Wave 3

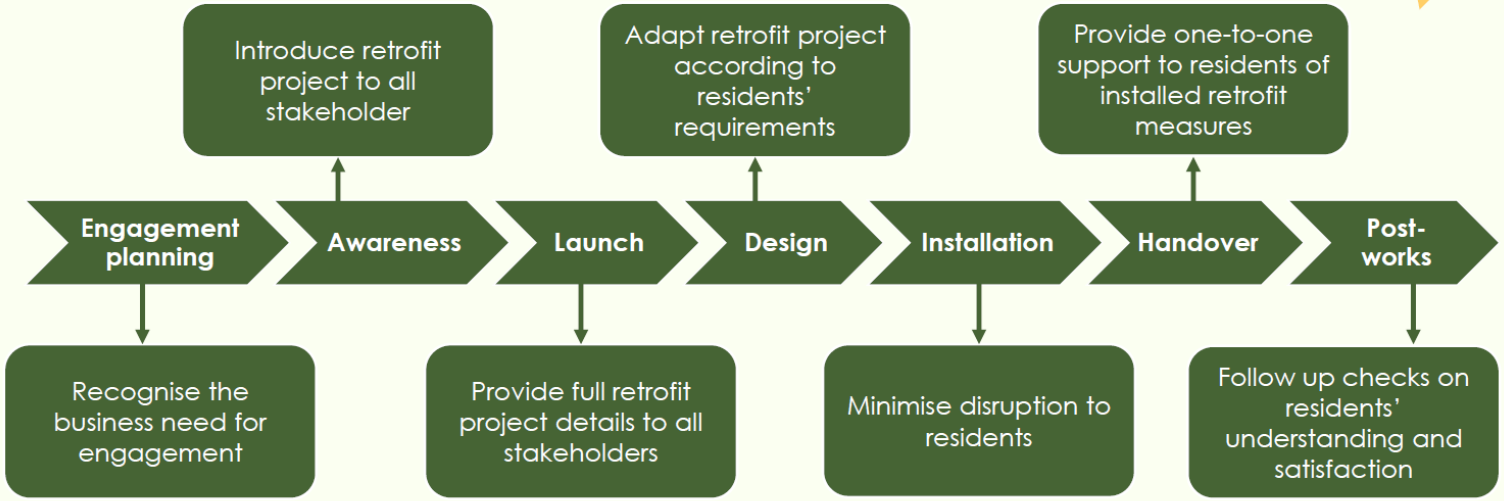
Engagement Plan 2025

Content

- research
- Engagement Plan with details
- Resources needed
- Project Files
- Logs and reports

Research

Stages of retrofit



Engagement Plan

- Previous waves had a high refusal rate, when looking further into the issue, it became clear that the start of the customer engagement had been positioned wrongly
- To reduce the rate of refusal, mhs needs to put the start of the customer engagement, before the project start and have the initial engagement conducted by mhs before the first surveyors enter the customer’s home
- Engagement plan will be created with lessons learned from previous waves and to include mhs customer engagement, as well as the contractor's engagement plan

Engagement Plan – Stage 1 Awareness

- Expectation setting; all campaigns run by mhs directly
  - Run EDI analysis on chosen customer base for program
  - Email campaign, to inform of being in selected for checking of eligibility of property > what does this mean for customer? (surveying to be done to check if property is suitable for program) > what are the next steps? (list of surveys to be carried out before decision is being made) who can be contacted? (outlining who from mhs will be point of contact); safety meassures
  - Internal information campaign for customer facing dep. – work with communications team to create awareness throughout the business

Engagement Plan – Stage 1 Awareness

- Internal information campaign for customer facing dep. – work with communications team to create awareness throughout the business
- Reminder Campaign Email, 1 week before handing over to surveyors to make appointment to inform customers that the contractor will call to book in appointment
- Set up of direct email accounts and/or phone lines if and where needed

Engagement Plan Stage 2 Launch

- Internal Information Campaign, informing all internal departments involved that the program is about to launch
- Customer Liaison to be put in place, collaboration between engagement team and project coordinator > customer facing teams need to have open channel to guide customers to
- Collaboration with engagement team from contractor to align and have open 2 way communication channel to swiftly deal with any incoming customer requests and issues

Engagement Plan Stage 3 Design

- Customer Liaison headed by engagement team from consultant as first line of communication
- mhs to support with communicating any requests or issues raised to mhs directly, to consultant
  - 2 way communication channel between mhs and consultant open at all times to ensure swift response to anything raised by customers throughout the process

Engagement Plan Stage 4 Mobilisation

- Customer Liaison headed by engagement team from consultant as first line of communication
- mhs to support with communicating any requests or issues raised to mhs directly, to consultant
  - 2 way communication channel between mhs and consultant open at all times to ensure swift response to anything raised by customers throughout the process

Installation

- As installation is being done by a contractor, a clear path of communication with the customers needs to be established
  - should the customer liaison of the consultant support throughout the full process, the contractor will collaborate with the contractor to keep the customer informed about any progress, changes and amended time frames
  - should the contractor have their own customer liaison, they will keep the customer informed about any progress, changes and amended time frames

Installation

- if there is no liaison in place from either consultant or contractor, the engagement team from mhs will step in as solemn point of contact throughout the process and liaise with the contractor to keep the customer informed about any progress, changes and amended time frames

Engagement Plan Stage 5 Handover

- Customer Liaison headed by engagement team from consultant as first line of communication
- mhs to support with communicating any requests or issues raised to mhs directly, to consultant
  - 2 way communication channel between mhs and consultant open at all times to ensure swift response to anything raised by customers throughout the process
- Information campaign about final checks to be carried out and when works are finalized
- Incentivisation of “seeing the works through” from a customer
- Homeplan list as escalation for refusals of last steps of works

Engagement Plan Stage 6 Post work

- Post work consultation to be done with all customers, where work has been carried out
  - Check with consultant what engagement is planned and how post work surveys are being carried out
  - mhs to fill in gaps and carry out analysis of effectiveness of program to be able to cross reference with previous projects and create lessons learned
  - Satisfaction survey after all contractos and consultat have left; areas: satisfaction with communication, contractors, consultants, works at a whole

Tenant Refusal Process

- Do potential and business appropriate alterations to program to adhere to customers needs to minimize the impact of customer refusals
- direct communication with customer to establish needs and communicate design proposals and inform about any risks and consequences coming out of the changes to the design
- mhs engagement team to support as entry point into the organisation and liaise with consultant for any incoming queries or issues

Individual Needs Approach

- EDI analysis to be carried out at design stage of program and engagement plan
  - engagement plan tailored to the types of individual needs
  - Program to be checked and adapted, where possible, to take Individual Needs in to account
- Collaboration with NO to work on individual support plan and the carrying out of this plan, if and when alterations to the program have been made

Collab with NO

- No access process; under the policy all breaches to the no access policy will be dealt with in collaboration with the Neighbourhood Officer team to follow up on the breaches and act upon them accordingly
- Tenancy breaches; e.g. sub-lettings, criminal activity, change of purpose of the property will be reported to the NO team to follow the correct organisational procedure and deal with the breach according to the correspondent process
- Direct 2-way communication to be established between engagement team and NO, to allow for swift communication