



STRATEGIC PLANNING
THEATRE

Panel Discussion: Tenant engagement spectrum

- Geraldine Howley, Chief executive, Incommunities
- Eric Hodges, Placemaking & partnerships manager, Orbit
- Ann Harris, tenant, Hinkley and Bosworth Council and steering group member, A Voice for Tenants
- Sally Trueman, tenant and steering group member, A Voice for Tenants

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CAPITA



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Strengthening Tenant Voice

Geraldine Howley
Chief Executive
Incommunities Group
February 2019



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Vision: 'Improving Lives Incommunities'



Stock Transfer from Bradford Council in 2003 –
Significant investment in 'decent homes' followed

Merged with Sadeh Lok in 2015

Own and manage over 22,000 homes

Plans to develop 1400 new affordable homes by
2025

New corporate strategy introduced January 2019
'Improving Lives to 2040'

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**Common
Themes
Emerging
Nationally..**



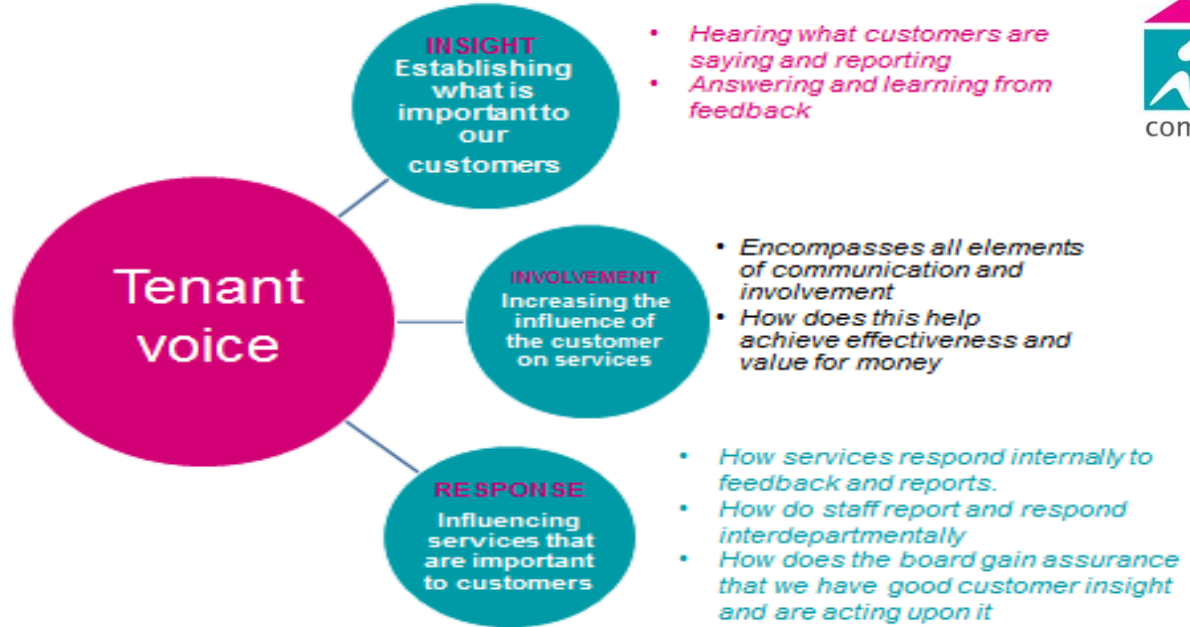
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Not a reinvention
of existing
scrutiny,
involvement and
community
resilience work



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The benefits of using transactional data to inform customer insight

- **Real time** information as it happens
- **Large customer reach** – can measure every interaction
- **Whole system** approach – following the customer journey
- **Anticipate customer needs** – use information to predict demand
- Data insight to **inform future strategic decisions** – Data fed into senior leadership and governance



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Creating a single view of the customer journey....



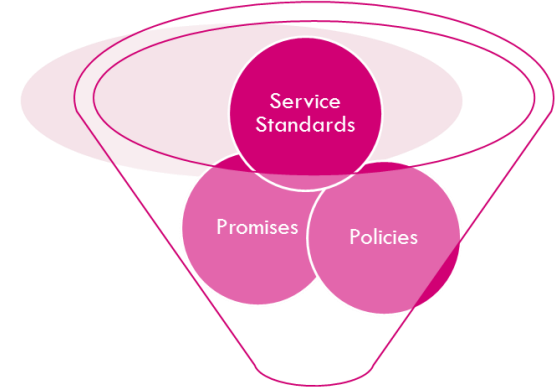
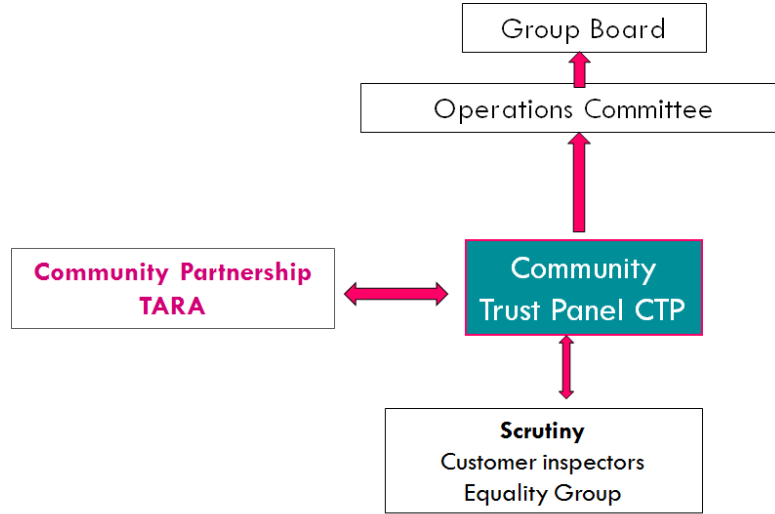
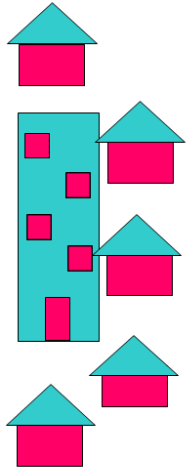
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Tenant Involvement in action



Consistency and
measurement

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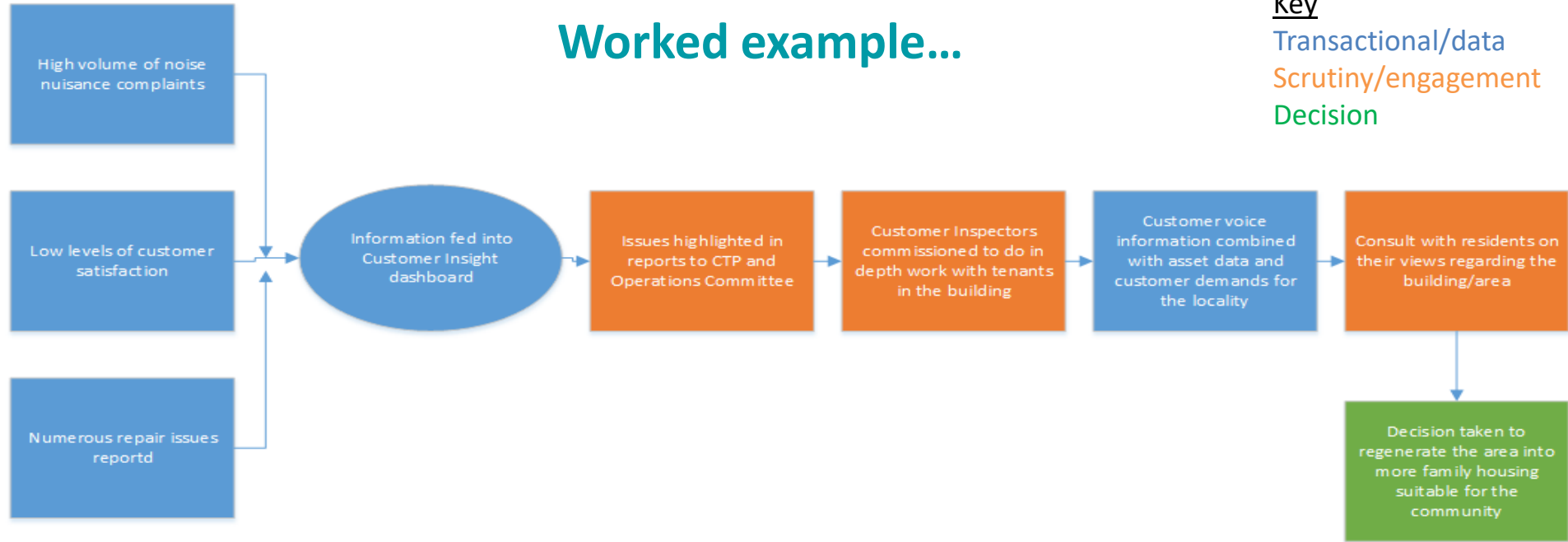
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Worked example...

Key
Transactional/data
Scrutiny/engagement
Decision



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Eric Hodges

Placemaking & partnerships manager, Orbit

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- Who is this Guy?

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- The pay is lousy
- Thanks are few and far between
- Most days are frustrating

I LOVE MY JOB

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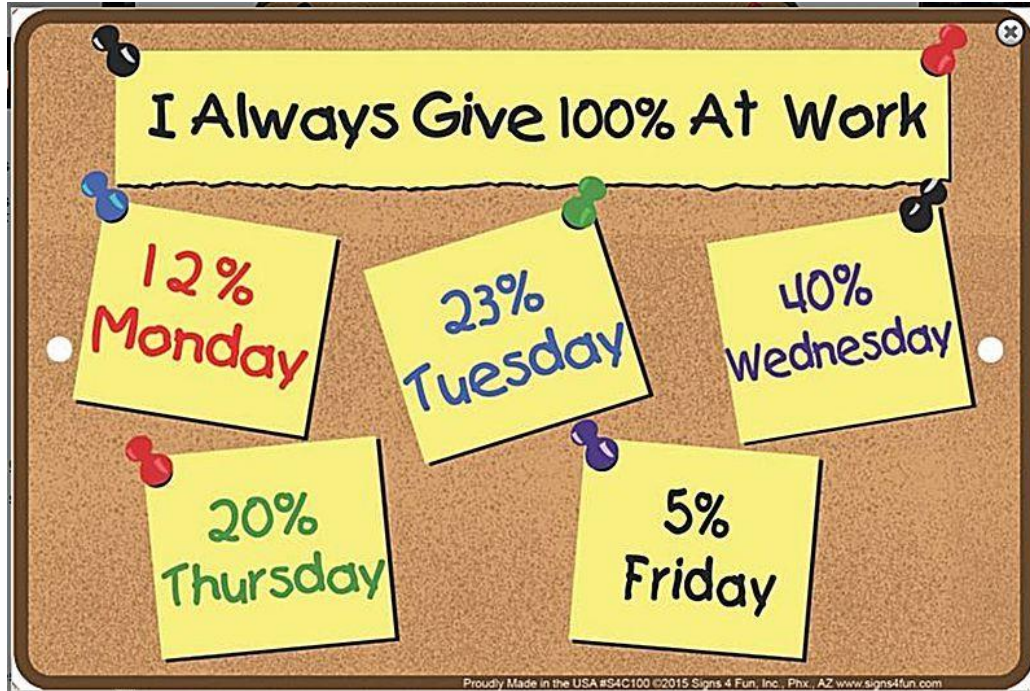


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An empowered team

Fail Fast

Openness

Don't be afraid to test your bosses aversion to risk

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Dunning Kruger

“
The **Dunning–Kruger** effect is a cognitive bias in which people of low ability have illusory superiority and mistakenly assess their cognitive ability as greater than it is.”



Avoid the trap



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How we see ourselves

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 **mgi**learning



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How our customers &
partners often see us



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Keep it Simple

Placemaking ToC V0.2 [Read...]

File Home Insert Page Layout Formulas Data Review View

Clipboard Font Alignment Number

A27 SOCIAL INPUTS

Strategic Pillar	Strategic Objective	Strategic Initiative	Strategic Initiative	Strategic Initiative	Strategic Initiative
VISION	Establish and position the community as a place of excellence and innovation and secure its reputation for excellence	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community
	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community
MISSION	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community
	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community
VALUES	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community
	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community
COMMITMENTS	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community
	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community
FOCUS AREAS	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community
	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community
ENABLING FACTORS	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community
	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community	Develop a clear vision and strategy for the community

Thriving Community ToC | VCSE social impact reporting | Beneficiaries equalities data | Fund KPIs | Detailed KPI suite

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- Things will go wrong
- Things will not always go as planned
- Customers should be prepared to fail, because the hardest part is starting
- Things can be fixed

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A graphic of a swing set with six vertical blue lines representing ropes, hanging from the top of the frame.

LITTLE
DAY DREAMS

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Projects work when the people ‘users’ are at the heart of the project

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We involve customers in projects to work despite our input, not to depend on it



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Ann Harris

Tenant, Hinkley and Bosworth Council
Steering group member, A Voice for Tenants

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Sally Trueman

Tenant

Steering group member, A Voice for Tenants

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