

Strategic Engagement Planning, Delivery and Accountability Framework

1. Engagement Overview

- Project / Engagement Title
- Purpose of Engagement
- Lead Organisation
- Lead Officer
- Supporting Teams
- Project Start Date
- Projected End Date
- Review Cycle
- Version Control

2. Strategic Purpose and Objectives

- Improve customer influence and participation
- Strengthen transparency and accountability
- Gather resident and stakeholder insight
- Support co-design and collaboration
- Improve communication and trust
- Identify service improvements
- Evidence resident influence
- Support governance and regulatory compliance

3. Regulatory and Governance Alignment

- Tenant Satisfaction Measures (TSMs)
- Transparency, Influence and Accountability Standard
- Housing Ombudsman Complaint Handling Code
- Consumer Standards
- Building Safety Act
- Awaab's Law
- Equality, Diversity and Inclusion Standards
- Corporate Plan Objectives



6. Engagement Methods and Delivery Approaches

- Resident meetings
- Focus groups
- Workshops
- Town hall events
- Online consultations
- Surveys and questionnaires
- Estate walkabouts
- Telephone engagement
- Social media engagement
- Co-design sessions
- Community drop-in sessions

7. Equality, Diversity and Inclusion Considerations

- Easy Read formats
- Large print materials
- Translation services
- BSL interpretation
- Offline participation routes
- Digital inclusion support
- Accessibility compatibility
- Underrepresented voice monitoring

10. Risks, Challenges and Mitigation

- Low engagement levels
- Consultation fatigue
- Digital exclusion
- Accessibility barriers
- Negative sentiment
- Misinformation
- Poor demographic representation
- Political sensitivities

11. Feedback Collection and Insight Gathering

- Surveys and questionnaires
- Feedback forms
- Verbal feedback
- Digital engagement insight
- Sentiment analysis
- Theme identification
- Customer stories and lived experience

12. Resident Influence and Accountability

- What residents said
- Actions agreed
- Service improvements implemented
- Feedback to residents
- You Said, We Did reporting
- Evidence of resident influence

13. Data Protection and GDPR Requirements

- Consent arrangements
- Privacy notices
- Secure data storage
- Retention periods
- Anonymisation
- Freedom of Information considerations
- Resident data rights

14. Monitoring, Evaluation and Success Measures

- Participation levels
- Resident satisfaction
- Representation analysis
- Trust and confidence measures
- Service improvement outcomes
- Engagement quality measures
- Lessons learned

15. Reporting and Governance Arrangements

- Executive reporting
- Board reporting
- Customer scrutiny reporting
- Operational reporting
- Resident feedback reports
- Action plans and progress monitoring

16. Lessons Learned and Continuous Improvement

- Engagement learning
- Accessibility improvements
- Communication improvements
- Future engagement recommendations
- Partnership opportunities



17. Engagement Outcomes and Action Dashboard

Engagement Area	Participation Level	Key Themes	Actions Agreed	Lead Officer	Review Date

18. Sign-Off and Approval

Engagement Lead: _____

Project Sponsor / Manager: _____

Customer Influence Approval: _____

Date Approved: _____

19. Good Practice Principles

Engagement activity should be inclusive, accessible, transparent and meaningful. Organisations should ensure residents and stakeholders understand why engagement is taking place, how feedback will be used and what difference their involvement will make. Engagement should demonstrate genuine influence, accountability, learning and continuous improvement rather than tokenistic consultation.

