

GLASGOW WEST HOUSING ASSOCIATION LIMITED ENGAGEMENT PLAN FOR 2024/25

GWA Management Committee and Staff are fully committed to the participation of residents in our services and activities. This document, which forms part of our Service Engagement Strategy, outlines plans for 2024/25. Tenants are invited to consider the proposed projects, make suggestions for new or additional projects, in advance of MC confirming the detail of the plan for the forthcoming year. A full copy of our Service Engagement Strategy is available online and from the offices.

PERFORMANCE AGAINST 2023/24 PLAN

GWA continues to adapt its engagement methods and activities, offering hybrid and remote engagement opportunities. Virtual meetings and events were conducted successfully, publications were circulated via post for 1106 tenants, with the remainder receiving digitally, in alignment with recorded communication preferences. Wider communication strategy initiatives in place to explore 'paperless' opportunities. Additionally, information continues to be published via our social media channels.

Consumer Panels



Environmental Services Contract, held July 2023



- Dover Street: Paced with development completion and handover (c/f for 24/25)
- [NEW] Response Repairs Service: On track for completion Feb 2024 - promotion via ATC
- Landlord Report: on track for completion by March 2024



- Future Services Survey [Action Plan]: not progressed due to emerging/competing operational priorities. Ongoing reporting of initiatives and actions through routine engagement measures.

Annual Tenants Conference

- ✓ 24th ATC (hybrid) took place on 18/01/2024
- ✓ 23.6%¹ of tenants responded to the rent consultation

Annual Report

- ✓ Published online in June 2023. Hard copies made available on request.

Annual Report on the Charter (*Landlord's Report*)

- ✓ Published September 2023, issued with Autumn edition of the newsletter (hard copy and email). Also available on website.

Newsletters

- ✓ Spring, Summer, Autumn and Winter editions were distributed electronically, with hard copies sent via post to tenants for whom no email address is held.
- ✓ Reduction from four to two newsletters per annum from 2024/25.

Social Media

- ✓ Social Media has continued to be a useful means for communicating key messages. Tenants have been able to privately message with specific queries and key service updates have been promoted on both Facebook and Twitter, alongside the website.
- ✓ Renewed focus for 2024 on sharing information digitally, fully utilising website and social media channels.

¹ 352/1489 Tenants: 315 survey respondents + 37 ATC attendees

INFORMATION PROVISION/ CONSULTATION 2024/25

Method	Performance Indicator	Date	Actual	2024
Annual Tenants Conference	Annually	January 2024	✓ 19/01/2023	✓ 18/01/2024
Newsletters	Quarterly	Spring: April 2023 Summer: July 2023 Autumn: September 2023 Winter: December 2023	✓	X2 (April and December)
Annual Report	Annually	June 2023 <i>(available on request)</i>	✓	July 2024
Annual Report on the Charter <i>(Landlord Report)</i>	Annually	September 2023	✓	September 2024
Independent Continuous Monitoring <i>(Satisfaction surveys)</i>	Quarterly	Q1 April 2023 Q2 July 2023 Q3 October 2023 Q4 <i>pending</i>	✓ <i>Q4 pending</i>	Ongoing - quarterly
Local Staff Surgeries	Monthly	Currently suspended Resumption to be publicised via Newsletter/ Social Media	Under review	Launch new BWC surgery 26/01/2024 - Drop in surgery 10am-12pm last Friday of the month – 6 month pilot - Letters sent to Tenants Jan 2024, posters in common areas and publicised via social media.

CONSULTATION 2024/25

In addition to the Annual Tenants Conference and the ongoing and regular activities and services undertaken, the proposed Plans for 2024/25 include the following:

WHAT	WHY	HOW	WHEN	2024
Consumer Panel/ Consultations	<ul style="list-style-type: none"> To help GWAH understand tenant's priorities and when/how they want to engage. To participate in service reviews To consider actions in response to surveys and complaints To help evaluate the services tenants receive: repairs/close cleaning/garden maintenance 	Panel consultation on 3 subjects throughout 2024/25 conducted via meetings at the Association's offices or remotely.	Jul/ Nov/ Mar	<ul style="list-style-type: none"> Dover Street Post-let Estates Services Corporate Publications

Social Media	<ul style="list-style-type: none"> • To engage with tenants online. • To update tenants with latest services and useful information. 	<p>Accounts are active and will be utilised to:</p> <ul style="list-style-type: none"> • promote ongoing consultations and services • provide an option to participate in consultations through online survey • get feedback on services • provide a direct link for tenants to get in touch 	<p>Throughout the year driven by current activities such as Annual Tenant Conference, rent increase and Rent Reward Scheme draws.</p>	<p>Increased focus on social media reflecting reduced newsletter publications</p>
Community Meetings	<ul style="list-style-type: none"> • Direct response to feedback at ATC – tenant’s want information on a local level • To share information and inform tenants re: investment plans, estates and other local issues, specific to particular communities • To engage tenants, seek their views and offer a platform for discussion about local issues 	<ul style="list-style-type: none"> • Use of event space within community locales (yet tbc) • Staff attendance, and provision of relevant community information <p>Detail yet to be explored – responsive to feedback received at 2024 ATC</p>	<p>TBC</p>	<p>Increased engagement on investment plans and local issues</p>