



# Tenant Scrutiny Panel: Communications plan update

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# Recap

- Initial Improving Communications Report heard by IPSC in March 2023
- Report detailed 9 recommendations (A – I) and 4 further suggestions made by the Scrutiny Panel
- Report set a date for 12-month review of progress

# Summary of progress to date

- All actions are fully achieved
- All 4 further suggestions achieved
- The Panel are happy with our progress

# Key outcomes

# Website improvements

# Quality Training

# The Screen Team

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## TENANT ENGAGEMENT

### MAKING SURE TENANTS ARE AT THE HEART OF EVERYTHING WE DO!

Your Council want all our tenants to feel valued, that their voice is heard and that services can be shaped to meet their needs.

By working together with the Tenant Engagement team, you'll influence the future of housing services and council homes, helping to make your neighbourhoods cleaner and safer places to live. You will also be able to have a say on how money is spent in your local area.

All our pages are interactive and will allow you to:

- Register your interest in joining in with our opportunities
- Suggest topics for our panel to discuss
- Comment on our performance
- Leave feedback on our services.



### GET INVOLVED



### YOUR COMMUNITY



### NEWS & EVENTS



## Improving Communication with tenants: Training Module



[www.rotherham.gov.uk](http://www.rotherham.gov.uk)

Rotherham Metropolitan Borough Council

- The Tenant Scrutiny Panel Investigated how The Council can improve communication with tenants
- This training was developed in line with their suggestions



# Impact of key outcomes

Website changes	Staff Training	Screen Team
<p><b>Recommendation C:</b> Complaints and compliments web pages</p> <p>Provide a link tile on the web page to allow people to find information on how to make a complaint/ comment or pay a compliment.</p> <p>Include reassurance on the linked page that it is useful to receive feedback and that there will not be repercussions from making a complaint.</p>	<p><b>Recommendation I: Staff training</b></p> <p>Work closely with Rotherham Federation representatives to develop training courses on communications/ customer care.</p>	<p><b>Recommendation A: Letters</b></p> <p>Continue to work through Council forms and letters to make sure that they are understandable and written in plain language for all residents.</p>
<p><b>Recommendation D:</b> Website accessibility</p> <p>Consider the accessibility of the website by having links at the top of the home page to allow people to adjust the settings to their needs.</p>		<p><b>Recommendation E: Newsletter accessibility</b></p> <p>Improve the accessibility of the newsletter (Home Matters) for all customers by offering the newsletter in other formats e.g., easy read, other languages.</p>
<p>Check and change text on the website that uses acronyms or jargon.</p>		<p><b>Recommendation H: Newsletter circulation</b></p> <p>Improve the publicity and access to the ward e-newsletters.</p> <p>Conduct a consultation exercise to find out if tenants still like to receive their newsletter (Home Matters) by post or if they would prefer it by email.</p> <p>Possibly design a hybrid model to meet customer needs</p>
		<p><b>Further suggestion 1: Communications working group</b></p> <p>Once the website development has commenced and customer advice/ testing is required, it may be useful to set up a temporary working group involving officers and tenant representatives.</p>
		<p><b>Further suggestion 2: Tenants Home Matters editorial board</b></p> <p>Consider resurrecting the Home Matters Editorial Board and looking to increase publication of tenants' voice/stories.</p>
		<p><b>Further suggestion 3: Make Home Matters less cluttered.</b></p> <p>Consider making the front page less cluttered.</p>

# The remaining recommendations

## **Recommendation B: Strategy**

**Provide a strategy for how the council communicates with people living in Rotherham**

## **Recommendation F: Telephone calls**

**Review the telephone system and make sure the target of 6 minutes to speak to a real person is being met. Ensure that robust measurement is in place.**

## **Recommendation G: Complaints and Compliments**

**Consider running an it's ok to complain campaign to encourage more feedback from tenants**

## **Further recommendation 4: Surveys**

**Consider the use of more on-line and telephone surveys to consult and communicate with tenants**

# The Tenant Engagement Website video

Clipchamp - free video edit... x Tenant Engagement - Rotherham x +

https://www.rotherham.gov.uk/tenant-involvement

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Chatbot BAILEY

# Meet The Screen Team video

The Screen Team: Home Matters session



# Improved action plan format

## The old

<p><b>Recommendation B: Strategy</b></p> <p>Provide a strategy on how the Council communicates with people living in Rotherham.</p> <p>Inform tenants how Council officers will communicate/ consult with them.</p> <p><u>Anticipated Outcomes:</u></p> <ul style="list-style-type: none"> <li>Improved communication with tenants.</li> <li>Moving some services on-line.</li> <li>Improved customer satisfaction.</li> </ul> <p><b>Recommendation B: Strategy cont.</b></p>	<p>Communications and Marketing Manager</p> <p>Tenant Involvement Coordinator</p>	<p>Provide information detailing how the Council will communicate, engage, and consult with tenants.</p>	December 2022	<p>The Tenant Engagement Framework provides details of how the Council will communicate, engage, and consult with tenants.</p>
		<p>Ensure all staff across the Housing Services are familiar with and refer to the tenant communication and engagement bullet points.</p> <p>Develop a forward communication plan to be regularly reviewed by the proposed Tenant Communications Group and Housing Involvement Panel.</p>	June-December 2023	<p>A Customer Access Strategy and Digital Strategy are in place which set out how customers can access council services and what information is available to customers in a digital format.</p> <p>Consultation and Engagement Framework sets out guidelines for Council staff to follow when undertaking any type of public consultation and engagement activity.</p>

## The new

Recommendation (in priority order)	Lead Officer	Actions	Target Date	Rag Status	Outcome
<p><b>Recommendation F.</b> Clear properties before cleaning.</p> <p>Provide clearer guidance to cleaning staff that they should not clean properties where contractors have left rubbish or where aids such as hospital beds remain in the property.</p>	Dean Borrill (Partnering Manager)	1. <i>Review the handover process to include 100% handover inspections on all voids.</i>	December 2024	Amber	Implementation of 100% Quality Assurance checks completed by Void Technical Officers on handover.
	Neil Muscroft (Voids Supervisor)				
	Dean Borrill (Partnering Manager)	2. <i>Contact Mediquip to look at how the collection of medical equipment can be improved.</i>	December 2024	Amber	Contact Mediquip to discuss process for picking up large medical items before property is ready for re-let.
	Neil Muscroft (Voids Supervisor)	3. <i>Review process to ensure that the contract partner is not in the property when the cleaning teams attend.</i>	June 2023	Green	The process has been changed from Am and Pm cleaning slots, to 8am-4pm the following day. This will ensure that the contract partner is not present during the clean.

**Thanks for listening, and do you  
have any questions?**