



THE ENGAGEMENT EXPERTS
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Good Practice Case Study

**Know Your Residents: The Big
Check-In Campaign**





From Data to Dialogue

Shropshire Towns and Rural Housing (STAR Housing) is an Arms Length Management Organisation managing just over 4,000 dwellings on behalf of Shropshire Council.

Overview

In response to recent regulatory changes and a growing need to better understand residents, STAR Housing launched The Big Check-In. A proactive, organisation-wide initiative designed to reconnect with tenants, especially those “silent customers”, improve data accuracy, and promote digital engagement through the Customer Portal.

The Challenge

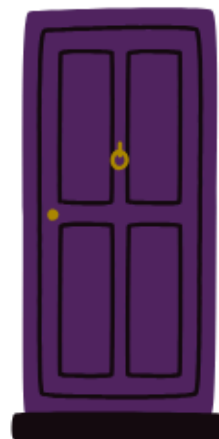
- Update and verify tenant records
- Identify support needs and vulnerabilities
- Promote the new Customer Portal
- Strengthen relationships with residents

Solution: The Big Check-in

A two-day, door-to-door campaign (3–4 July) was developed to visit every home managed by STAR Housing. The initiative was supported by six months of planning and a cross-departmental working group focused on customer profiling.

Key Objectives:

- Reconnect with tenants and update records
- Engage silent customers
- Promote Customer Portal sign-ups
- Identify vulnerabilities and support needs
- Raise repairs and address concerns during visits



The Big Check In



Stakeholder Involvement

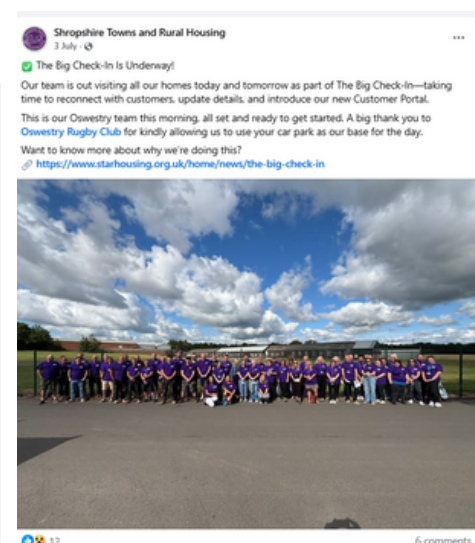
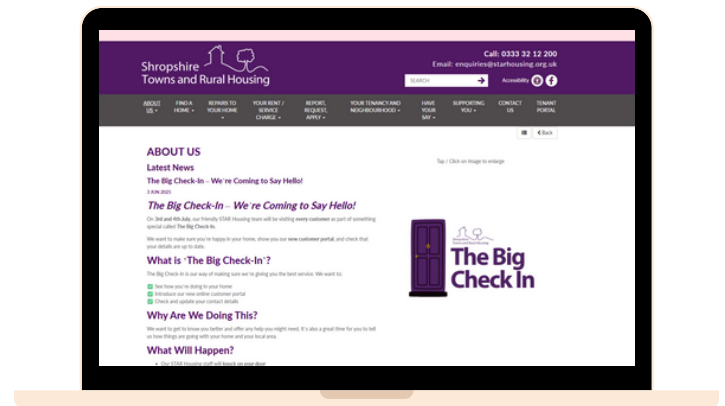
Internal bulletins stressed an “we’re all in this together” ethos. A buddy system was introduced pairing non-customer-facing staff with frontline colleagues. A number of Shropshire Council colleagues also took part. Leadership support including STAR’s Board and Shropshire Council, alongside clear messaging helped secure buy-in across departments.

Staff received training on customer engagement, personal safety, and technical readiness. Recorded staff briefings were posted online and informal drop-in sessions at community locations supported staff preparation.

Tenants were given the opportunity to join a Customer Communications Focus Group where they co-created the messaging, ensuring clarity and relevance. Their input influenced how we communicated and improved the Customer Portal user experience.

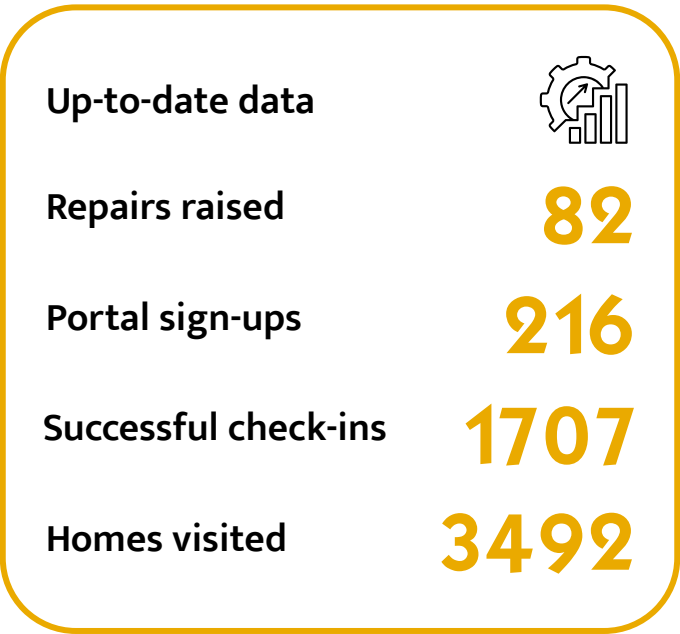
Communications Strategy

- Website and social media updates
- Newsletter articles
- Posters in communal areas
- SMS reminders sent the week before





Outcomes



Monitoring and Evaluation

- Visit success rates tracked
- Data updates logged in the housing management system
- Portal sign-up metrics reviewed
- Staff and customer feedback surveys conducted post-event

Key Learnings

- Face-to-face engagement builds trust and improves service delivery
- Cross-department collaboration boosts morale and understanding
- Earlier technical training is essential
- A variety of communication methods (e.g., postcards) can enhance reach and clarity
- Improved processes for recording and responding to vulnerabilities are needed

Impact

Around 6 months of planning led to The Big Check-In. An initiative that fostered stronger connections between staff and tenants, especially those typically disengaged.

It empowered non-customer-facing staff to experience frontline work, deepening their understanding of STAR Housing’s mission.

The initiative also led to:

- ★ 216 new Customer Portal sign-ups
- ★ Increased tenant involvement
- ★ Faster identification of repairs and vulnerabilities
- ★ Enhanced support and service delivery



Your Lessons and Actions

1. Prioritise Data Integrity

Lesson: Accurate and complete customer data is foundational to delivering effective housing services.

Action: Regularly audit and update housing management systems to ensure records reflect current tenant circumstances.

2. Engage 'Silent Customers'

Lesson: Tenants who rarely engage may still have unmet needs or valuable feedback.

Action: Introduce a process that highlights the 'silent customers' for in-person visits or alternative channels to build trust and uncover hidden issues.

3. Human Centred Compliance

Lesson: Regulatory requirements can be met in ways that also strengthen relationships.

Action: Frame compliance activities (like data reviews) as opportunities to connect, listen, and support tenants.

4. Promote Digital Tools with a Personal Touch

Lesson: Introducing new platforms (like a customer portal) is more effective when paired with face-to-face support.

Action: Use outreach campaigns to demonstrate digital tools and help tenants adopt them confidently.

5. Use Campaigns to Gather Insights

Lesson: Structured initiatives like The Big Check-In can reveal patterns in tenant satisfaction, service gaps, or emerging needs.

Action: Collect and analyse feedback from visits to inform future service improvements and policy decisions.

For further information from the organisation, please contact:

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