



# Resident **Engagement Strategy**

2023–2026



“ We have the opportunity to be the first truly resident-led housing association in the country.”

**As the country's biggest resident-led housing organisation we believe that no-one understands their homes or communities better than our residents.**

That's why we have worked to ensure residents can hold us to account at the highest levels on our Board and Customer Influence Committee, get involved in the organisation through our Resident Academy, and take the lead in tackling the big social issues that matter to you in your communities.

Our new Resident Engagement Strategy builds on this work by creating even more opportunities for residents to influence Eastlight's services and decisions.

Our goal with this strategy is to build an organisation in which residents and staff are working in partnership across all aspects of Eastlight's work – a true relationship of equals.

We believe this is not just the right thing to do, it is also the most effective way to deliver the best homes and services for our residents.



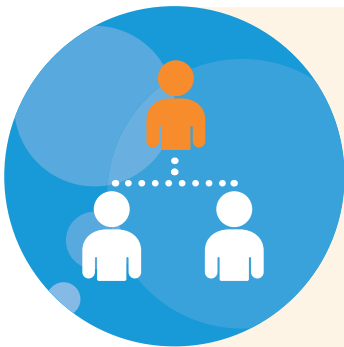
James Nayler, from Eastlight, supports a resident at a drop-in event in Greenstead, Colchester.

# The Primary Objectives

The primary objectives of this strategy are to:



Build a **resident-led culture** across Eastlight so working in relationship with our residents runs through everything we do.



Create **meaningful opportunities** for residents to engage across Eastlight's work and work in partnership with staff.



Support a **diverse range of residents** to engage so we have trusted relationships that ensure residents can confidently bring their skills, knowledge, and passions to Eastlight.

# Our Offer to Residents



## Roots

**A new Offer to Residents** that articulates what being resident-led means in practice, with residents working in partnership with Eastlight staff to make it a reality.



## Trunk

**Meaningful engagement opportunities** created across the organisation, with residents working with Eastlight staff to create, deliver, and then grow these across every aspect of Eastlight's work.



## Branches

**A supported community of active residents** who have access to the tailored training and community support they need to confidently engage in a way that works for you.

# A new Offer to Residents

## Roots

### **Our new Offer to Residents has been co-created with you, our residents.**

We wanted to know if you were interested in engaging with Eastlight and, if you were, how you would like to get involved, which aspects of Eastlight's work you most wanted to influence, and what barriers might get in the way of you engaging. Residents shared their views through interviews, workshops, and surveys.

Based on what you told us, we created a new Offer to Residents which sets out what being resident-led means in practice. It does this by outlining the organisation we want to build, bringing together the full range of ways residents can get involved in Eastlight's work, and by turning what you told us you wanted into five resident asks that can underpin the way we operate as a resident-led housing association.

This includes ensuring you can share your views so we can improve our services, actively engage in areas that matter to you, take the lead on making a difference in your community and hold us to account as a Board or Committee member.

And when you do get involved, we offer a real relationship, meaningful opportunities, to be listened to, proper support, and transparency.

Eastlight residents  
Joy Lee and Abaida  
Baldwin.





## Trunk

# Meaningful engagement opportunities

**To deliver on our Offer we are creating new engagement opportunities across Eastlight so that you can engage in ways that work for you and on the issues you are most passionate about.**

We want you to know that your involvement is meaningful, has a tangible impact, and makes the most of the unique knowledge, skills, and passions you bring to Eastlight.

To deliver on this we have created a new Resident Engagement Service which will deliver a range of resident engagement projects each year. These will support residents to have your views heard in the areas of Eastlight's work you are most passionate about and that will have biggest impact for wider residents. Every engagement project will be meaningful, focused on impact for wider residents, and delivered as a partnership between residents and Eastlight staff. This will ensure you can feel confident you are directly influencing the areas you are working on and that you are building the trusted relationships with staff you have told us you want.

We will take an inclusive approach to designing all these opportunities. This will include ensuring that opportunities remain accessible and that the necessary support and adjustments are put in place to reflect disabilities and wider needs.



Eastlight resident and  
Customer Influence  
Committee member  
Michael Ryan.

# A supported community of active residents


## Branches

**Once involved, we want to ensure that every active resident feels like part of a community shaping Eastlight and our communities for the better.**

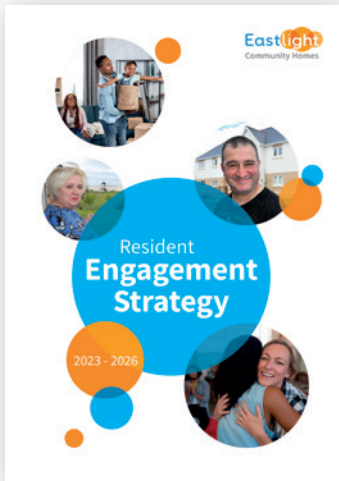
This will make Eastlight a welcoming and inclusive place for active residents. To support this, we have established an Active Residents' Network with opportunities to stay connected both online and in person, shape our approach to resident engagement as it develops, and hear about engagement opportunities as they are created. We want to see this grow, as increasing numbers of residents get involved in our work.

We are also reimagining the Eastlight Resident Groups (ERGs). We want to make our ERGs more open to residents so that they reach further into communities and provide a forum for residents to have their voice heard from their individual estate all the way to the top of Eastlight. As part of this we are revitalising our Community Voices – local residents who take on the responsibility of being the voice of their community back to Eastlight.

In addition to supporting this growing community, we are also ensuring active residents are able to bid to access tailored training on the issues they are working on.



→  
Eastlight resident and  
Community Empowerment  
Co-ordinator  
Lisa Harper.



**If you need this publication in  
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please let us know.**

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