

Listening and Acting Our Resident Engagement Strategy 2025–2028

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Introduction

We're here to provide quality homes, work with communities to strengthen neighbourhoods and support people when they need it most.

Being local matters. So does listening. When residents share their experiences with us, whether through a survey, a conversation or a community event, this helps us design services that work better for everyone.

This strategy sets out how over the next three years we'll continue to listen to residents and act on what matters to them to improve resident satisfaction. It builds on our commitment to involving residents at every level, from neighbourhood conversations to strategic decisions and reflects the culture shift we're embedding across the organisation.



Our approach to resident engagement

We're creating a culture where every team listens to residents and acts on what they hear.

Resident engagement isn't the responsibility of one team. It's something we all contribute to.

That means:



Making it easy and worthwhile for residents to get involved



Supporting colleagues to run their own engagement activities



Using resident insight from surveys, focus groups and complaints to shape decisions and improve services



Showing clearly how feedback has made a difference

Our approach to resident engagement is guided by:



Our resident engagement model



Feedback from 2,256 residents across 270 activities in 2024-25



Co-design Action Group resident-led recommendations



The Regulator of Social Housing's Transparency, Influence and Accountability Standard

Our two strategic priorities

The strategy focuses on two clear goals:

1 | Listen well



We'll gather meaningful, representative feedback from a diverse range of residents, in ways that suit them.

Here's how we'll do it:

- **Make a cultural commitment to resident engagement**, so listening to residents becomes an integral part of how we work as the organisation.
- **Gather insight through a range of methods**, including surveys, complaints, day-to-day interactions and focus groups – and anything else that would help.
- **Offer flexible and accessible ways for residents to get involved**, recognising that different people will want to engage in different ways and at different times.
- **Support and nurture resident talent**, encouraging residents to keep contributing their skills and share their experiences.
- **Make sure the feedback we gather is meaningful and representative**, so it can be used to inform decisions at all levels.

2 | Act clearly



We'll put what we've learned into action, and just as importantly, show residents the impact their engagement has had.

Here's how we'll do it:

- **Always close the loop with residents**, sharing what we heard, what has changed as a result and being honest when change wasn't possible.
- **Communicate clearly with residents**, using a range of appropriate channels to share information and outcomes.
- **Publish the outcomes and impact of engagement**, showing how resident feedback has influenced services, decisions and priorities.
- **Support resident-led oversight of engagement**, including increasing support for existing engagement structures.
- **Remove barriers that prevent action**, so that we can prove we're removing any blockers residents are facing.



Removing barriers to involvement

All residents who get involved do so as volunteers, and we value the time, skills and perspectives they bring. We want to make it easier for more residents to take part by removing barriers to involvement.

We support resident volunteers by offering:

- In-person, online and hybrid opportunities
- Training and support to build confidence
- Payment of travel, childcare and carer costs
- A quarterly allowance for time-limited panel roles
- Accessible venues, including interpretation, prayer rooms and quiet spaces
- Help with translation, reading materials and dietary needs

We're strengthening our data approach to make resident engagement more inclusive. By improving how we collect equality, diversity and inclusion information, we can better understand who is involved, target our outreach and engage more seldom-heard voices.



How we're set up to support engagement

We're building stronger partnerships between residents and colleagues. That includes:

- Engaging underrepresented voices including young people, people with disabilities and others who face barriers like language, access or confidence
- Upskilling local teams to lead engagement
- Mapping activity across all 140 neighbourhoods
- Tracking what's changed as a result

We're also shifting our own role. In the past, we've focused heavily on resolving issues raised through Tenant & Resident Associations (TRAs). While that still matters, we're now focusing on building longer-term, resident-led partnerships that have a bigger say in co-designing our services.

That should result in broader, more positive relationships, with a greater emphasis on the prevention of future issues – rather than mainly fixing existing ones.





Where and how engagement happens

There are quite a few different ways that residents can get involved with us. They broadly fall into three types: online, local communities and shared decisions.



Online: Peabody Voice

Peabody Voice is our online community of engaged residents who contribute to focus groups, consultations, policy reviews and scrutiny projects.

In 2024-25, we refreshed our database and currently have around 500 members. By 2028, we aim to grow this to 2,000 through targeted promotion in neighbourhoods, events, newsletters and online. We'll:

- Promote Peabody Voice through our website, magazines and community networks
- Invite TRAs and local groups to help grow the community
- Offer incentives for sign-ups
- Monitor participation to make sure it reflects our resident base across all tenures

In 2024-25, Peabody Voice members and other Peabody residents made 10,805 online contributions to surveys, quick polls, ideas boards and collaborative spaces.

By 2028, we aim to:

- Increase online engagement opportunities by 5% per year
- Support TRAs and resident groups to host their own online spaces
- Give local teams the tools to engage residents digitally during consultations
- Regularly publish updates and project outcomes to our engaged resident community, Peabody Voice, to evidence impact



Local communities: Regional Forums

We run four Regional Forums – North Counties, South London, North East London and North West London – to make sure local voices have a say in the way services are delivered.

The forums:

- Engage residents on neighbourhood issues
- Work with local teams to identify priorities
- Oversee regional action plans, led by regional insight and feedback
- Report into the Resident-Led Panel to support joined-up influence

We'll:

- Make sure TRAs and underrepresented groups are involved
- Invite new residents to join
- Continuously evolve engagement approaches, based on resident feedback
- Show clearly what's changed as a result of regional feedback
- Continue linking forum insight to scrutiny and strategic action



Local communities: TRAs and community events

We support nearly 70 recognised Tenant & Resident Associations (TRAs). These are formal resident groups that represent a block or group of homes.

We support TRAs by:

- Offering £300 annual funding and start-up grants
- Providing guidance, training and recognition
- Asking TRAs to complete an annual review, hold elections and submit accounts
- Delivering capacity-building support via Tenant Participation Advisory Service (TPAS) and accredited partners

By 2028 we'll:

- Make it easier for TRAs to become officially recognised
- Support 150 TRAs with annual funding
- Upskill 100 TRAs through a refreshed training offer
- Help local teams deliver 100+ drop-ins, estate walkabouts and meetings per year
- Run 20 community events annually, focused on engaging seldom-heard voices
- Evaluate the impact of every event and use learnings to improve



**Shared decisions:
Resident-Led Panel
and sub-groups**

In 2024, we launched the Resident-Led Panel (RLP) – a group of residents with strategic oversight of engagement across the organisation. They make sure we’re delivering meaningful engagement and complying with regulatory standards.

The RLP:

- Reviews how we involve residents in strategies, policies and services
- Challenges teams to show how feedback has been used
- Recommends improvements and requests evidence of resident input
- Makes sure that engagement is inclusive and leads to visible change

The RLP are supported by short-term sub-groups that focus on improving specific service areas. These areas are chosen based on resident feedback from surveys and engagement events, highlighting what residents most want to see improved.



**Shared decisions:
Scrutiny Bank**

We want residents to have a real say in how our services and policies work. To make this happen, we’ve set up the Scrutiny Bank: a group of trained residents who look into specific service areas that need improvement. These areas are chosen based on what residents tell us and what our data shows.

At first, the Resident-Led Panel will oversee the Scrutiny Bank. Over the next three years, Regional Forums will gradually take on this role. This means residents can influence decisions both locally and across the organisation. We’ll also share the results of scrutiny work with residents, so they can see what’s changed and how their involvement has made a difference.



**Local communities:
Nurturing resident talent**

We’ll host events which bring together residents from across our communities.

These events will:

- Spotlight engaged resident achievements
- Showcase local best practice
- Provide networking and learning opportunities
- Feature an awards ceremony to celebrate resident talent and leadership



**Local communities:
Engaging younger residents**

We want our engagement to better reflect the diversity of our communities, with a stronger focus on younger residents. To do this, we’ll build stronger relationships with younger residents through existing groups such as Tenant and Resident Associations, community projects, the Peabody Community Foundation and referrals from local teams.

We’ll co-design engagement opportunities with younger residents so they reflect their interests and ambitions. By keeping our engagement flexible at strategic, regional and local levels, we’ll make sure younger residents’ experiences are heard and can genuinely influence decisions.





Shared decisions: Voices at governance level

Our Board helps make this happen by giving residents a real role in shaping decisions and checking that we're delivering good services and investing properly in homes. That's why residents are part of the Board itself - currently, three of the eleven Board members are residents.

We've also created a Resident Experience Committee to give residents even more influence. Half of the committee's members are residents, and residents are represented on other committees too. For example, the Investment Committee includes one resident member.

As well as these formal roles, the Board also regularly meets residents and visits communities.



Shared decisions: Building safety

Keeping our buildings safe is a top priority, and we want residents to be involved in that. We offer different ways for residents to talk to us about building safety, guided by our Building Safety Framework.

Residents can raise safety concerns in person, online or using printed information, and we take what they tell us seriously. We listen, follow up issues and work to put things right. We also regularly review how we share safety information to make sure it's clear, fair and easy for everyone to understand.



How we'll know our strategy is working



Tenant Satisfaction Measures (TSMs)

We'll collect feedback from residents about how well we listen and respond during engagement activities. This will help us keep improving and make sure our engagement is inclusive and makes a real difference.

We'll put an evaluation framework in place to check how effective our engagement activities are and to spot where changes are needed, so we can respond to residents' needs as they change over time.

This work will support our goal to improve the listens and acts TSM score by 12%.

We'll also use this evaluation to understand the impact of engagement activity and whether residents feel heard and can see clear action as a result.



Annual impact report

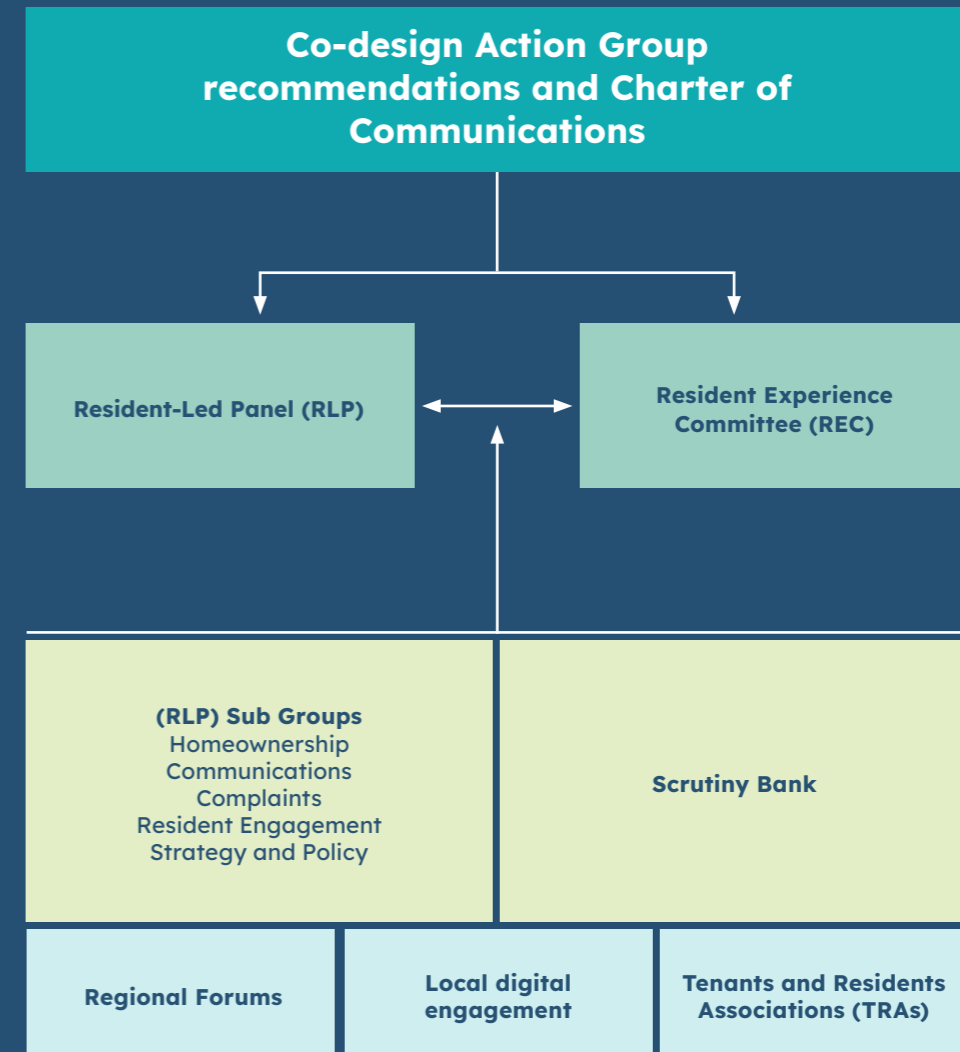


Each year we'll publish a report showing:

- Reflections of what changed and what worked from the previous year
- The difference it has made to residents, proved by an increase in listens and acts TSM scores
- Where engagement has taken place
- Who got involved
- What changed as a result
- How well we have engaged the diversity of our resident base
- Spotlights on resident stories, TRAs and community impact in our resident magazine

Resident Engagement Strategy appendix

Resident engagement					
	Resident insight	Resident engagement	Resident consultation	Resident scrutiny	Resident communication
How	<ul style="list-style-type: none"> Telephone surveys Text surveys Online surveys Focus groups Social media Complaints 	<ul style="list-style-type: none"> The Garden Workshops Formal meetings Onsite Visits Community Events TRA meetings 	<ul style="list-style-type: none"> Letter/email Formal notice Online Face-to-face Drop ins 	<ul style="list-style-type: none"> Scrutiny bank Regional Forums 	<ul style="list-style-type: none"> Website Letter/email Magazine/e-zine Social media
Who	<ul style="list-style-type: none"> All residents 	<ul style="list-style-type: none"> Engaged residents 	<ul style="list-style-type: none"> Affected residents 	<ul style="list-style-type: none"> Engaged residents Tenant & Resident Associations (TRAs) 	<ul style="list-style-type: none"> All residents Specific resident groups
Transparency, influence & accountability	<p>We offer many ways for residents to get involved and have a say</p> <p>Everyone should be able to access these opportunities</p> <p>We regularly adjust our approach to meet local needs</p> <p>We use complaints to improve our services</p>	<p>Many ways to get involved and have a say</p> <p>Helping residents start and run their own activities</p> <p>Shaping policies and strategic priorities</p> <p>Deciding how services are delivered</p> <p>Setting standards</p>	<p>Significant change in management arrangements</p> <p>3-year consultation on governance and scrutiny</p>	<p>Local offer</p> <p>Scrutiny panels</p>	<p>Clear information on standards and performance</p> <p>Accessible, relevant and timely information on service options</p> <p>How to get involved</p> <p>How complaints are used to improve services</p>





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