

Member Spotlight

May 2023



Stockport Homes





Member Spotlight

We asked **Rebecca Sweeton, Customer Engagement Team Leader at Stockport Homes** to share what they are up to. If you'd like to contact Rebecca about any of the below, click [here](#)

Give us a little known fact about your organisation.

The Windmill Coffee Shop which is situated in the reception area of our head office, Cornerstone, gets its name from the remains of an 18th Century windmill that was discovered when the foundations were laid for the building.

Tell us about a time that engagement has made a difference to your services or communities?

We take a proactive approach to ensuring that we capture learning from engagement activities and close the feedback loop. In 2021, we consulted on our Anti-Social Behaviour (ASB) Strategy inviting customers who had or were accessing the service and those who had given feedback or made a complaint to share their experiences by email, online, in a focus group and through some targeted group sessions with existing groups in our ethnic minority and LGBTQ+ communities. We incorporated customer's feedback into the Strategy action plan and shared it with those who took part for comments before it was finalised and then created a simple 'You Said, We're Doing' infographic to summarise actions agreed, which we update every six months.

As a result of customer's feedback, we have since worked with the Rainbow Roof's LGBTQ+ group to review our Hate Crime Policy, as we know this is something they are passionate about. As customers told us they felt that complainants in ASB cases were not well supported or given priority we have also recently secured funding to pilot a dedicated Complainant Support Service, which commenced in November 2022.

As part of the service, the Complainant Support Specialist has been supporting over 20 complainants who have suffered from Anti-Social Behaviour. The role has already had a positive and significant impact on supporting our complainants through difficult periods of times. Those accessing the service recently arranged a coffee catch up to come together in a safe place, offer support mechanisms and so they know they are not alone.

What are you currently working on when it comes to engagement?

We are working closely with our Customer Access team to develop our organisational approach to customer experience and as part of this work we recently held a Customer Excellence, Engagement and Experience Week for colleagues. Throughout the week we offered bite-sized sessions for colleagues discussing our new customer charter, social housing stigma, top tips on crafting a quality survey and nudge techniques along with launching our Customer Voice and Experience intranet site which holds a range of information and engagement planning templates. Following the week, we are now working on establishing a Customer Voice & Experience Colleague Champions group, who will lead on developing our customer excellence and engagement approaches to further embed them across all our services as part of everyone's role.



Why did you decide to join Tpas?

We are long standing Tpas members. Being Tpas members helps us to be up to date on best practice and policy and provides opportunities to share ideas, learn from our peers and access relevant information and training. We have recently completed the Tpas Accreditation of Engagement which has been a great experience in helping us identify what we do well and where we can continue to improve.

What is your top engagement tip?

Sending out surveys after 4.30pm on a Monday garners the best response rates!

What's the one thing you are most proud of when it comes to engagement?

We have focussed on engagement in building safety since 2019 when we joined the DLHUC Best Practice group. Since then, we have developed a truly customer focussed approach to involving customers who live in high rise accommodation. Customers have multiple pathways to have their voice heard and can join a Building Safety Residents Panel that challenges Stockport Homes to ensure all aspects of feeling safe at home are addressed.





