



CLARION
HOUSING

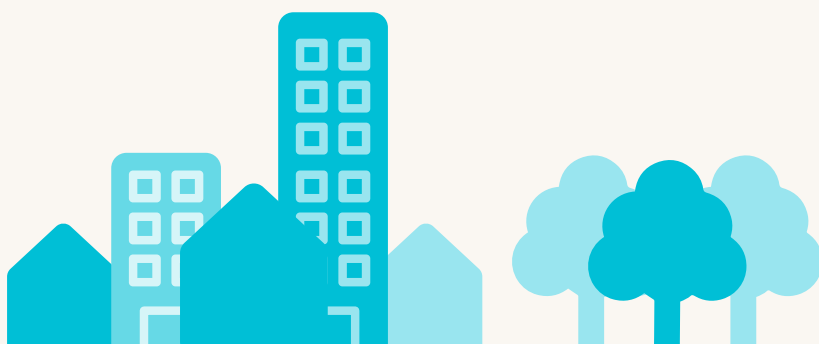
Resident Involvement Impact Assessment



April 2020–March 2021

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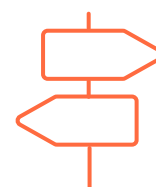
Introduction



Clarion Housing owns and manages 125,000 homes across 170 local authorities. 360,000 people call a Clarion home their home.

It's vital that we work with residents to shape and influence our services so we can continue to improve communities and provide quality homes. This report will explain how we have done this over the last year and what outcomes we have seen as a result. It will also detail the pro-active approach to virtual and digital engagement we have developed in response to the pandemic.

Strategy



The Resident Involvement Strategy was renewed in April 2021 after the scrutiny by residents of Clarion's involvement offer. New methods of involvement were added as well as existing ones renewed and strengthened, however we retained our national, regional and local approach. The seven key principles of the Social Housing White Paper and the National Housing federation's Together With Tenants Charter Commitments are integral to the new strategy.

National

Partnership days

The Resident Involvement team facilitated and managed a national radio partnership event in December 2020. Residents sent in questions ahead of the event to the Clarion Board and responses were delivered by our Executive Team and a number of Clarion Officers via Ferndale Community Radio in Plymouth. **Listeners of the radio increased by 400% following promotion of the event to Clarion residents.**

During the event Clarion promoted our Involvement offer and additional services available to residents, such as jobs and training and money advice. We gave our national and local partners such as Leeds Credit Union the opportunity to promote their services through adverts and jingles. Music was played throughout the afternoon, which included the interviewee's favourite songs.

The show was listened to by 130 people, with people listening from all around the country.

Out and About (LGBT+) Network

LGBT+ residents worked with Clarion on a 'Hate Crime Project' and as a result Clarion has been awarded the Housing Pledge Pioneer Accreditation. Work continues to ensure the criteria to reach re-accreditation is retained in the coming year.



Anti-social behaviour special project group

The group continued to meet virtually during the year due to Covid-19 and no longer being able to meet face to face. We ensured all residents received the appropriate digital training to take part.

At Clarion, we are aware that mediation is highly effective as a tool in addressing low level anti-social behaviour, however mediation has low participation. The ASB special project group members discussed the topic of mediation, looking at why they thought this was not used as often as it could be. Members received training from 'Calm Mediation' giving an overview of the service available to residents. This was well received and members felt the presentation should be open to all residents.

The group decided a wider consultation should take place with residents to understand pre-conceptions around mediation and a survey was launched on Clarion Voice in November 2020. 206 Clarion residents responded to the survey with the majority of respondents saying they were not aware of mediation as an option to deal with low level ASB.

It was very clear that a lack of knowledge, misinformation and preconceptions surrounds the subject of mediation. In order to address this Clarion and the ASB SIG (Service Improvement Group) will embark on looking at this more deeply in 2021/22.

Supporting the most vulnerable during the pandemic

Across Clarion nationally, all teams worked together alongside external agencies to make contact with the most isolated and vulnerable during the pandemic. We organised shopping to be delivered, emergency visits to the vet for unwell pets, ensured our residents could access local pharmacies for their repeat prescriptions, but most of all we just rang regularly to ask "are you ok?" at a time where the most isolated could not be visited by family and friends.

Training for residents

Our Resident Involvement team this year introduced a new training programme for residents using MS Teams and Zoom to enable them to digitally engage. We supported residents to participate confidently and effectively online. 98 residents undertook training for their various roles, which has also added to their personal development. The courses were a mix of e-learning personalised to the individuals' needs.

We also offer bespoke training to ensure residents have all the skills they need.

Clarion Voice and PCRG (Policy, communications review group)

Clarion Voice, our digital platform, has changed to Clarion Voice email. We asked residents their opinion of Clarion Voice and they told us that logging into a different platform was not ideal. We therefore changed the way we do things as a result of this feedback. We combined the existing virtual group formally called the Policy & Communications Review Group and Clarion Voice surveys to create a new method of involvement called Clarion Voice email. This will enhance our digital offer and benefits include;

- Residents will receive one email per week with a link to participate in surveys
- No log-in required and no passwords to remember
- Residents don't have to go to two different websites. Clarion will have one fresh website for all RI needs
- The message comes to the resident, they can choose whether to participate
- Direct feedback regarding what has changed as a result of resident participation
- The option to opt out at any time.

National surveys

In 2020/21 32 surveys were applied nationally. Below is a selection;

Vulnerable residents policy review

The focus of the policy is how Clarion as a landlord can support vulnerable residents to sustain their tenancy and live well independently in their home. Residents told us we have the definition of vulnerability correct and we had largely captured the right priority groups in terms of vulnerability. Other feedback received such as mandatory training for staff, reviewing vulnerability data captured on the Clarion computer system and what reasonable adjustments can be made in service delivery for vulnerable residents has been incorporated in the review.

Operation lockdown

During the pandemic 468 Clarion residents participated in this survey, the purpose was to communicate with residents, who might have otherwise been isolated or struggling financially, about Clarion's services and support, for example clarifying that the emergency repair service was available, signposting on accessing Clarion Futures support and external services; also providing a link to the UCL social study about how Covid was affecting people. During lockdown the team also coordinated a national project for all Clarion regions, identifying any Clarion assets with controversial street and block names. This was to inform discussions and recommendations, in response to the spotlight shone on racism following the murder of George Floyd.

Food poverty

The survey findings have primarily been used to feed into Clarion Futures plan for work on food poverty in the year ahead, and to raise awareness of the complexity of food poverty. Later this year, we plan to resurrect the Food Poverty Working Group, extending it wider than just Clarion Futures so we can begin to work on a group-wide approach to helping residents facing food poverty. The working group will revisit the findings to ensure our plans are appropriate and take into account lived experience.



Use of communal spaces during the pandemic

Responses from 360 residents told us how they have found using common areas and outside space on Clarion's housing developments during the pandemic. The findings then fed into a larger piece of work being carried out by Urban Design London.

Residents Annual Report

Clarion made amendments to the Residents Annual Report based on feedback from residents. Changes included, writing more articles for older residents and including more information on how to contact us to get involved.

Resident magazine

The magazine was very well received with all responders liking the design and most liking the content, saying the magazine was representative of our residents and easy to read. There was an even split on whether residents would like to receive the magazine on line or printed and there are several suggestions for content. We were able to include a full back page of helpful numbers as suggested by the group and this will become a permanent feature within the magazine moving forward. We also went with the front cover option chosen by them too.

Home Truths House

As a result of consultation with residents, we have developed an interactive information session for new 18-25-year-old tenants. As part of the session they will be taken through all the information you might need when embarking on their first tenancy. From thinking about their utilities providers to paying bills, being part of their community and having their say through engaging with the resident involvement team.

Talkmoney

Data was used to provide further evidence of the impact of the pandemic, adding to Clarion Futures own experience of delivering almost 4,000 money guidance sessions. The findings further supported the case to permanently increase the size of the Money Guidance team and continue the outbound call approach to pro-actively contact residents we know are likely to be at risk due to changing household finances.

Clarion Futures Ageing Communities Team

Requested a research study to find out what cross generational and community projects were happening during or because of the Covid-19 pandemic and lockdown. 248 residents responded and a report of the findings was compiled and shared with Clarion Futures. As a result of this the findings were used to influence the wider housing sector on how to engage residents to combat loneliness and social isolation.

Clarion55

Clarion55 are the national resident voice network for our over 55's residents, with representatives from across Clarion's diverse communities. Launched in June 2019, the group have been able to influence programmes, services and strategies across the business, including The Neighbourhood Standard, The Age Friendly Strategy and The Customer Strategy.

Clarion55 have prioritised tackling social isolation and loneliness as well as age segregation as part of their tenure and have developed two projects which are currently being piloted by the Housing Group – The Wellbeing10 and Homeshare.

Homeshare

Homeshare is a housing model which enables older people to have companionship and receive practical support from younger people who need accommodation, enabling them to remain independent in their own home for longer.

Clarion Futures in partnership with Housing have been working with Homeshare UK to launch the first social housing-led Homeshare programme in the UK. Whilst the model is well established in other countries such as France, it is an emerging approach in the UK and is yet to be tested by a Housing provider.

Fire safety

Clarion was a member of The Social Sector (Building Safety) Engagement Best Practice Group, which was established in March 2019 with eight other social landlords and resident members. This was set up following the social housing Green Paper, which set out to “establish a pilot with a small group of social landlords who would innovate and trial options for communicating with and engaging with residents on safety issues”.

Clarion worked with residents and other landlords, and carried out a number of pilots which looked at different ways in engaging with customers on building safety issues. The pilots Clarion led on included carrying out a randomised control trial with over 165 customers living in our converted street properties in North London as well as holding a listening workshop with representatives from a range of organisations and residents. The final report was published in March earlier this year, and outlines our findings in full, which can be found here: www.gov.uk/government/publications/the-social-sector-building-safety-engagement-best-practice-group-final-report

The work we did with The Group has helped shape the way we engage with customers living in our higher risk buildings (HRBs) on building safety issues. We've started to develop localised resident engagement strategies for HRBs which has included carrying out customer 'building safety health checks'. The purpose of these visits are to gain access to each household, provide safety advice, capture building safety concerns from customers and to test smoke alarms and check door closers. Over the last two months, we've spoken to over 100 different households in our HRBs as part of these visits.

We have started to recruit for residents to form task and finish groups on sites where we're remediating external wall systems. Once the groups have been established, we will work with customers to help create a set of service standards for the contractor and Clarion staff working on these sites on these building safety projects. Alongside this, we have started to develop a customer Building Safety handbook, which will be specific to each HRB, as well as developing localised block updates on our customer website.



External partner projects



Tackling stigma project

Clarion is leading on a project to tackle the stigma associated with social housing. Working with colleagues and residents of 11 housing associations, two district councils, the CIH and Housing Quality Network (HQN). The project aims to:

- Challenge the portrayal and stereotyping of Social Housing
- Use a collective voice to promote the positives of Social Housing
- Listen to the voices of residents and sharing their narrative
- Educate and challenge the sectors culture and terminology
- Link the project to the Social Housing White Paper (SHWP) and Together with Tenants Framework

Social Housing White Paper (SHWP) Steering Group

Clarion is a member of the HQN SHWP Steering group. This has given residents the opportunity to engage with other organisations and tenants. Focus groups have identified a number of common themes across the sector, which has provided a basis for the steering group to work co-creatively with residents in addressing and complying to the SHWP.

Housing Ombudsman Service (HOS) Residents Panel

Clarion is working with the HOS to ensure we have a full understanding of the new code and how it links to the SHWP. Clarion residents have been given the opportunity to apply independently for membership to the HOS Resident Panel. So far, ten residents have been successful in their application.

Working locally

South Region Impact Assessment



A total of 121 residents were formally involved. This is an increase of 12.5% from the previous year. In addition to this a further 39 residents showed an expression of interest to formal engagement activities when transferring from Clarion Voice to Clarion Voice email, giving a total of 160 residents formally involved in the South region (as at end of March).

3,058 residents were invited to give their feedback on a variety of service areas such as resident communications, scrutiny of services, strategic development of services, Local Offers, Estate Improvements, contractor procurement and policy.

Regional Scrutiny Committee

The committee is currently scrutinising 'How we Assist Our Residents — Financial Hardship' due to the impact Covid-19 has had on Clarion residents. The RSC has been reviewing current service provision, including help and support from the Clarion futures Guideline Scheme, Welfare benefits support and Tenancy Sustainment.

There have been a number of local consultations, involving 716 residents in total.

East Region Impact Assessment



A total of 106 residents are formally involved. This is an increase of 9% on the previous reporting year. In addition to this a further 111 residents completed an expression of interest to formal engagement activities when transferring from Clarion Voice to Clarion Voice email, giving a total of 217 residents in the East region. Prior to this 313 (25% of total membership) residents held membership to Clarion Voice and supported a number of national and regional projects giving survey feedback.

5,907 residents were invited to give their feedback on a variety of service areas, resident communications, scrutiny, strategic development, Local Offers and Estate Improvements contractor procurement and policy. This is an increase of 362% on the previous reporting year of 1,279.

Regional Scrutiny Committee

The committee is currently undertaking two reviews, due to conclude in May 2021:

- Complaints Lessons Learned
- Resident Involvement in Clarion's Housing Ombudsman Service Complaints Self-Assessments

A total number of 2,947 residents have been involved in local consultations.

North Region Impact Assessment



A total of 143 residents were formally involved. This is an increase of 32% from the previous year. In addition to this a further 51 residents showed an expression of interest to formal engagement activities when transferring from Clarion Voice to Clarion Voice email, giving a total of 194 residents formally involved in the North region. North residents made up 10% of the total membership to Clarion Voice and supported a number of national, regional and local projects giving survey feedback.

5,372 residents were invited to give their feedback on a variety of service areas such as resident communications, scrutiny of services, strategic development of services, Local Offers, Estate Improvements, contractor procurement and policy.

Regional Scrutiny Committee

The North RSC recently concluded its review of Local Information on website pages. This is currently awaiting management responses.

The 2020/2021 review of Development, Planned Decant and Development aftercare has identified 8 recommendations all of which have been agreed and/or implemented. Progress will be provided to Board each quarter.

A total of 2,579 residents have been involved in local consultations.



South London Region Impact Assessment



A total of 108 residents were formally involved. This is an increase of 32 residents (29%) from the previous year. In addition to this a further 48 residents showed an expression of interest to formal engagement activities in transferring from Clarion Voice to Clarion Voice email, giving a total of 156 residents formally involved in the London South region.

3,905 residents were invited to give their feedback on a variety of service areas such as resident communications, scrutiny of services, strategic development of services, local offers, estate improvements, contractor procurement and policy.

Regional Scrutiny Committee

The RSC consists of eight resident members and one Councillor. They are currently reviewing Clarion's Resident Services — Lessons Learned During Lockdown and for the first time in January hosted a virtual, all regions RSC focus group via Microsoft Teams. They have carried out a national consultation with residents, via a digital survey, to inform their choice of topic for a case study with 467 responses. The Committee has also continued to track the progress of their recommendations from their first two scrutiny reports to ensure delivery by Clarion.

Merton Community Panel

The Merton Community Panel is a consultative panel supporting Clarion Housing in monitoring regeneration activity, delivering the housing and estates services and development and delivery of the Community Investment strategy, which includes the Panel

managing a Clarion Futures Communities Investment budget of £100k in Merton. This year the Panel continued to focus on three key areas of community support — Young people, Sense of community/neighbourliness and Health and Wellbeing. In response to the Covid-19 pandemic the Panel contributed almost 80% of its £100k budget to the following organisations: £30k to Merton Giving Coronavirus Funding, distributing emergency funding to organisations providing relief services to the most vulnerable residents in the Merton community. They also contributed £23k to Uptown Youth Services, £8k to Dons Local Action Group, £4k to Accoutre Centre for Learning, £4k to Polka Children's Theatre and 3,126k to Tooting and Mitcham Community Sports Club and £4K to South London Tamil Welfare Group.

Resident Involvement on tour

This is our local reality checking scrutiny programme, carried out by the Resident Involvement team in Merton and Bromley. We visit locations where issues have been flagged by residents, identifying and evidencing the issue, highlighting it to the relevant service area and developing action plans to bring about resolutions. For example a new door set was installed following RI involvement, where previously the front door couldn't close. At two locations where Broadband providers had left broadband cables dangling across residents properties, following RI involvement the Broadband provider returned to tie back the cables and tidy up.

A total of 834 residents have been involved in local consultations.

North London Region Impact Assessment



A total of 53 residents were formally involved. This is a decrease of 5 residents (9%) from the previous year. In addition to this a further 43 residents showed an expression of interest to formal engagement activities in transferring from Clarion Voice to Clarion Voice email, giving a total of 96 residents formally involved in the London North region.

3,564 residents were invited to give their feedback on a variety of service areas such as resident communications, scrutiny of services, strategic development of services, local offers, estate improvements, contractor procurement and policy.

Regional Scrutiny Committee

The North London 'Review Of Customer Contact and Enquiry Resolution Processes' report was finalised in December 2020. The report contained six recommendations relating to resolution times, understanding different roles across the business and the customer experience. All recommendations were agreed by the business leads, Regional Directors and the Board in January 2021.

Members received Scrutiny refresher training in February 2021 to support the effectiveness of their reviews and have now chosen to scrutinise Planned Maintenance with a focus on resident consultation in relation to energy efficiency.

Old Ford Community Panel

The Old Ford Community Panel is a diverse group of residents from East London who for the past year have dedicated themselves to supporting the Covid-19 response in Tower Hamlets and Havering. The Panel agreed to allocate £55k of the £100k 2020/21 budget to local organisations addressing the impact of Covid-19. 50% of the allocation has been distributed to local food banks, mental health organisations and other charitable agencies working on the front line and a further 50% is being processed. (The Community panel manages a budget of £100k funded by the Clarion Futures team).

A total number of 123 residents have been involved in local consultations.

Diversity and inclusion

2021/22 is the first year we have collected diversity and inclusion (D&I) information comprehensively through our KPIs nationally. Midway through last year in 2020/2021, as a trial we collected information on age, disablement and ethnicity in readiness for a uniformed approach in line with the new 2021/24 strategy launch and so will report on the full set of D&I data in next year's impact assessment.

The new Resident Involvement strategy 2021–24 ensures a targeted focus in gaining more information about our involved residents to support greater customer profiling when working with and providing services to our residents.

The information below compares the statistical data of involved residents against Clarion tenancies. This enables us to focus efforts of engagement over the coming months and is a key focus of our revised involvement strategy.

Age

Broadly, the age of Clarion's involved residents is in line with Clarion tenancies. Resident involvement tends to have more residents over the age of retirement as residents find themselves with more time to participate. We do however have some work to do in engaging more under 40s. The work we have been doing with younger involved residents this year will support this agenda.

Ethnicity

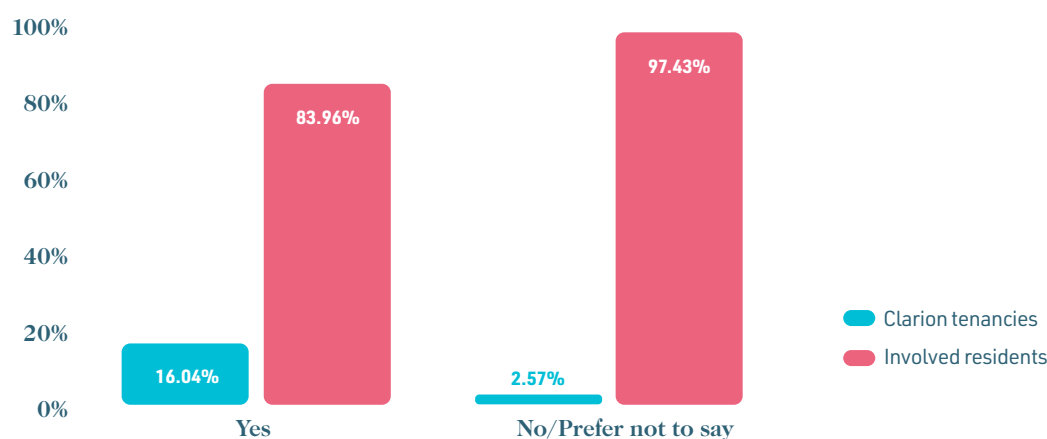
Again in terms of ethnicity, Involved Residents are broadly in line with Clarion tenancies with just under a 6% difference. We have prioritised engaging residents from different ethnic groups for the new resident involvement strategy in 2021 to help further close this gap.

Disability

The chart below shows that we have a very representative number of involved residents with a disability. This has enabled us to undertake a number of activities to ensure the needs of residents living with a disability are met. Anecdotally we have noticed the flexibility of being involved online has increased participation of residents living with a disability.

The new Resident Involvement strategy will enable increased focus in gaining more information about our involved residents to support greater customer profiling when working with and providing services to our residents.

Disability



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