



WILLOW TREE

HOUSING PARTNERSHIP

**Resident Engagement
Strategy and Action Plan
2025-26**

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Introduction

Willow Tree Housing Partnership Limited (WTHP) recognises the value of meaningful resident engagement. It is a key component in fulfilling our vision and mission, improving our services and aligning these to residents' needs. It is also central to creating a way of operating that fosters transparency in decision making and providing genuine influence for residents.

Recognising that the lived experience of residents is a major asset which should be harnessed through co-production and effective scrutiny, this strategy has been developed taking into account the views and opinions of our residents.

It is part of the 'Supporting Strategies' to the Corporate Strategy.

Definitions

Resident engagement has many interpretations. WTHP's definition applies to any resident receiving a service and includes:

- Residents being provided with information that enables them to understand what WTHP is doing and how we are performing. This includes our Key Performance Indicators, Tenant Satisfaction Measures and information around our complaints.
- We will use a variety of channels to make sure our consultation is far reaching and accessible, providing clear reasons for what WTHP is considering and choices available to residents.
- Involving residents in a range of ways to influence services and projects, with an emphasis on co-production.
- Giving residents the ability to make, contribute to or influence decisions and make recommendations to improve services. This can be at a local or WTHP wide level.
- Resident engagement activities are beneficial to both residents and Willow Tree and offer a considered use of resources.

Context

Strategic context

WTHP's vision, mission and strategic objectives

Vision: Deliver and Grow – aiming to create a space for those excluded from the market; to achieve a more level playing field from which they are able to build a successful life

Mission: Willow Tree will build and manage quality homes that are affordable for those who do not have access to the housing market

Values: **S**upporting Collaboration

Trust and Honesty

Respect and Understanding

Integrity and Professionalism

Versatile and Innovative

Equal and Inclusive

Key business drivers/objectives:

Strategic objectives:

People we will invest in and listen to all voices and seek learning to improve outcomes for all

Property we will maintain and manage property that we and our tenants are proud of

Place we will ensure that a positive connection to home as a safe and sustainable place is central to our work

Planet we will create homes and services that protect the future

This strategy will support us to deliver against the People strand of our Corporate Strategy.

Regulatory context

Consumer standards

The role of the Regulator of Social Housing is to promote a well-governed, viable and efficient social housing sector that is able to deliver homes meeting a diverse range of needs. The consumer standards which aim to achieve this were updated from 1 April 2024 to include four revised standards:

- The Neighbourhood and Community Standard
- The Safety and Quality Standard
- The Tenancy Standard
- The Transparency, Influence and Accountability Standard

The Transparency, Influence and Accountability Standard sets the following outcomes regarding resident engagement which landlords must deliver:

Fairness and respect

We must treat customers with fairness and respect

Diverse needs

In relation to the housing and landlord services we provide, we must take action to deliver fair and equitable outcomes for customers and prospective customers

Engagement with customers

We must take customers' views into account in our decision-making about how landlord services are delivered and communicate how customers' views have been considered

Information about landlord services

We must communicate with customers and provide information so they can use our services, understand what to expect from us, and hold us to account

Performance information

We must collate and provide information to support effective scrutiny by tenants of our performance in delivering landlord services

Complaints

We must ensure complaints are addressed fairly, effectively and promptly.

Tenant Satisfaction Measures

In order to evidence that we meet these outcomes, we must collect and report annually on 22 Tenant Satisfaction Measures (TSMs) relating to repairs, building safety, complaint handling, neighbourhood management and tenant perception. See table below. These include 10 technical measures which we collect from our performance data and 12 tenant perception measures which are collected by carrying out tenant perception surveys.

Tenant perception measures	Technical measures
TP01 Overall satisfaction	BS01 Gas safety checks
TP02 Satisfaction with repairs	BS02 Fire safety checks
TP03 Satisfaction with time taken to complete most recent repair	BS03 Asbestos safety checks
TP04 Satisfaction that the home is well maintained	BS04 Water safety checks
TP05 Satisfaction that the home is safe	BS05 Lift safety checks
TP06 Satisfaction that the landlord listens to tenant views and acts upon them	CH01 Complaints relative to the size of the landlord
TP07 Satisfaction that the landlord keeps tenants informed about things that matter to them	CH02 Complaints responded to within Complaint Handling Code timescales
TP08 Agreement that the landlord treats tenants fairly and with respect	NM01 Anti-social behaviour cases relative to the size of the landlord
TP09 Satisfaction with the landlord's approach to complaint handling	RP01 Homes that do not meet the Decent Homes Standard
TP10 Satisfaction that the landlord keeps communal areas clean and well maintained	RP02 Repairs completed within target timescale

<p>TP11 Satisfaction that the landlord makes a positive contribution to neighbourhoods</p>	
<p>TP12 Satisfaction with the landlord's approach to handling anti-social behaviour</p>	

Housing Ombudsman

The Housing Ombudsman's [Complaint Handling Code](#) ensures consistent management of and learning from complaints across the housing sector. Compliance with the Code is demonstrated through an annual self-assessment against the code which is published on our website.

Consultation

To ensure authentic co-creation of this strategy, the Resident Engagement Policy and the resulting action plans, customers feedback has been sought and included as follows:

- The strategy and action plan has been reviewed and approved by the Resident Scrutiny Panel before final approval by the Board
- Further resulting action plans, such as the TSM improvement plan, have and will continue to be reviewed by the Resident Scrutiny Panel with progress updates shared quarterly
- As a customer facing policy, the Resident Engagement Policy will also be shared for consultation with all customers on the WTHP website before final approval

Our approach

Our approach is directed by the ethos of co-production and lived experience. Anything that affects residents should involve residents. Central to this will be

listening to residents and understanding their lives so our actions can best work within this context.

This means that where a service change or improvement involves a direct impact on residents, there should be tenant involvement or consultation to feed into the decision making process.

The existing suite of resident engagement activities, as shown below, will continue to be developed, with other new initiatives piloted and reviewed considering how successful and beneficial they are to both residents and WTHP.



Resident Scrutiny Panel

A panel of residents to scrutinise areas defined by the Board, using a task and finish approach, and to maintain customer oversight on important customer facing issues such as complaint handling.



Home Owner Forum

An opportunity for all shared owners and leaseholders to meet online with WTHP bi-annually to discuss matters important to them.



Satisfaction surveys

Regular transactional surveys to measure customer satisfaction relating to specific services



Neighbourhood Inspections

An open invitation to all residents to join their Housing Officer on an inspection of their neighbourhood every three months.



Online consultations

Opportunities to influence customer facing policies via the WTHP website.



E-Panels

Individual panels of customers with interests in different areas such as communications, policy setting, shared communal services and service charges, repairs and environmental issues. Contacted and consulted with electronically on an ad hoc basis.

In addition to the opportunities outlined for residents to engage with us, it is important that we engage with residents to understand who lives in our homes and what their individual and diverse needs are. To do this, we will proactively aim to visit all rental customers in their homes every 12 months and to collect and store customer information so we can ensure the services we offer are relevant and appropriate to them.

The implementation of the Resident Engagement Strategy will be the responsibility of the Head of Housing and Customer Experience with colleagues from all departments having a role.

Monitoring

The progress and impact of resident engagement will be reported to the Board quarterly within tenant voice updates; to the senior leadership and executive team monthly; and to all customers annually, as part of the Annual Report to Tenants, and in the resident newsletters which are shared three times per year.

Information on our performance relating to the Tenant Satisfaction Measures will be shared on the website annually for customers and stakeholders, and to the Regulator of Social Housing to ensure compliance with the Consumer Standards.

References

The following documents are referenced within this strategy:

- WTHP Corporate Strategy 2024-27
- WTHP Resident Engagement Policy
- [RSH Consumer Standards](#)
- Housing Ombudsman [Complaint Handling Code](#)

Resident engagement action plan 25/26

	Action	Measure of completion	Target timescale
1	Undertake quarterly TSMs and transactional satisfaction surveys	Results shared with RSH (TSMs), Board, Resident Scrutiny Panel (RSP) and on website	Quarterly
2	Prepare TSM action plan	Report progress to Board and RSP - actions completed and TSM scores improve	July 2026
3	Share performance information	Performance information document uploaded to WTHP website and shared with RSP quarterly	Quarterly
4	Recruit additional RSP members	Additional members to promote more rounded scrutiny and oversight	December 2025
5	Review complaints performance	Performance information shared with Board and RSP	Quarterly
6	Continue to develop and roll out additional engagement options	Self-assessment against the Housing Ombudsman Complaint Handling Code Included on agenda for all contractor meetings Reported to Board and RSP, promoted on website and social media	Sept 2025 Monthly Quarterly

7	Achieve annual home visits to 100% of customers in rented homes	Performance information shared with Senior Leadership Team	Monthly
8	Collect up to date customer insight data	Performance information shared with Senior Leadership Team	Monthly
9	Review of information on the WTHP website	Content updated	March 2026
