

Populo Homes - Resident Engagement Strategy

1. Purpose and Vision

Our resident engagement strategy sets out how we will build strong, trust-based relationships with all residents across our Populo Homes residents including rented properties as well as shared ownership.

At Populo our values aims to build better, build thoughtfully, and build communities. Our resident engagement strategy seeks to reflect these values by ensuring we continue to;

- **Build and manage safe, high-quality homes**
- **Offer responsive and transparent services**
- **Create a culture of listening, learning and acting**
- **Input into local communities where people feel they belong**

Getting engagement right will ensure that residents shape services, influence decision-making, and hold us to account.

2. Strategic Objectives

Encourage residents to influence decisions

Create clear routes for residents to scrutinise services, co-design improvements, and participate in governance of Populo Homes.

Strengthen communication and transparency

Ensure residents receive information that is timely, clear, and accessible.

Improve service delivery through feedback loops

Use engagement to identify issues early, improve satisfaction, and design better services.

Build thriving local places

Support community cohesion by working with partners and encouraging resident-led initiatives that truly shape the environments our developments are in.

Tailor engagement to different tenures

We are creating tailored approaches through creating different resident engagement strategies for Populo Homes residents and our private residents within Populo Living to ensure social housing residents have opportunities to influence landlord decisions more deeply over a longer term.

3. Engagement Principles

To ensure our engagement efforts are successful we will apply the following principles to all our engagement activities;

- **Inclusivity** – we want to engage a representative cross-section of residents, removing any barriers that may prevent individuals from engaging.
- **Transparency** – it is important we show how resident input influences decisions and informs our working practices. We want to ensure that the input from residents is clearly communicated to all stakeholders involved in the management of Populo Homes, including all Populo Homes residents, staff and our shareholder.
- **Accessibility** – we appreciate there is not a one-size-fits-all approach to seeking valuable feedback and insights from residents we therefore aim to use a mix of digital, in-person, and targeted methods.
- **Proportionate** – We appreciate resident time is valuable therefore we want to match the level of engagement to the importance of the issue.
- **Local** – As well as decisions that influence the management of all of our Populo Homes we also want to tailor engagement to neighbourhoods, schemes, and building types where appropriate and relevant.
- **Safe and respectful** – We promise to treat all residents with dignity and ensure engagement spaces are safe and respectful.

4. Engagement Framework

We recognise that residents wish to engage with us in different ways. To reflect this, we will implement a tiered model of engagement that provides a range of opportunities, including information sharing, consultation, involvement, and resident-led scrutiny.

Informing You

This includes ensuring we get the foundational communication right that ensures residents understand our services, along with their rights, and responsibilities. The ways we hope to ensure residents are informed about any changes that may impact them or periodical reminders as to rights and responsibilities are as follows;

- The Populo website which includes a mini-site dedicated Populo Homes.
- The launch of a new app in 2026 along which encompasses a self-service portal.
- A dedicated Populo Homes newsletter which will be sent digitally twice per year.
- An annual report to all Populo Homes residents which includes information about our services as well as our financial performance.
- Block emails and SMS messages where appropriate in relation to critical repairs or safety works
- The regular updating of scheme noticeboards where applicable.
- Offering an up-to-date resident handbook to all new residents with key information regarding their home.
- Building safety updates and periodic reminders, and safety case resident summaries.

Consulting You

Decisions need to be made to ensure we get things right. However, before any key decisions are finalised, we would value residents' feedback on specific topics. The ways we suggest we consult residents on these decisions is as follows;

- Online surveys through targeted emails (e.g. policy or strategy reviews).
- In-person resident meetings at our offices as well as virtual meetings online.
- "Always open" ideas sharing through our various communication channels (e.g. our main email address, telephone contact, during home visits etc).

- Formal consultation for specific major works with all residents and any Section 20 processes for our shared owners.
- Ensuring we provide specific consultation on resident safety under the Building Safety Act for higher-risk buildings.

Involve You

In some areas of our work, we want to work closely with residents to co-design and shape solutions together. In order to make this work we wish to:

- Hold co-design workshops for:
 - Improvements to our repairs service
 - Get our anti-social behaviour (ASB) processes right with actions that are within our remit and ensure efficient joint working with relevant services
 - Improve digital services to enhance the ways residents can self-serve
- Recruiting building safety champions in all buildings with a particular focus on higher-risk buildings.
- Involving residents in a mystery shopping programme where feedback is actioned and communicated to residents periodically.
- Resident involvement in procurement of key services (e.g. repairs, grounds maintenance).
- Interview panel participation for key roles within the organisation.
- We will provide relevant training and/or qualifications for key resident roles (i.e Resident Panel Members and interviewing panel members).

Holding us to Account

Our governance structures exist to ensure we are held to account as landlords. We want to involve residents within this formal process and seek various ways to offer constructive challenge to us as a landlord. To do this we would like to introduce;

- A formal Resident Panel where residents are trained, to scrutinise performance data in relation to repairs, complaints, building safety and other areas of our business.
- A representative to feedback from the Resident Panel will be asked to periodically feedback to our Populo Homes Governance Board.

- Resident input into building safety case reviews (HRBs)

8. Measuring Success

In order to ensure our engagement efforts are effective and translating into the delivery of better services we will keep a track on certain measures of success which include;

- Overall satisfaction (measured through our TSMs).
- Satisfaction with our services through transactional surveys (i.e. following a repair or complaint etc).
- Engagement reach (number of residents involved in participation, event attendance etc).
- Number of co-designed service improvements.
- Safety compliance engagement indicators.
- Diversity of resident involvement groups.
- Tracked feedback to our Populo Homes Board of Directors including an annual report to Board on progress against this strategy.
- Number of staff interview with resident panel members.
- Compliance with the Regulator of Social Housing 's consumer standards (RSH) and Building Safety Act requirements.
- Training and/or qualifications offered to residents engaging in specific roles.