

# Resident Insight and Engagement Strategy

2026-2029



**Customer Service**  **Neighbourhood**  **Homes** 

## FOREWORD FROM COUNCILLOR ROBIN FRANKLIN, PORTFOLIO HOLDER FOR REGENERATION AND CULTURE

Barnsley Council as landlord welcomes the new customer engagement approach. With changes enacted by the Social Housing Regulation Act 2023 there's an increased emphasis for landlords and managing agents to work with tenants to hear their views and make informed decisions.

The Resident Insight and Engagement Strategy 2026-2029 sets out clear opportunities for tenants to influence decisions, strategies, policies, and services, and to hold the housing provider to account.

Consistent engagement with tenants is crucial to make sure they're involved in the shaping and delivery of services.

We support tenants and Berneslai Homes to make sure tenant views and experiences are used to make informed decisions about services.



**BARNSELY**  
Metropolitan Borough Council

Most of our services are delivered directly to tenants, but we value the feedback and involvement from all our customers. So when we use the word 'tenant' or 'customer' we include leaseholders, applicants, and other residents.

# CONTENTS

Foreword	2
Introduction	4
Influencing factors	5
Aims	6
How we'll meet the aims	7
What is customer insight?	8
Gathering and understanding customer insight	9
Customer demand	10
Customer feedback	10
Involvement opportunities – hearing tenants	11-12
How we share information	13
How we support customers to get involved	14
Our model for co-regulation	15
Measuring the difference the tenant voice makes	16
Success measures	17
Contact	18

# INTRODUCTION FROM KEN TAYLOR, CHAIR OF BERNESLAI HOMES BOARD



Here at Berneslai Homes, we want to make sure that tenants are at the heart of all we do. We recognise that it's everyone's responsibility to listen and hear their voices.

Working on behalf of Barnsley Council, we'll provide a range of opportunities to capture the views of all tenants. Every touch point is an opportunity for tenants to get their voices heard.

Our vision for customer engagement represents our core values, which are putting the customer first, having a can do attitude, and being curious. Living our values will make sure that all our communities are great places to live, with tenants at the heart of all actions, and their views considered when making decisions.

We'll listen and respond to tenants' voices. We'll make sure we develop and deliver high quality, accessible, and fair services that meet expectations and needs. We take a realistic approach and have honest conversations when we need to. Aiming to understand aspirations and needs, we'll draw on lived experience to improve services, putting frameworks in place for tenants to hold us to account and scrutinise performance.

This strategy, developed with tenants, sets out how we'll work together to develop, deliver and test the quality of services that we provide.



# INFLUENCING FACTORS

This strategy has been developed in the context of the following influencing factors:

## Our values

Every member of staff will embrace our values, making them relevant to their roles:

### Customer first

You'll be at the heart of all we do

### Can do attitude

We'll make change happen, fix problems and adapt to achieve

### Curious

We'll look beyond face value to get things right

This strategy has been influenced in the following ways:

## Berneslai Homes Strategic Plan

Our Strategic Plan sets out our objectives and what we want to achieve over the next 10 years. Our strategic plan is on our website [www.berneslaihomes.co.uk](http://www.berneslaihomes.co.uk)

Printed copies are available on request (see back page).

## Regulator for Social Housing and the Consumer Standards

Barnsley Council are regulated by the Regulator for Social Housing. As an arms-length management organisation, (ALMO), Berneslai Homes deliver services on behalf of Barnsley Council. The Consumer Standards set out clear expectations about how landlords should deliver services. The Transparency, Influence, and Accountability standard sets out clear expectations around:

- Fairness and respect
- Diverse needs
- Engagement with tenants
- Information about landlord services
- Performance information
- Complaints

Further information is available online at [www.gov.uk](http://www.gov.uk)

## Housing Ombudsman Complaint Handling Code

Having a legal duty under the Housing Ombudsman Complaint Handling Code means we not only resolve individual complaints made by tenants, shared owners, and leaseholders, but we work with tenants to learn from complaints and develop and deliver a complaints service that is easy to use. More information is available on the complaints section of the [website](#).

## Building Safety Act 2022

This sets out clear expectations to understand and communicate effectively with residents, developing engagement strategies for high risk buildings. More information about building safety is on our [website](#).

# AIMS

We want to make sure that tenants can influence services, and in autumn 2025 we worked with TPAS and residents to improve our model for engagement. This strategy sets out our main aims and how we'll work, along with tenants, to achieve them over the next three years.

Alongside the strategy is an action plan, detailing how we'll meet the specific actions.



## Our main aims are to:

- Encourage all tenants to express their views, good or bad.
- Actively listen and respond to what tenants tell us, ensuring every contact counts.
- Widen opportunities and encourage tenants to take an active role in codesign, tenant scrutiny and service delivery, increasing the impact of the tenant voice.
- Communicate clearly with tenants, in a timely manner, using a variety of communication channels, so they can hold us to account.
- Support tenants so they have all the tools and skills to effectively scrutinise service, providing training and equipment, making reasonable adjustments to remove barriers to engagement.
- Increase customer insight, so that we know more about tenants and can tailor services to meet their needs.
- Improve how we share information and feedback to tenants so they know how their views and experiences have improved services.

# HOW WE'LL MEET THE AIMS

These are the resources we have to help us deliver against the strategy.

- All staff have a responsibility to hear and act upon the tenant voice
- A 3 year Action Plan
- A dedicated Customer Engagement Team
- A budget for engagement
- A tenant engagement framework and structure
- Tenant and staff training package
- Insight software
- Performance indicators
- A Board Engagement Champion
- A wider range of surveys to gather further customer insight
- Positive relationships with BMBC and external partners
- A calendar of engagement activities

On page 8 we set out how we use customer insight to help deliver against the aims. For a copy of the action plan email [communityengagement@berneslaihomes.co.uk](mailto:communityengagement@berneslaihomes.co.uk).



# WHAT IS CUSTOMER INSIGHT?

Customer insight helps us to see the world through the eyes of tenants, leaseholders and prospective tenants.

There's no better way to improve our services than stepping into tenants' shoes. It allows us to get a better understanding of how tenants think and feel.

By understanding tenants' behaviours, needs, expectations, and desires, we can develop and tailor services so that they're cost effective and provide a great experience.

We gather insight in a number of ways, such as feedback through surveys, complaints, social media, online forms, data we hold on our internal systems, focus groups and any engagement or just simply when we're talking to tenants.

To sum up, customer insight plays an important role in helping us shape services.



# GATHERING AND UNDERSTANDING CUSTOMER INSIGHT



**Demand:**

How tenants use our service

**Feedback:**

What tenants are saying about our service

**Involvement:**

How tenants can directly influence our services

**Complaints:**

What tenants tell us we're getting wrong

# CUSTOMER DEMAND

We use data from our systems to help understand how tenants use our services.

This can include:

- Volume of repairs
- Number of online social interactions
- Complaint data including the reasons for complaints
- Rehousing data such as the number of bids and refusals made
- Contact centre call volumes

We also use this data to monitor performance and highlight any trends.

# CUSTOMER FEEDBACK

We run a range of satisfaction surveys which are mostly triggered by an interaction with us. This helps us to understand customer experience when using our services.

We also collect views through the Tenant Satisfaction Measures (TSMs) survey.

We do surveys in a number of ways, for example customers may receive a text message or an email with a link to an online survey, an automated phone call where they're asked to input scores using the keypad or they receive a call from an officer at Berneslai Homes.

For a full list of surveys, what tenants told us and what we're doing about it, please see our [website](#)

# COMPLAINTS

Under the terms of the Housing Ombudsman Complaint Handling Code and our [Complaints Policy](#), we promote a positive complaint handling culture and use valuable insight from complaints to help us improve services by recording and analysing trends and learning from all complaints.

Our Customer Services Team produce and monitor learning reports and actions and we report these in a transparent way to residents, staff, senior managers, Board and Barnsley Council. We also work directly with residents in our Service Improvement Panel Group which meets every 3 months to independently review complaints and the learning we have identified.



# INVOLVEMENT – HEARING TENANTS

We have many opportunities for tenants to get their voices heard, all with different time commitments, so we have something for everyone. Here's what we have on offer:

## **Tenant Voice Panel**

This is the co-ordinating group. They meet around 6 times a year, to make sure we do what we say we're doing. They monitor our performance reports, meet with officers and receive feedback from tenant representatives on other involvement groups.

## **Scrutiny Panel**

We aim to complete two projects per year, and take a task and finish approach to scrutiny and have a pool of tenants that come together as and when a topic is live. Meeting regularly, they take a deep dive into our services, producing an evidence-based report for improvement.

## **Homes Voices Influence Panel**

Meeting quarterly the panel will focus on repairs, building safety, damp and mould and issues relating satisfaction and performance around the area of service.

## **Customer Services Influence Panel**

Meeting quarterly the panel will focus on learning from complaints, communication, service standards, the website and issues relating to satisfaction and performance in line with the service area.

## **Neighbourhoods Influence Panel**

Meeting quarterly the panel will focus on estate based and environmental actions including insight from Estate Walkabouts and Your Community Your say meetings, anti social behaviour updates and issues relating to satisfaction and performance in line with the service area.

## **Customer Services Committee**

There are four tenants on the Customer Services Committee, 2 paid, 2 voluntary. They're there to make sure the customer voice is heard within our governance structures. Meetings are held every three months.

## **Tenants and Residents Association (TARAs)**

They are the eyes and ears on the ground and play a vital role in making sure that our services meet the needs of the community. We ask TARAs for their thoughts on local issues and encourage them to take an active role in wider housing issues. The TARAs also have a social side and have a massive impact on reducing isolation and bringing the community together.

## **Tenant board members**

We have two board members who are tenants. They help shape and influence the work that we do and the services that we provide across the borough, as part of our governance structure.

## **Equality Forum**

We liaise with numerous equality groups including Young Carers, Travellers Site, and have strong links with existing Barnsley Equality groups. This is a way of tenants testing services, networking, and sharing experiences.

### **Check it Challengers**

– a great way for tenants to give their views in the comfort of their homes on our policies, letters, documents, procedures and website.

### **Community Champions**

– are a network of tenants who have a keen interest in their local community, reporting any problems, sharing their views with us, and helping improve estates.

### **Focus groups**

– we use focus groups to gather opinions and host a range of groups when we need to learn from lived experience. A great example is the Fire Safety Residents Panel and the independent living schemes.

### **Customer Panel**

– is a great way for customers to view the services we deliver. We hold three panels a year with different topics and publish the feedback on our website. Anyone can attend these meetings.

### **Local engagement**

– we hold regular meetings for all tenants and residents that are focused on local community issues and discussing local priorities for action, these are called Your Community, Your Say meetings. Every area has an estate walkabout annually. The aim is to identify any estate based issues, giving tenants the opportunity to meet with officers. For more information on Your Community, Your Say meetings and Estate Walkabouts visit our [website](#).



# HOW WE SHARE INFORMATION

## Social media

Social media is a great way for us to engage with customers and encourage conversation. We currently use Facebook, Instagram, YouTube, and LinkedIn.

## Annual Report

Tells customers how we're doing as a business, how well we're performing, and how involvement has helped to change and improve services.

## Website

Gives all the latest news and information about the services we deliver. Customers can also contact us using our online forms.

## Berneslai Bulletin

Our monthly email newsletter gives timely information, the latest news and events, updates on services, and good news stories. Tenants can sign up through their My Housing Online account.

## Berneslai Beacon

This is our seasonal printed newspaper, aimed at tenants who aren't online. It's available in our Independent Living Schemes, Community Centres and on request (see back page).



# HOW WE REMOVE BARRIERS TO ENGAGEMENT

## Expenses

We'll reimburse all reasonable out of pocket expenses, including travel and carer. We'll provide a basic meal for engagement over four hours. We'll also arrange overnight accommodation for those who need it. To thank customers for getting involved, we'll offer a £5 voucher for every hour they spend with us.

## Training and development

We'll offer any relevant training, one to one sessions, and development sessions that will allow tenants to take a full and active role by meeting their training requirements.

## Seeing the person

We'll make any adjustments necessary for customers to be involved in a way that suits them. This includes offering a range of venues, opportunities, equipment, and meeting their individual needs.



# OUR MODEL FOR CO-REGULATION

Co-regulation is about more than just compliance, it's about having an open and honest two-way conversation to make sure the services delivered are right for both the tenants and landlord. This means working together to agree a collective way forward in the development of services.



Our model for co-regulation - listening and responding to the tenant voice



# MEASURING THE DIFFERENCE THE TENANT VOICE MAKES

## Here's how we'll demonstrate the difference engagement is making:

- We'll publish information about how we're doing in the Annual Report, which is available online.
- The Tenant Voice Panel will monitor the actions arising from the action plan to make sure we're meeting the aims.
- We'll publish all survey results, along with a summary of any service improvements, an engagement round up, and the difference the customer voice has made, on our website.
- We'll complete an annual review of performance against the strategy and include a summary in the Annual Report.
- We'll publish an annual self-assessment of the engagement and insight action plan.
- We'll provide assurance to Barnsley Council and the Board by producing an annual report on the difference engagement is making.

## We'll provide assurance

### To tenants by:

- Our website
- Yearly annual review
- Annual Report
- Ebulletins
- Newsletters

### The Board by:

- Customer Services Committee, as a regular agenda item
- Annual Report to Board

### The Council by:

- Quarterly meetings with tenants
- A summary of the tenant voice activity
- Annual Report

# SUCCESS MEASURES

To know how effective our engagement is we will:

- Have an annual review with involved tenants to gather and measure their satisfaction levels.
- By 2027 we'll have completed all the actions on the Action Plan, then measured and reported on the impact.
- We'll see satisfaction in 2026/2027 for the following Tenant Satisfaction Measures (TSMs), improving and meeting our targets
  - TP06 Satisfaction that landlords listen to tenants and act upon them
  - TP07 Satisfaction that landlords keep tenants informed about things that matter to them
  - TP08 Agreement that landlords treat tenants fairly and with respect
- Monitor the indirect success measures including an increase in satisfaction and reduction in complaints.
- Sign up 10 tenants in year one to our Check It Challengers initiative, increasing our pool of involved tenants.
- Work with the Tenant Scrutiny Panel to complete and publish two scrutiny projects annually, measuring and reporting on the impact.
- We'll widen our involved tenant profile by then end of 2025/2026.
- Clearly demonstrate the difference insight and engagement has made for tenants through effective publicity.
- See positive feedback from staff about the difference tenant feedback has made for them or their project.



Berneslai Homes Board Tenant Engagement and Complaints Champion, Rebecca Mather

# CONTACT US

For more information about the Resident Insight and Engagement Strategy or to get involved, please get in touch:



communityengagement@berneslaihomes.co.uk



Berneslai Homes, PO Box 627, Barnsley, S70 9FZ



[www.berneslaihomes.co.uk](http://www.berneslaihomes.co.uk)



**YouTube**

Berneslai Homes



01226 787878 (Mon-Fri 9am-5pm)



[www.berneslaihomes.co.uk](http://www.berneslaihomes.co.uk)

Berneslai Homes Limited is a company controlled by Barnsley Metropolitan Borough Council. A company limited by guarantee, registered in England and Wales, number 4548803. Registered office: 10th Floor, Gateway Plaza, Off Sackville Street, Barnsley, South Yorkshire, S70 2RD.

January 2026