

Sanctuary

Stronger Together

Resident Engagement Strategy

2025-2028



On the cover, resident Lauren Coe with her sons Harper and Grayson at a Customer Focus Day in Ely, Cambridgeshire

Welcome



Our promise hasn't changed: to give Sanctuary residents a **stronger voice** as we **work with you** to **improve our services**.

In 2022 we launched [Shaping our Future](#), a plan for how we listen to residents and work with you. Since then, more than 80,000 residents have shared their views with us – and that's helped us make real and meaningful improvements.

Now we're moving into the next stage. This new Resident Engagement Strategy builds on what you've told us works well, improves what doesn't, and makes sure your voices keep shaping our services.

Our promise hasn't changed: to give Sanctuary residents a stronger voice as we work with you to improve our services.

That's why this strategy is called **Stronger Together**.

If you've yet to get involved, there's many ways you can work with us to help us improve. Visit www.sanctuary.co.uk/get-involved to learn more.

If you have any questions or comments email engagement@sanctuary.co.uk or phone us on 0800 131 3348.



Resident Martyn Griffiths with Area Service Manager Nikki McDivitt

What matters most to you



You've told us your **priorities**. They are ours too:



1. Local engagement

– enabling you to work with your local teams on the things that matter most where you live.



2. Strategic engagement

– keeping a strong link between residents and our senior people, so your voice influences how we run Sanctuary.



3. Co-creation

– giving you more ways to shape services with us, right from the start.



Resident Marian Smith with
Housing Officer Vanessa Brooks

What matters most to you



We'll focus on three core areas:

- Doing things right every day – especially repairs.
- Engaging better with young people.
- Engaging even more closely with residents in high-rise buildings to prioritise their safety.

We'll also bring in more ways to engage with us digitally. We know some people prefer online, while others prefer face-to-face or by phone. Whichever way you want to contact us, we'll be ready to listen. Your experiences and insights make us a better landlord – and that means better homes and services for everyone.

Glenn Ollong Asare with a staff member at a Customer Focus Day in Hackney, London



What we've achieved together



The huge jump in the number of ways to engage with us has helped more than **80,000** of you share your views. You told us you wanted to see more of our colleagues in your community – and our local teams have stepped up.

Housing and Communities Connector Kieran Renshaw and Community Cafe volunteer Natasha Cox, Torglen



Here's what we've done:

- held **3,600** local events with over **26,000** residents – from walkabouts and drop-ins to door knocks and focus days.



1000
Focus days



350
Door knocks



1600
Drop-ins



650
Estate walkabouts

- gathered feedback from over **50,000** residents – whether after a repair, a call to our Customer Hub, or from the more formal satisfaction surveys completed by our Housing and Supported Living residents.
- engaged with **4,000** residents involved in panels, boards, estate inspections, 'Experts by Experience' visits in our Supported Living schemes, and special projects through our Communities of Interest.

What we've achieved together



Because of all your feedback, we've made real changes:

- We're doing repairs faster and getting more right first time.
- We launched a simpler website with easy online forms to report repairs and antisocial behaviour.
- We changed our maintenance contractors.

- We're improving how we respond to antisocial behaviour.
- We've introduced new support for vulnerable residents.

We're proud of our progress so far but know we've more to do. We want to hear from even more of you in the future. Sharing your feedback and experiences is so important. It helps us to continue to improve.

Retirement Communities Manager
Helen Miro with resident Isabelle Jeffs at
Baskeyfield House, Stoke-on-Trent



Our **focus** from 2025-2028



Getting what we do every day right

This is what matters most to you.

You've asked us to:

- Be clearer about what you can expect from us.
- Keep you better informed and explain when and why something changes.
- Make sure our communication is joined up, so you don't have to repeat yourself to different people.

This is especially important when it comes to repairs. Last year we spent **£320 million** on repairs and maintenance – the most we've ever spent – but we know there's still more to do. We'll keep investing at record levels to make things better.

With our three priorities, we'll get even better.

1. Local engagement

We want to hear from more than 80,000 residents over the next three years.

So we'll:

- Run more local events, shaped around what's most useful for you.
- Offer more digital ways to take part (if that's what you prefer).
- Share updates more often, so you can clearly see how your feedback makes a difference.
- Provide our Supported Living customers with more real-time opportunities to share their experiences. We'll try new things so our diverse customers can engage with us even more.

2. Strategic engagement

We'll provide more and different ways for you to engage and influence.

So we'll:

- Keep creating chances for residents to talk directly with our senior people – and make sure those conversations help shape big decisions.
- Treat you as an equal partner in all decisions that matter to you about your home.
- Strengthen your voice through our Panels, Boards and Communities of Interest (groups focused on specific topics). You can find out more about these opportunities on our [website](#).

3. Co- creation

We'll work with you to design our services right from the start. Here are two big examples:

- Testing our online customer portal before it launches. The portal will let you check your rent account, report repairs and track their progress – whenever it suits you. Your feedback will make sure we make a portal that works for you. We'll keep you engaged as it builds and grows.
- Redesigning our letters, messages and website to make the content clearer, friendlier and more human. No-one knows better than residents what good communication looks like.

Our **focus** from 2025-2028

Engaging young people

We have around 20,000 residents aged 16–25. We know younger people can face particular challenges and be more likely to struggle to thrive in their home. That's why it's vital we hear from more of you.

We'll build on our experience in Supported Living and will develop new ways of working to make our services better.

Here's what we'll do with our three engagement priorities:

1. Local engagement

- › Launch our “Something for Something” deal – giving you access to coaching, training, work experience, mentoring, or fun activities in return for sharing your views with us. This is something our younger residents told us they want.
- › Run a summer residential, packed with activities, where we can learn more about younger residents' experiences.
- › Create quicker and easier ways for younger residents to get involved – through short surveys, polls and face-to-face conversations.

2. Strategic engagement

- › Introduce new ways for younger residents to speak directly with our senior leaders about their experiences.
- › Provide the support you need to talk to us confidently.
- › Act on what you tell us and show you the difference your voice makes.

3. Co-creation

- › Involve young residents from the very start when we're thinking of changing the way we do things.
- › Test ideas with you before making any big changes.
- › Build on our own expertise and bring in experts who can help us do more.



Our **focus** from 2025-2028



Building safety

Your safety always comes first.

Every year we carry out thousands of checks to keep boilers, electrics and other systems safe in your home.

For high-rise buildings (in England, that means any residential building over 18 metres or at least seven storeys high), there are extra safety measures we must follow.

We already have a resident engagement strategy for each high-rise and produce Building Safety Cases showing how we manage risks. But we know we need to go further.

Here's how we'll strengthen our engagement with residents in high-rise buildings:

1. Local engagement

- Improve how we share safety information using newsletters, text alerts, digital noticeboards and online updates. Making sure it's always up-to-date and easy to understand.
- Work with you on plans for any safety works, so you know what's happening, when, how long it will take and how you can shape the outcome.

2. Strategic engagement

- Create new ways for our Building Safety experts to hear directly from residents.
- Involve residents more in inspections and safety checks.
- Work with you to improve how we handle safety-related complaints and introduce a new policy to support this.
- Develop and share new ways of tracking progress so you can see how we're keeping you safe.

3. Co- creation

- Test new ways of keeping you updated about your building's safety.
- Involve you much earlier in decisions that affect your building, especially when major safety work is being planned.



How we'll know we're **getting it right**



Electrician Steven Copland



We'll keep track of:



How much you trust us



How easy you tell us we are to contact



How well you think we're listening and acting on your feedback



How satisfied you are with our services – especially repairs

We'll also measure how many residents we're engaging with, and how happy you are with the experience.

This is part of our Outcomes Framework we've developed together. You told us the three most important Outcomes are feeling safe, proud and respected. More than 50,000 residents have already given us feedback so we can measure how we're doing.

We'll take steps to get to know our Supported Living customers even better, helping us make the outcomes we aim for more relevant to them.

These checks will show us how we're keeping our promise: to give Sanctuary residents a **stronger voice** as we **work with you** to **improve our services**.

Get involved – we need **your** **voice!**



We want to work with you to:

- Design better services
- Hold us to account

There's lots of great ways to take part - from quick surveys to joining panels or community events.

Getting involved is also a chance to meet new people, learn new skills and share your experiences to help others.

We'll make sure activities fit around your work and home life. We'll also cover your out-of-pocket expenses and provide training if you'd like extra support.

Find out more at:

www.sanctuary.co.uk/get-involved

You can also contact us by emailing engagement@sanctuary.co.uk or phoning 0800 131 3348.



The Resident Advisory and Scrutiny panels visit Noble House

Sanctuary

Accessibility

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Sanctuary

#LifeatSanctuary

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Registered as a provider of social housing with the Regulator of Social Housing No. L0247
Registered Society No. 19059R

Published: 8 October 2025