods enable more representative engagement and insights. Customers can access key information clearly and easily.	Assistant Chief Executive	Rebecca Sweeton	Phoebe Carolan	01 September 2020	01 June 2021	Amber	A number of digital engagement platforms have been investigated to ensure alignment with existing digital transformation work at SHG. Initial discussions have been held with SMBC to jointly procure an engagement platform that could be used by both organisations for consultation activities.
		Gather intelligence through our data systems to target customers who do not access our services to understand a broader range of views.	Modern, digital methods enable more representative engagement and insights. Customers can access key information clearly and easily.	Assistant Chief Executive	Rebecca Sweeton	Phoebe Carolan	01-Nov-20	01 March 2021	Green	Research project in partnership with Manchester Met Students targeting BAME customers. This is an on-going action and will continue to be explored during the second year of the Strategy delivery.
		Review our information contact points, such as the website, in collaboration with customers to ensure useful information on key areas is easy to find including how to get involved, complaints, performance and the impact from engagement activities.	Modern, digital methods enable more representative engagement and insights. Customers can access key information clearly and easily.	Resources Directorate	Verity Calderbank	Monica Quintero	01 March 2021	01 August 2021	Green	Website review underway with customers consulted as part of initial review and feedback used to inform tendering process. Further customer collaboration will be undertaken during 2021 and 2022 in line with the timeline for redeveloping the 6 websites. This is an on-going action
		Ensure customers have reviewed key information and communications to ensure it is written in plain English, accessible and easy to understand.	Modern, digital methods enable more representative engagement and insights. Customers can access key information clearly and easily.	Resources Directorate	Verity Calderbank	Louise Evans	01 October 2020	01 March 2022	Green	Customers consulted on the annual report, customers piloted the building safety roadshow survey. Customers will be asked to sense check the heating information FAQ's. This is an on-going action
		Identifying opportunities to apply customer journey mapping methodology to better understand service provision from customers' experiences.	Modern, digital methods enable more representative engagement and insights. Customers can access key information clearly and easily.	Assistant Chief Executive	Monica Quintero	Rebecca Sweeton	01 January 2021	01 August 2021	Green	Customer journey mapping of the housing applications process completed, with changes made at the early stages of the process as a result. Suggestions for customer journey mapping for leaseholders and shared ownership identified through engagement partnering with the aim to improve customer satisfaction and take up of staircasing. This is an on-going action

