

## Scrutiny Panel Service Review: Engagement: Recruitment and Retention January 2025

### Why look at recruitment and retention in Engagement?

We understand how important it is to make sure customers' voices are heard and that our feedback helps to improve Stonewater services. By reviewing Engagement, we can help Stonewater to increase awareness of engagement opportunities and truly get the best out of customer volunteers.

### What we focused on:

We decided to focus on recruitment and retention within the Engagement service as we feel this will help to enhance the Engagement offering for customers and reach a varied customer base.

#### **We looked at:**

- Equality, Diversity and Inclusion data on customers who said they wanted to get involved
- Reviewed engagement information from other housing providers for best practice
- Stonewater communications to understand what's available
- Customer Engagement Guide and Customer Voice Policy
- Met with colleagues who deliver Customer Communications and Engagement
- Met with Engagement professionals from other organisations

We want to extend a heartfelt thank you to all the staff who assisted us in this review. Your help and dedication have been invaluable in shaping our recommendations.

## Our priority recommendations

We made 10 recommendations in total, and we're pleased to note that all the recommendations have been accepted by Stonewater and agreed with the Customer Experience Challenge and Assurance Panel (CXCAP).

Our priority recommendations are:

### **Recommendation 4**

Scrutiny Panel members to have the opportunity to be more visible in their local areas throughout the year, meet and greet with other customers and talk about the work they do as a panel.

### **Recommendation 5**

Utilise colleagues on the ground such as Customer Partners, Scheme Managers and customer volunteers such as Community Champions, to promote the work engaged customers do and opportunities to get involved.

### **Recommendation 7**

Stonewater, in collaboration with the Scrutiny Panel, to review awarding customers with a monetary incentive for volunteering as part of the Scrutiny Panel.

## What happens next?

Stonewater have already started progressing on our recommendations which includes reviewing communication documents around formal engaged groups and creating a summary for each formal group.

We'll work closely with Stonewater to monitor the progress of all recommendations.

## How do Scrutiny Reviews work?

The Scrutiny Panel is made up of a maximum of 14 Stonewater customers who work alongside Stonewater colleagues to review and improve services.

A Scrutiny review takes an in-depth look at services and makes recommendations for changes or improvements based on the panel's investigations and findings.

You can find out more about the Scrutiny Panel on our webpage  
[www.stonewater.org/scrutiny](http://www.stonewater.org/scrutiny)