

# Resident Engagement Impact Report

April 2023 – March 2024

Improving services through engagement

### This report

This report outlines the resident involvement services, activities and events that have taken place from April 2023 to March 2024. The report aims to:

- Describe the resident involvement services provided to Ealing Council's tenants and leaseholders.
- Demonstrate how residents actively take part in shaping our services.
- Illustrate and measure the importance of value for money.
- Answer the question: 'what has involvement done to make things better?'

In the last year, Ealing Council engaged over 950 residents across the borough using various methods, enhancing the extent to which people are involved in our services. The resident involvement team continues to build a partnership which will result in an increase in the sustainability of communities within Ealing, as well as an improvement in the level of trust amongst residents.

This annual impact assessment offers a balanced reflection of how the council and residents have engaged over the course of the year. The resident involvement team has worked closely with residents and staff to compile this report.

### Why involve residents?

Involving residents is the ideal way to ensure that services being delivered are relevant and in the best interest of the community. Resident involvement does however require significant time, money and resources.

It is important for Ealing Council to ensure that:

- Residents are involved in the right way.
- Resident involvement makes a difference.
- The cost of resident involvement is in proportion to the outcomes.

By getting involved, residents can make a difference in one of the following ways:

- Influence the service they receive.
- Improve the area and community they live in.
- Gain new skills and learn more about housing.
- Undertake useful training and increase their confidence by meeting new people.
- Hold Ealing Council to account.
- Tackle social isolation.

### What is the impact of resident involvement?

**Leads to service improvements:** Residents are treated as consumers of services and resident knowledge is used to continuously improve the way services are provided.

**Increased accountability to users:** In order to ensure that services are appropriate to service users within the borough, the council guarantees that residents will be directly involved in the review of its services. Their perspective is essential in identifying ways to meet local needs.

**Enhanced social capital:** This approach supports the development of sustainable communities and building the trust of residents, not only towards the council but also to other residents across the borough.

We have 229 interested tenants and leaseholders on our database. This is a core group of tenants and leaseholder, who continuing to shape our services and attend one or more of the activities shown in this report.

Demographics (ethnicity, gender, and disability) will be provided in each subsection of this report. Table 1 (slide 17) shows the breakdown of members of each activity, where possible. Table 2 (Slide 18) shows demographics for our interested database core group.

### Evaluating an impact assessment

An impact report focuses on the results and outcomes of activities. It is a tool for evaluating activities and projects that set out to bring change and improvement to the quality of life for the community. The procedure of evaluation is as follows:

- **Process:** Council staff and departments that run activities or events that involve residents provide a detailed outline of these activities to the resident involvement team, which then collates and analyses the information provided.
- **Value for Money (VfM):** This is measured as a means of determining and achieving the best result from the resources available. Both time and cost are taken into consideration. When planning events or activities, council staff carefully consider a balance of the resources, costs and possible outcomes.
- **Evidence:** In order to assess the impact of involvement activities the council has collected both qualitative and quantitative data. Where possible, staff have completed evaluation forms and satisfaction surveys which outline costs, attendance, demographics and satisfaction results.

## Changes to resident engagement

The impact of COVID-19 had widely affected many aspects of the council, including our engagement work. The pandemic forced many activities to pause, significantly disrupting our regular interactions with tenants and leaseholders. Resident associations and scrutiny panels, which are crucial for maintaining an open dialogue and ensuring accountability, had to suspend their meetings due to the restrictions and health risks associated with the pandemic.

Recognising the urgent need to re-establish these vital connections, the council undertook a significant restructure in April. New staff members were recruited to join the existing resident involvement team, bringing fresh energy and perspectives. This restructuring aimed to revitalise our engagement efforts and reconnect with the community after a prolonged period of limited interaction.

The primary objective of this renewed effort was to re-engage with tenants and leaseholders, many of whom had felt isolated and disconnected during the pandemic. The challenge was immense: we needed to revive the scrutiny panels and resident associations, many of which had gone dormant since COVID-19 hit. Rebuilding these platforms required not only logistical adjustments but also regaining the trust and enthusiasm of our residents.

To address these challenges, the newly expanded resident engagement team implemented several key initiatives. We focused on:

1. **Reviving Scrutiny Panels:** These panels are essential for providing residents with a voice in how services are delivered. Restarting these panels involved re-engaging former members, recruiting new participants, and adapting our processes to a more flexible, often virtual, format to accommodate ongoing health concerns.
2. **Re-establishing Resident Associations:** Many associations had put their activities on hold due to the pandemic. We worked closely with these groups to understand their needs and concerns, providing support to help them resume their meetings and activities safely.
3. **Increasing Engagement:** We introduced new methods of engagement, including virtual meetings and online surveys, to ensure that residents could participate in a manner that suited their comfort levels and schedules. This approach not only addressed the immediate need for social distancing but also opened up new avenues for participation that might continue to be beneficial post pandemic.
4. **Support and Training:** Understanding that the pandemic had left many residents with new challenges, we provided additional support and training. This included digital literacy programs to help residents effectively participate in online meetings and resources to address mental health and social isolation.
5. **Feedback and Adaptation:** We actively sought feedback from residents to continuously improve our engagement strategies. This iterative process ensured that our efforts were meeting the needs of the community and allowed us to make necessary adjustments at the time.

## Services, activities and events:

The resident involvement services, activities, and events can be categorised as follows:

### Engagement Events

Estate Pop Up's

### Community groups

Campaigning for Action in Sheltered Housing (CASH)

Ealing Council Leasehold Association (ECLA)

Havelock Service Group

Resident Associations

WiserHeads

### Resident forums, scrutiny and resident panels

Housing Forum

Resident Engagement Forum

Resident Building Safety Panel

### Sheltered housing and older people's activities

The Golden Age Choir

Sheltered housing trips

Elderly and disabled gardening project

King's Coronation Event

### Training

Annual resident training programme

## Key to impact assessments:

**Value for money (VfM):** Each service will show the following:



The total cost of the activity only.



Total number of hours taken to run or support the activity by the Resident Involvement Team. This includes preparation and evaluation time.



Overall rating: Each service has been given a success rating of the following grades by our residents:

**EXCELLENT**



**ABOVE AVERAGE**



**AVERAGE**



**BELOW AVERAGE**



**POOR**



The Community Estate Pop Up events were organised by the Ealing Council Resident Involvement Team over the summer to actively engage with residents, gather feedback, and improve communication between the council and the community. These events offered a platform for residents to express their needs and concerns and to become more involved in shaping their community services right on their doorsteps. 4 events were carried out in Racecourse Estate (Northolt), Medlar Farm (Northolt), Copley Close (Hanwell – joint with the RA fun day) and Golf Links (Southall).

The Pop Up events were part of a broader initiative to make the council's activities more transparent and accessible to residents, promoting a collaborative community environment.

### Aims and objectives

1. To foster a more interactive relationship between residents and the council by providing a face-to-face engagement platform.
2. To collect firsthand information on residents' views and issues related to estate services and community planning.
3. To encourage residents to participate actively in future planning and decision making processes.

### Key impact achievements

- 62 residents participated across four events, indicating strong community interest and involvement.
- Gathered substantial feedback through surveys and direct interactions, which are crucial for future planning and improvements.
- Increased awareness of ongoing and future council initiatives aimed at improving local living conditions.

**Diversity Data:** Diversity data was not recorded, but the pop ups attracted a diverse cross section of the community, reflecting the varied demographics of the borough. Participants included a broad range of ages, ethnic backgrounds, and abilities, ensuring that the events catered to the unique needs and interests of all residents. This inclusivity allowed for a richer dialogue and a more comprehensive understanding of community needs.



Cost: £120



Time: 48 hrs



***"The Pop-Up events provided a much-needed platform to voice our concerns directly to the council, offering immediate responses and fostering a sense of community."***

**G. Gordon (Northolt)**

C.A.S.H is a community 'umbrella' group that represents all Ealing Council sheltered housing schemes. It is used as a forum to consult with sheltered residents on any changes that will directly affect them. Currently, our 34 schemes are home to approximately 841 residents. As well as inviting council staff members, the committee invite external organisations who they feel may have topics of interest to the group.

Members are given the opportunity to raise any issues that they may have with the sheltered housing service and Ealing Council are given a platform to talk to residents about service improvements. Minutes of the last meeting, matters arising, and action points are covered at each meeting.

## Aims and objectives

1. To ensure that six public meetings are held in the year, to share Ealing Council updates, listen to concerns raised by tenants and provide an opportunity for tenants to suggest changes to the services.
2. To ensure that representatives from the council or external organisations are present at meetings as requested by the committee. External organisations are invited to share their work and how they can help the elderly tenants in Sheltered.
3. To build tenants membership by encouraging attendance at CASH from schemes with no representation.

## Key impact achievements

- 14 meetings held (7 public and 7 committee), with 194 tenants attending across the year.
- Representation was from Ealing Councils repairs team, waste collection team, safer communities' team, cost of living team and from external organisation Age UK. These meetings facilitated direct communication, leading to several actionable improvements in the sheltered housing services. This included installation of extra washing machines in 8 schemes, deliberators installed in all but two open schemes and new furniture via the Nicer Neighbourhood scheme.
- 1 event CASH Meet and Greet housing surgery held for sheltered housing tenants and over 60s general needs. 174 tenants attended with a chance to meet housing teams directly.

## CASH Membership Diversity Data:

Total Membership	Percentage Male	Percentage Female	Percentage disabled	Percentage BME	Percentage Age: <65	Percentage Age: >65
82	38%	62%	10%	35%	8%	64%



Cost: £2,163



Time: 152 hours



*"It's great to know what's happening in the other sheltered housing associations, as we don't have an association at our scheme and the C.A.S.H meetings help us to find out what the council is doing for us."*

*Vicki: member of C.A.S.H*



The Ealing Council Leaseholder Association (ECLA) advocates for leaseholders across the borough, providing a crucial platform for discussion and influence on council policies affecting housing and community services.

### Aims and Objectives:

1. To relaunch ECLA by holding an AGM, with representation from repairs and building safety being the main speakers.
2. To hold one housing surgery event, enabling leaseholders to meet and hold housing teams accountable for issues

### Key Impact Achievements:

- 170 leaseholders attended the housing surgery, 39 attended the Annual General Meeting and 6 new committee members attended their first committee meeting.
- Leaseholder had a chance to discuss their issues to Ealing Council teams:
  - Repairs
  - Building Safety
  - Resident Engagement
  - Housing Hubs
  - Safer Communities
  - Home Ownership
  - Estate Services

### ECLA Diversity Data – AGM and Surgeries:

Total Attendance	Percentage Male	Percentage Female	Percentage disabled	Percentage BME	Percentage Age: <65	Percentage Age: >65
170	38%	27%	Not collected	Not collected	Not collected	Not collected

41% data not collected.



Cost: £1,000



Time: 12 hours



*“ECLA’s forum and road show had met Leaseholders expectations...informative meetings”*

*Divinia Aloysius: Member of ECLA*



Resident Associations in Ealing Borough are crucial platforms and have two pathways. One path is where residents collaborate to voice concerns and influence community decisions. The other path is to increase social inclusion, encourage community cohesion and build self-esteem by facilitating a range of social activities.

## Aims and Objectives:

1. Governance and Advocacy: Support RAs in conducting effective meetings, ensure that governance documents are adhered to and provide support for funding opportunities.
2. Community Engagement: Encourage robust participation in borough wide decisions affecting local living conditions.
3. Social Inclusivity: Facilitate activities that reduce isolation and promote social interaction among.

## Key Impact Achievements:

- Total 24 resident associations, 2 new set up. 1 dissolved in this financial year. 10 sheltered and 14 general needs.
- 17 public meetings held, 7 of which were Annual General Meetings. 30 quarterly committee wellbeing and support meeting attended.
- Community Events: 1 fun day attended. Support and funding provided to enable associations to hold a variety of events, including workshops, social gatherings, and educational seminars to foster community spirit and learning.
- Skills and Leadership Development: Provided training and support to RA members, enhancing their capability to lead and manage community initiatives effectively.

## Diversity Data (of committee members):

Total Membership	Percentage Male	Percentage Female	Percentage disabled	Percentage BME	Percentage Age: <65	Percentage Age: >65
78	38%	62%	11.5%	27%	21%	27%



Cost: £11,510



Time: 154 hours



***“Residents have expressed high satisfaction with the opportunities for involvement and the positive impact of the RA activities on community spirit and individual wellbeing.”***

**Resident Association: Acton**

**Overview:** WiserHeads is a general needs community group based across the borough, supporting 44 residents aged 65 and above. The group focuses on reducing isolation among elderly residents through regular meetings and activities.

### Aims and Objectives:

1. To relieve hardship and social exclusion of older people who are council tenants in general needs accommodation in the borough by holding meetings.
2. To encourage older people to become actively involved in social, leisure and/or educational activities in the interests of social welfare and to improve their quality of life through training sessions.
3. To develop the capacity and skills of older people in such a way that they are better able to identify and meet their own needs, to participate more fully in society and advocate on their own behalf by organising partner organisations to visit meetings.

### Key Impact Achievements:

- Held eight meetings with attendance ranging from 16 to 24 members.
- Organised successful trips including visits to Garson's Farm and Brighton Beach.

### Diversity Data:

Total Membership	Percentage Male	Percentage Female	Percentage disabled	Percentage BME	Percentage Age: <65	Percentage Age: >65
44	16%	84%	20%	32%	0%	100%



Cost: £1,045 (trips only)



Time: 51 hours



*"Lovely group of people, really helps me, I look forward to seeing everybody and the trips are wonderful"*

**Barbara L: member of WiserHeads**

The Housing Forum is the principal engagement body for tenants and leaseholders, elected members and senior managers of the housing service. The primary aim of the Housing Forum is to bring together residents, elected members and senior managers to improve the housing services provided by the Council. All resident panels and other engagement activities will report into the housing forum who will have an overview of all resident engagement activities.

Emphasis this year has been on the Key Performance Indicators (KPIs), Nicer Neighbourhoods funding and performance by the council's repairs and estate services teams.

### Aims and objectives

1. Place residents at the centre of service delivery by the housing service, identifying residents' priorities and co-designing solutions.
2. Co-produce all methods of customer engagement, maximising opportunities for involvement across Ealing's diverse communities.
3. Effective resident led self scrutiny of housing services provided, reflecting the priorities important to residents.
4. Oversee training and support that empowers customers to be involved in improving the housing service.
5. Policies and procedures that support effective customer engagement.
6. Directors and Service Heads work with engagement groups in maintaining high levels of performance against the Regulator of Social Housing's regulatory framework.
7. Develop effective engagement amongst tenants and leaseholders especially amongst underrepresented groups.
8. Learn from examples of good working practice from across social housing providers and other service sectors.
9. Monitor and review the Resident Engagement Strategy.

### Key impact achievements

- Six forums held.
- Resident Engagement Framework co-produced.
- 1 event held to recruit new tenants and leaseholders to the housing forum and scrutiny. Total 24 attended.
- 19 put their names forward for scrutiny and 17 to attend the housing forum.



Cost: £590



Time: 24 hours



***Objectives are achievable but Heads/Managers of housing teams should be brought on board for effective communication.***

***This would minimise time for the customer journey, help with co-production and gives shared ownership.***

***Victor Campbell: attendee of the housing forum***

The Resident Engagement Forum is an information sharing forums for all our involved tenants and leaseholders. It is a platform for them to network, which can lead to community empowerment based on participation and involvement from residents. Residents are invited to hear about the services provided by the council and use this as a avenue to cascade information down to a local level via meetings and events.

The Resident Engagement Forum, previously on hold, was relaunched as part of a new resident engagement strategy. This new strategy involved a series of three meetings and a thank you meal. The total attendance for this was 17 tenants and leaseholders, with some attend all workshops.

### Aims and Objectives

1. To develop a new resident engagement strategy through collaborative meetings with residents.
2. To gather resident input and feedback on the engagement process and council services.
3. To foster community spirit and show appreciation for resident participation with a thank you meal.

### Key Impact Achievements

- Successfully relaunched the Resident Engagement Forum with a new strategy.
- Held three meetings at Perceval House and one thank you meal.

### Diversity Data

Total Membership	Percentage Male	Percentage Female	Percentage disabled	Percentage BME	Percentage Age: <65	Percentage Age: >65
18	55%	45%	5%	44%	50%	50%



Cost: £240



Time: 20 hours



*I learnt a lot about the work being done at Ealing Council – found the resident engagement forum very informative*

*Tony Amarnant: attendee of the housing forum*

To keep our older residents healthy and engaged the council sets up and supports various activities for its tenants and leaseholders aged 65 and over. This minimises social isolation and loneliness,

The resident engagement team wanted to look at a low cost way to give residents the opportunity to meet new people and new experiences.

### Aims and objectives

1. To give older people an opportunity to make new friends by involving them in the Golden Age Choir, which meets every Thursday.
2. To tackle social isolation by working with the Housing Hub teams to provide Christmas lunches, especially to schemes that do not have any social activities or a resident association.
3. To set up two trips out of London as many tenants do not have this opportunity.

### Key impact achievements

- **Annual Trips:** 2 trips (Bath: 41 attendees and Brighton on Sea: 44 attendees)
- **Golden Age Choir:** Currently 14 members. Officer attended 7 sessions and 2 concerts (Ealing Manor Nursing Home and Acton Ark Academy Winter Concert)
- **Engagement Activities:**
  - King's Coronation Main Event: 88 attendances
  - King's Coronation Scheme Events: 28 schemes participated.
  - Christmas parties: 34 schemes participated.
  - Quiz: 8 attendances
- **Ealing Housing Hub MacMillian Coffee Morning:** 12 attendances

### Diversity Data:

Not captured



£25,137.46



153 hours



***"Making friends, socialising and enjoying time away is essential at my age"***

***Ray L: attendee of trips and choir member***

Ealing Council delivers a basic gardening service for council housing tenants who are elderly (aged 70 +) and / or who are registered disabled. This work consists of grass cutting, hedge cutting and garden clearances. In addition, tenants should have no one living in the property aged 18+ that could help with the cuttings, unless they are registered disabled, and have no relative living in the borough aged below 70. Elderly residents in receipt of housing benefits are also eligible to join the scheme.

The service is provided between April and early October by Greener Ealing.

## Aims and objectives

1. To support our elderly and disabled tenants in maintaining their gardens by delivering a minimum of five grass cuts and two hedge cuts.
2. To prevent problems caused by overgrown gardens, which could have an impact on the community.
3. To prevent these properties being a target for anti social behaviour and burglaries.
4. To ensure that all grass cuttings are bagged up for collection by the council's recycling team and to ensure that hedge cuttings are removed to the recycling centre by Groundwork London.
5. To carry out a garden clearance, if necessary, when a tenant is added to the gardening list and all cuttings are to be removed to the Recycling Centre.

## Key impact achievements

1. 252 tenants received the gardening service
2. Five grass cuts were carried out to a total of 231 properties
3. Two hedge cuts were carried out to a total of 149 properties
4. Clearances were carried out to a total of 29 properties.

## Diversity Details

Total Membership	Percentage Male	Percentage Female	Percentage disabled	Percentage BME	Percentage Age: <65	Percentage Age: >65
252	27%	63%	15%	25%	60%	40%



Cost: £92,752



Time: 7 months



*"I cannot carry out the work myself and the team always provide a very good service. They always cut the grass and hedges very well, which means I can enjoy my garden"*

*Mrs Hollyoak*



Resident training programmes consist of tailored training sessions delivered in-house or externally by training providers. Training sessions are open to all Ealing Council tenants and leaseholders. Support with childcare is also provided if needed. We also provide refreshments for the attendees.

## Aims and objectives

1. To provide training opportunities for residents aimed at building residents' capacity in being able to carry out their involvement roles
2. To provide courses that enable residents to develop their skills and increase their confidence.
3. To ensure that residents gain a better understanding of how Ealing Council works.

## Key impact achievements

- Successful training sessions (9 workshops, 19 sessions and 119 attendees) included:
  - Resident Engagement and Building Safety (Tpas 1 day)
  - Positive about inclusion (Tpas Online half day)
  - Beginners Funding (Ealing Community Network 1 day)
  - Advanced Funding (Ealing Community Network 1 day)
  - Maximising the power of scrutiny (Tpas 1 day)
  - Basic IT (ACDA 6 sessions)
  - Tai Chi (TaiChi4U - YMAA Orient Sport 6 sessions)
  - Basic Food Hygiene (Chartered Institute of Environmental Health 1 day)
  - Running a successful resident association (Tpas 1 day)

## Diversity Data (some withheld by attendees):

Total Membership	Percentage Male	Percentage Female	Percentage disabled	Percentage BME	Percentage Age: <65	Percentage Age: >65
119	9%	23%	4%	8%	4%	13%



Cost: £9,172.99



Time: 12 hours



***"Very well planned and presented with lots of valuable information I'll definitely attend the next course"***

***Gul G: attendee at Beginners Funding workshop***



**Table 1: Activity participants**

Resident Engagement Activity	Total membership	Percentage male	Percentage female	Percentage disabled	Percentage BME	Percentage Age: <65	Percentage Age: >65
Resident associations committee members	78	38%	62%	11.5%	27%	21%	27%
Housing Forum	12	50%	50%	8%	67%	75%	25%
Training	97	23%	71%	14%	38%	5%	82%
C.A.S.H committee and members	71	35%	65%	26%	35%	0%	100%
WiserHeads committee and members	44	16%	84%	20%	32%	0%	100%
Golden Age Choir members	15	40%	60%	13%	20%	0%	100%

**Please note:** Training information does not show all attendees that participated as some did not complete forms. Some participated in more than one session / workshop.

Table 2: Core group data	Ethnic origin description	% of group
Asian or Asian British	Bangladeshi	1%
	Indian	6%
	Pakistani	1%
	Any other Asian background	6%
Black or Black British	African	8%
	Caribbean	16%
	Any other Black, African or Caribbean	3%
Mixed or multiple ethnic groups	White and Asian	1%
	White and Caribbean	1%
White or White British	English, Welsh, Scottish or Irish	38%
	Polish	2%
	Any other White Background	8%
Other	Other ethnic group	1%
	Not provided	6%
	Prefer not to say	8%
Disability	Yes	28%
	No	60%
	Prefer not to say	3%
	Blank	9%
Gender	Male	33%
	Female	62%
	Not identified	5%

Resident involvement team's  
total value for money spend  
April 2023 - March 2024:

**£143,730.45**

**Resident involvement team:**

Adnan Ali  
Neesha Baker  
Judy Ferguson  
Amanda Henry  
Kaneez Zaidi

# THANK YOU!

Ealing Council would like to thank all the residents who have been involved with the resident engagement team over the past year, whether by attending a focus group, completing a survey, or being a member of a group. Your feedback really has helped the council make meaningful service improvements.

We would also like to thank the residents who contributed to this report.

If you would like more information about how to get involved, then please contact us via email at [residentinvolvement@ealing.gov.uk](mailto:residentinvolvement@ealing.gov.uk) or call **020 8825 6535**.