

Slough Warm Homes Resident Engagement Strategy

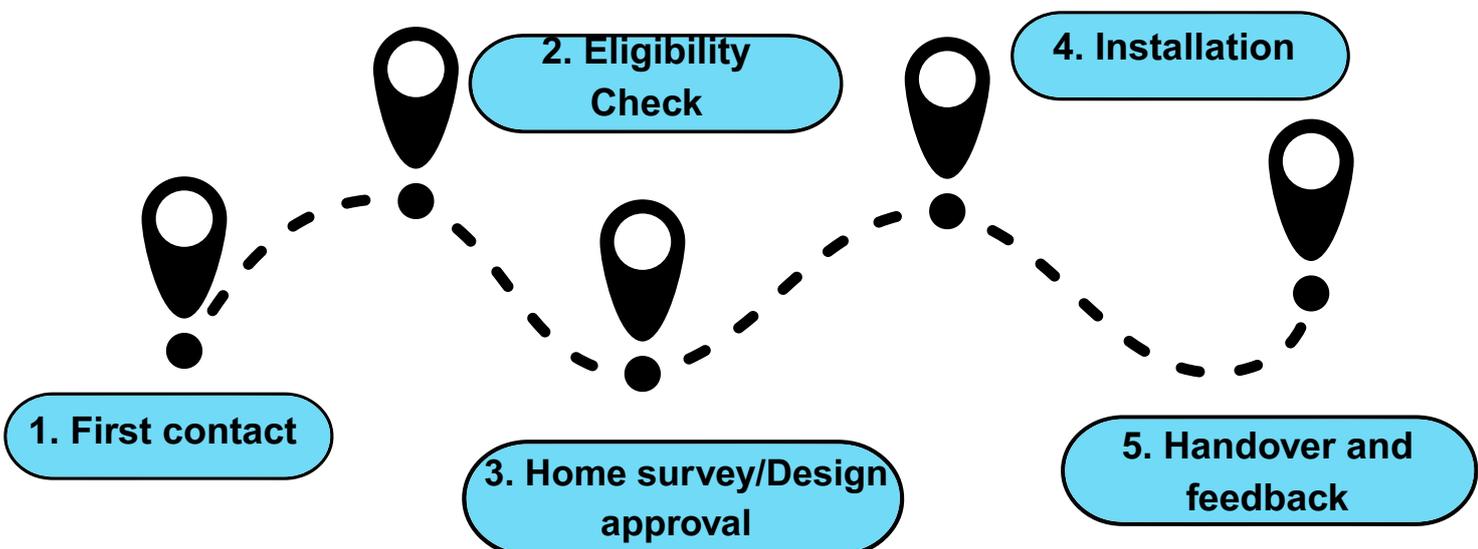
Objectives

- Deliver the Warm Homes programme equitably
- Improve community trust and transparency
- Encourage participation in scheme and inclusion on decisions on property
- Enhance property or neighbourhood maintenance and safety.
- Promote social cohesion and health and well-being.

Benefits of resident engagement:

- Creates a sense of inclusion by increasing engagement and providing consistent communication
- Provide home installations that will make the property warmer, better ventilated, and improved energy efficiency
- Positive changes in energy bills and energy usage
- Building trust and relationships with partners and residents- community cohesion
- Maximises funding through budgeting and partnerships
- Deliver project and evaluation outcomes successfully

Customer Journey



Resources and processes

- Demographic information for eligible properties and post codes
- Qualification and experience of resident engagement within the project and supplier teams
- Experience in engaging with people with complex needs within the project and supplier teams
- Energy efficiency data
- Previous works/developments data of eligible properties
- Data Protection support
- Equality Impact Assessment and Health and Equalities Assessment Tool
- Public Health data
- Customer service and complaint teams
- Housing stock data

Contact Methods

- In person events
- Leaflets
- Text message and phone calls
- Booking platform
- Posters/signage
- Social media and other communication pathways to promote the scheme
- Face-to-face visits and leave a 'missed card' with clear details of who to contact if the resident does not answer
- Initial letter with council and HM Government logos, addressed directly to residents, providing retrofit project details, telling residents when and how we will recontact them. introduce single point of contact for the scheme(retrofit coordinator)
- Face sheets

Fact Sheet Details:

1-page condensed overview document about the retrofit programme. It will include information on how what programme offers and what the benefits are.

It will also provide a point of contact if residents have any questions.

The proposed retrofit project timelines, benefits, and features will also be listed on the fact sheet.

Timeline

Stages and elements of resident engagement along the customer journey.

Pre Installation Engagement September 2025- February 2026	During works February 2026- February 2028 (Survey, Design, Install)	Handover and Post Installation
<p>Initial letter with council and HM Government logos, addressed directly to residents, providing retrofit project details, telling residents when and how we will recontact them. introduce single point of contact for the scheme(retrofit coordinator)</p>	<p>Early design consultation and approval</p>	<p>-Sharing information on the new installations and how they work -Provide Induction pack to new resident that explains how to use the new installations</p>
<p>Engagement support- Provide information to familiarise residents with the works</p>	<p>Booking survey, design, and installation directly with supplier</p>	<p>Event for residents who under went the property installations</p>
<p>Ensure landlord engagement and residents are fully aware of the proposed retrofit programme. Involve them early, demonstrate the benefits.</p>	<p>Pre survey- including accessibility issues, and life stages, who lives in the house Second contact- explaining process further and signing agreement/participation letter</p>	<p>Post survey</p>
<p>Launch- Present as much detail about the project as possible to the residents, explaining what will happen and when, and how they can contribute to improving their homes.</p>	<p>Installation -notification of install approval -inform residents of progress - respond to any questions or problems -ensure residents have a point of contact -minimise disruption and provide additional support to residents who have not traditionally engaged with authority. -provide opportunities for their feedback to influence the design and plan of the home</p>	<p>Handover- residents will get their first direct experience of their new home. Provide tailored advice to aid understanding and ensure that the new systems are correctly used. This will reduce the risk of future complaints and maintenance issues.</p>

<p>Events, leaflets, fact sheets available in languages spoke in Slough</p>	<p>Undertake household and ECP survey</p>	<p>After completion of the retrofit works and handover, -Monitor energy performance and resident satisfaction. -Provide follow-up visit to ensure that the system is being used correctly within a few months, or shortly after the start of the heating season.</p>
<p>Address concerns of changes in the homes</p>	<p>Complaint strategy with council and supplier</p>	
<p>Offer regular updates for residents through bulletin boards and newsletters</p>	<p>Share testimonial video of someone in slough getting these works completed and their understanding of the project</p>	

Stages for the Supplier

Design

- Keep the residents up to date with consistent communication and customer care
- Consider the materials used to engage with residents- digitally and paper
- Ensure all retrofit advice according to PAS 2035 is provided to residents
- Ensure that all planned measures are suitable for the resident

Awareness

- Promote the scheme universally within the community
- Ensure materials consider equity and inclusion
- Contact residents using best contact method. Confirm how people want to be contacted.

Launch

- Contact residents we did not hear from during the Awareness Stage
- Use engaging and staff with correct qualifications and experience to liaise with residents
- Bring in the Retrofit Coordinator (RC) to support the engagement
- Minimise engagement fatigue.
- Contact more homes than required for retrofit project
- Consider all safeguarding and lone working requirements to protect residents
- Get the residents interested through visual aids
- Conduct pre-works survey

Installation

- Maintain strong project management
- Monitor residents' satisfaction
- Help residents to cope with the disruption
- Keep a tidy working environment on site
- Keep the number of visits from contractors to a minimum, but offer easily accessible communication pathways

Handover

- Provide tailored energy advice to residents according to PAS 2035
- Show residents the change in their EPC rating and SAP rating after retrofit works have been completed
- Provide resident friendly clear guidance on all new retrofit measures installed
- Provide information to internal teams and repairs and maintenance contractors
- Conduct an aftercare walkthrough

Post works

- Undertake post-works evaluation surveys
- Report on resident engagement outcomes and adapt methods of engagement for future retrofit projects
- Prepare for any future changes to tenants or contractors- provide landlords with manual on retrofitted property
- Celebrate and publicise achievements

Partners

SBC Communications Team: To advise on online and social media channels, written and visual communication.

Housing Team: Data and advise on resident engagement processes

In-home energy advisors(supplier): To provide in-home advice once the work has been completed (behaviour, ventilation, tariff switching, operation of new systems)

Installation contractor(supplier): Provide supplier with clear understanding of resident engagement strategy and access to materials

Engaged residents: Co-production network, resident associations, neighbourhood committees, resident engagement boards, Resident Champions or individual engaged residents can help in developing and testing communication materials and promoting a retrofit project

Community networks/organisations: Explore links that may have other networks which could help raise awareness and promote the benefits of the retrofit project within the community

Work with potential partners that make referrals to promote participation in the scheme. GP surgeries (particularly for households with people who suffer from conditions exacerbated by poor quality housing), social prescribers, community connectors, and charities with an interest in low income or vulnerable groups such as older people or people living with disabilities.

Inclusive Offer with Targeted Benefits

This installation programme is open to all private owner-occupiers living in eligible properties within IMD (Index of Multiple Deprivation) areas. While the offer is universal, some groups may see greater positive impacts due to higher levels of need or vulnerability.

Who May Benefit Most?

Although we do not have full equality data on every eligible household, national and local indicators suggest that the following groups may benefit most from the programme:

- Older people
- Children and families
- Ethnic minority communities:
- Unpaid carers
- Residents on low incomes or benefits: This includes those out of work (6.6% of 16–64-year-olds), households receiving Universal Credit (33% in November 2024), and those experiencing fuel poverty (10% in 2022).

Minimising Disruption and Ensuring Accessibility

We are committed to making this programme accessible and respectful to all households. Here's how we will consider individual needs:

Households with Young Children

- Efforts will be made to schedule works at convenient times (e.g. school hours) and minimise disruption to family routines.

Pet Owners and Assistance Animal Users

- Installations will be planned with consideration for the safety and wellbeing of pets and assistance animals.

People with Disabilities or Long-Term Health Conditions

- We will offer reasonable adjustments and personalised support to ensure homes remain accessible and safe throughout the works.

Ethnic and Religious Considerations

- We respect cultural and religious practices, and will work with residents to accommodate preferences regarding access, worker gender, and timing around observances.
- Multilingual materials and interpreters available to support non-English speakers, ensuring no one is excluded due to language barriers.

Older People

- Dedicated support lines and face-to-face help available for those less comfortable with digital processes.
- Additional home visits can be arranged to assist with applications or answer questions.
- Clear, easy-to-read information provided in printed format.
- Coordination with local health and care services to ensure joined-up support for those with health or mobility issues.

Low Incomes households

- Free-of-charge installation for those who meet eligibility criteria—no costs required for all.
- Help with completing forms and gathering documentation.
- The internal point of contact and supplier contact will offer advice and guidance.

Your Home, Your Health, Your Comfort

The private homeowner in an eligible area, is encouraged to register their interest in this offer once we begin engagement. While the programme is open to everyone who meets the criteria, it has the potential to deliver particularly strong benefits for households facing health and financial challenges.

We hope to make privately owned homes in Slough warmer, healthier, and more affordable to run.