

REGINA ROAD RESIDENT ENGAGEMENT STRATEGY

OCTOBER 2025 -
SEPTEMBER 2026



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Foreword

“I’m proud to support the updated engagement strategy for Regina Road Estate. This is another important step in fulfilling our promise to rebuild trust, improve homes, and make sure that our residents are at the heart of the decisions that affect them. Since the positive ballot in 2023, we have been working hard to listen to your views and make sure your voice is heard.

This strategy aligns with the wider Resident Involvement Strategy for Croydon (2024–2029), and I am committed to ensuring that residents remain partners in the regeneration process, from design to delivery, and beyond. This work is also part of our wider effort to improve homes across Croydon, raise standards, and create a more responsive and effective housing service.

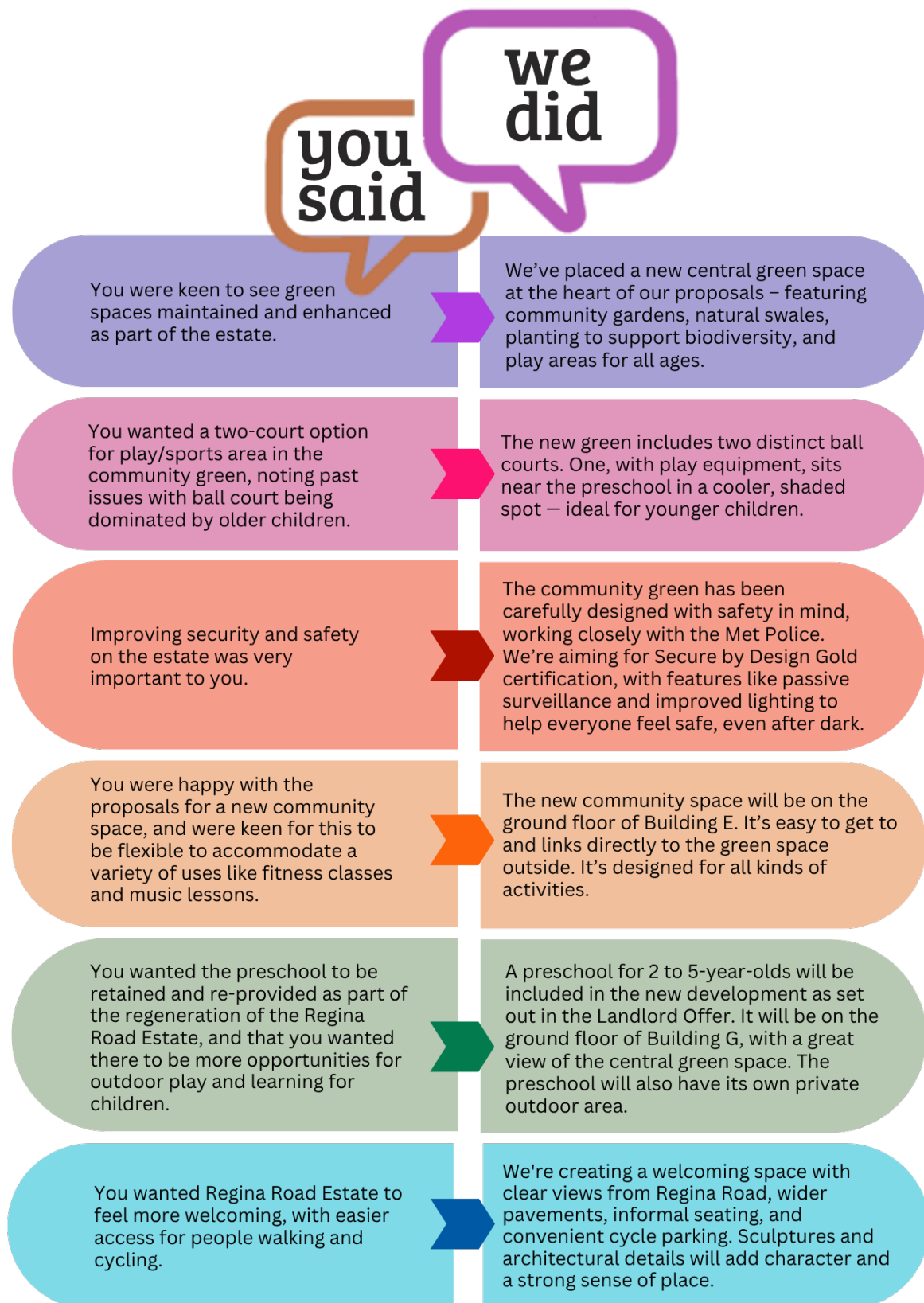
Your ongoing support is invaluable. Together we are building a stronger Croydon and shaping a brighter future for Regina Road.”

Susmita Sen

Corporate Director of Housing, Croydon Council

1. Introduction

- 1.1.** London Borough of Croydon (Croydon) identified the regeneration of the Regina Road Estate as a priority due to poor home conditions across the estate. The initial Regina Road engagement strategy spanned from the ballot to the planning application submission for project development. The planning application was submitted in June 2025, and it was agreed by the Regina Road Residents Working Group (RWG) that a new strategy will commence from autumn 2025 to provide an updated version that reflects current and future requirements.
- 1.2.** We have continued to engage with residents and stakeholders (neighbours to the scheme and organisations with an interest in the development) about the scheme's design and delivery. Design sessions have taken place, where the feedback has informed the evolving design. This is summarised in the Statement of Community Involvement, submitted as part of the planning application.
- 1.3.** As well as the engagement of residents and stakeholders, the strategy identifies the opportunities available to residents, including social value, development of a community facility and open spaces designed for different community groups, e.g. for younger and older residents.
- 1.4.** Since the ballot we have held:
 - Resident Working Group meetings
 - Consultation sessions on the design
 - Weekly sessions on aspects of the development, i.e, rehousing, and management issues
 - Weekly drop-in sessions at 62 Regina Road with Croydon officers and the Council's appointed Independent Tenant and Leasehold Advisers, Public Voice.
- 1.5.** We have consistently responded to resident insight and provided updates in the form of "You Said, We Did." The update to residents in September 2025 highlights the following feedback:



2. Key outcomes 2025-2026

- 2.1.** Much has been achieved since the first strategy, and this refreshed version will focus on the next stages of the regeneration project. The key project deliverables for the project in 2025-26 are as follows:



- 2.2.** As we move forward to phase two of the programme, we will apply all learning from the stage one processes used for engagement and consultation. In phase one residents were engaged via a mixed communication approach, however, in-person engagement was often preferred. We will take this into consideration when planning the second phase.
- 2.3.** We will ensure that key milestones such as design consultation and proposed community benefits are communicated in a timely and concise manner utilising the communication channels outlined as preferred by our residents.

Scope and outcomes of the strategy

- 2.4.** As Croydon is both the local and planning authority, and the landlord or freeholder, it has a responsibility to ensure that residents' voices are heard and that they are regularly informed about the project through regular engagement.
- 2.5.** Our second strategy is designed to ensure that we both listen and respond effectively. Our strategy aligns with the Croydon Resident Involvement Strategy 2024-2029 including the corporate principles embedding resident influence via formal and informal participation pathways. Our refreshed strategy will seek to achieve the following outcomes.

Table 1 Outcomes, measures and targets 2025-26

Outcome	Objective	Key actions	Measures	Target
Residents influence decisions	Ensure that resident voice is embedded in all regeneration decisions	<p>Continuation of the resident engagement and consultation on the design post the submission of a planning application in June 2025.</p> <p>Engagement and consultation on the further development of design for Phase 2, leading to a detailed planning submission.</p> <p>Wider South Norwood community and stakeholder engagement.</p> <p>Effective communication with residents, neighbours and stakeholders, through meetings, one to ones, newsletters and our corporate website – www.croydon.gov.uk/housing/regina-road</p> <p>Engagement on a potential successful planning application, including conditions and community benefits through Section 106 and the Community Infrastructure Levy.</p> <p>Review and involvement of procurement and award of contracts from a resident perspective.</p>	<p>All decisions can evidence RWG consultation and input.</p> <p>Participation logs, and event attendance sheets.</p>	75% of red-line residents involved in at least one engagement activity to be measured annually by Q4.
Transparent feedback	Honest, open and transparent feedback about what we can and cannot deliver.	<p>Information and support in relation to options for tenants and leaseholder moves and the right to return, in line with the Landlord Offer.</p> <p>Information on other relevant activity that impacts upon residents' homes and lives.</p> <p>Active consultation and engagement.</p>	<p>Resident satisfaction survey completed annually.</p> <p>Updated website page with FAQs (as required).</p>	<p>100% of resident newsletters measured in Q1, Q2, Q3, Q4.</p> <p>Minimum of 2 "You Said, We Did" reports per year.</p> <p>Annual resident impact review led by the RWG in Q4.</p>

Outcome	Objective	Key actions	Measures	Target
Inclusive engagement	Reaching silent and marginalised voices	Ensuring that the engagement and communication process identifies the equality needs of residents, specifically those classified under Croydon's protected characteristics. This includes so called 'silent voices' to reflect residents who are less likely to engage such as older persons, digitally excluded etc. The engagement should, where possible, be tailored to the needs of such groups, in line with the Equality Impact Analysis, covered by Equalities Act 2010.	Diversity audit, monitored uptake by under-represented groups.	100% of RWG members to be offered an induction related to being a part of the RWG and other training to be provided where appropriate to the role. To be measured by Q4 of each financial year of the project. RWG induction/ training will be offered by LBC and ITLA.
Social value	Community investment	Input into the Social Value achieved through contracts, including their delivery and monitoring, to include community projects, work experience, training opportunities and apprenticeships, (levels to be agreed).	Contractors to evidence community involvement within the tendering process.	100% of newly awarded contractors evidence social value by Q4.

2.6. Our second strategy has considered the requirements of the Regulator of Social Housing's Consumer Standards 2024 to ensure that we continue to prioritise respectful and helpful engagement at every stage of our communication and engagement.

2.7. The strategy will ensure that the EQIA metrics collated relate to the specific requirements of the Regina Road project. In addition, our data collection will also reflect the EQIA metrics outlined by the Greater London Authority (GLA).

3. Engagement methods

Resident working group (RWG)

- 3.1.** The RWG was established during the statutory consultation period. The RWG is made up of residents living in the red line area of the estate, both leaseholders and tenants. One freeholder living opposite the estate also attends the meetings.
- 3.2.** The opportunity to join the RWG continues to be offered to all residents of the estate during the project, in written communications and at face-to-face sessions with the goal of reaching as many different groups as possible. The ITLA service has also offered membership to those accessing their support. The RWG remains open to those living across the estate, however, we are aware that an optimum number is around 12 members.

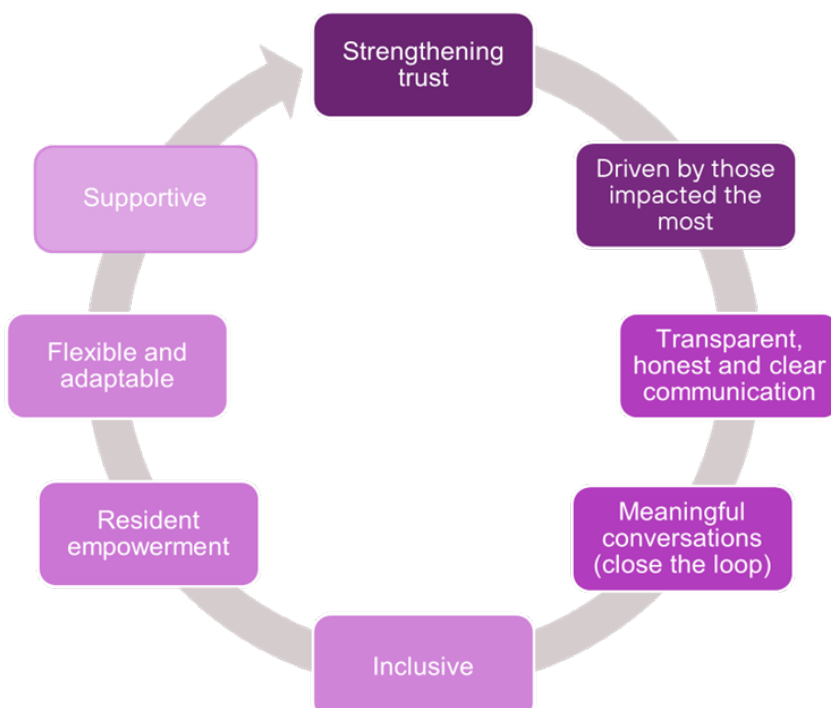
The key activities of the RWG are:

- Representing Regina Road residents
- Involvement in the regeneration (i.e. feeding into design process)
- Involvement in future estate management arrangements

- 3.3.** As the strategy is evolving so will the role of the RWG. The RWG will remain the primary engagement group for the project, and this will continue as the project moves into the delivery phase. To reflect the changes, the RWG has reviewed its terms of reference with its members, and this is to be made available on the website.

Engagement Principles

- 3.4.** We continue to seek engagement with the maximum number of residents, and we will continue to employ our engagement principles (below) to support this ambition.



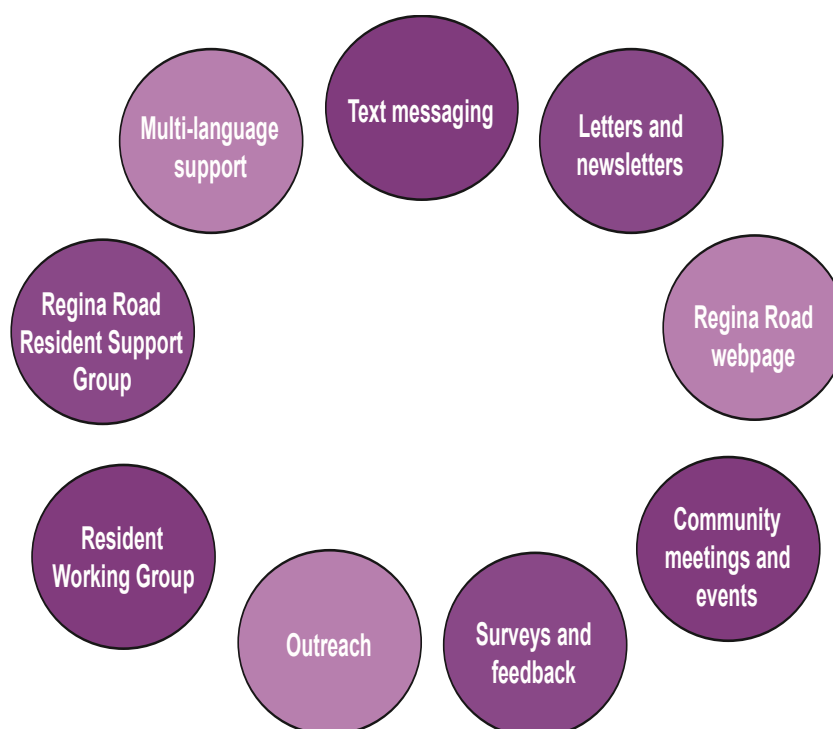
- 3.5.** We continue to prioritise the voices of those who will experience the most impact from the proposed regeneration. We want to hear from all those impacted however will have a strong focus upon those within the red line of the development (shown below).



- 3.6.** We will continually look to strengthen the relationship of trust between residents, local stakeholders and the Council. We will ensure that we remain open and transparent.

Communication approach

- 3.7.** We will continue to follow our estate communication approach which was designed with residents as the methods chosen for communication. Our agreed approach is shown below.

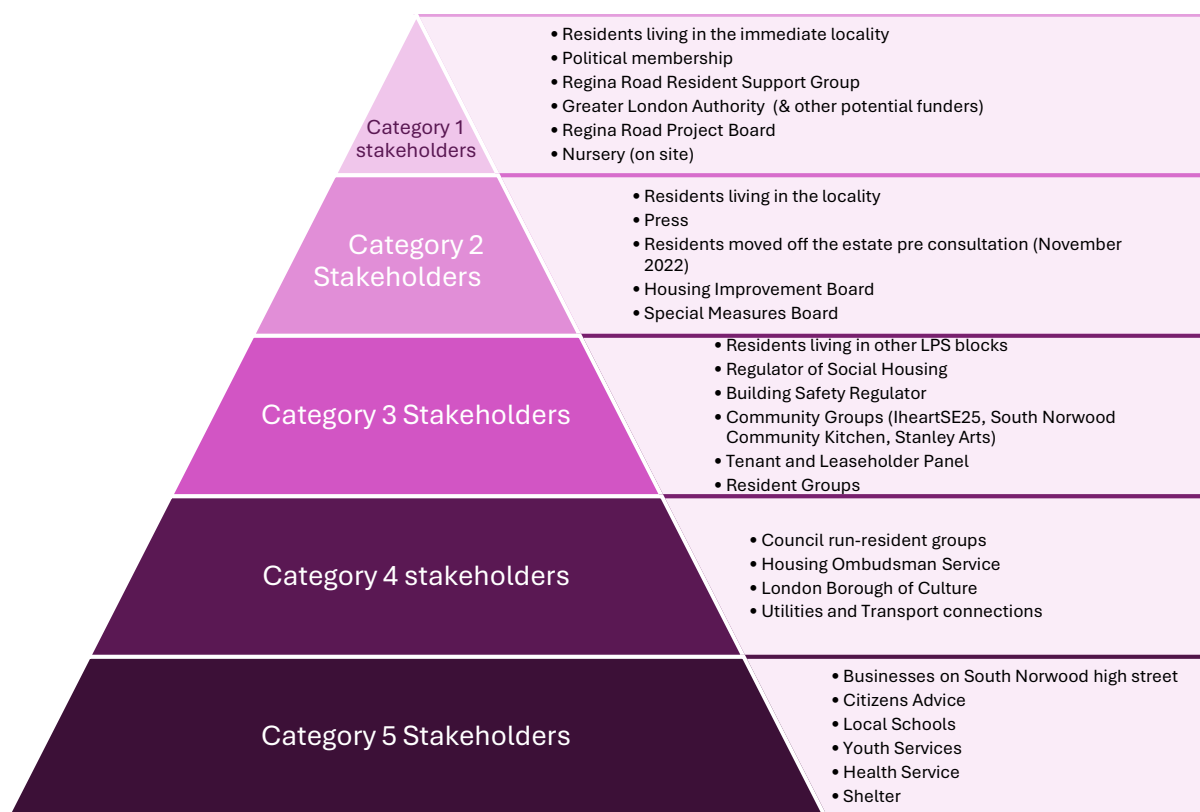


3.8. As part of our refreshed strategy, our monitoring and reporting framework will include:

- Quarterly progress reporting to residents via newsletters.
- An annual impact review led by the RWG delivered in Q4, this will be a resident influence report and will highlight residents' voice throughout the year.
- Equality and participation tracking.
- A regularly updated website www.croydon.gov.uk/housing/regina-road

Stakeholder engagement

3.9. Our approach to stakeholder engagement will remain the same with stakeholders grouped into categorised notification bands based upon the frequency of their involvement with the project. (as defined in the diagram below).



3.10. The established approach for political engagement will be applied for the entirety of the project; including the provision of key communications, required Cabinet approvals and political attendance at key community meetings.

3.11. There will also be regular update sessions both with the Mayor and Deputy Mayor and local ward councillors, including at key milestones within the project. These sessions will also outline the involvement and influence of residents in the development of Regina Road Estate.

3.12. As a key funder of the scheme there will be regular updates with the Greater London Authority.

4. Residents' Charter

- 4.1.** Our Residents' Charter has been developed in conjunction with members of the Tenant and Leaseholder Panel/Resident Working Group, TPAS standards and the National Housing Federation. The charter aligns with the Council-wide Residents' Charter:
www.croydon.gov.uk/housing/information-council-tenants/resident-involvement/residents-charter.
- 4.2.** We remain committed to our Residents' Charter for all residents living in Croydon Council properties, including those living on the Regina Road Estate.

Residents' Charter	
Treat residents with respect	<ul style="list-style-type: none"> • Being respectful and polite when communicating with residents, using appropriate language and tone • Be empathetic to residents and demonstrate good listening • Consider residents' availability when booking appointments • Keep residents informed of any changes that affect service delivery or response times • Provide residents with appropriate contact details for housing staff
Respond quickly and efficiently to complaints and learn from problems that lead to complaints	<ul style="list-style-type: none"> • Use feedback from residents to improve housing services • Simple and easy ways to raise issues and make complaints • Timely advice and support when things go wrong • Progress updates on how we are rectifying the issue
Be clear and transparent with our residents about how we are performing	<ul style="list-style-type: none"> • Regularly share how we are performing • Performance reports are jargon free and easy to understand • Engage residents in monitoring our performance
Provide safe homes and a clean environment which residents are proud to live in	<ul style="list-style-type: none"> • Properties that are well maintained and safe to live in • Timely estate cleaning • Well maintained grounds on estates • Regular inspections of estates
Give residents a voice and encourage meaningful decision-making	<ul style="list-style-type: none"> • Encourage residents to get involved and make it easy for them to do so • Conduct meaningful consultation before decisions are made • Obtain residents' views on changes to service delivery which impact on their lives and well-being
Communication is clear and easy to understand	<ul style="list-style-type: none"> • Information we provide is clear and easy to understand • Our website is easy to navigate, and information is easy to find • We use a variety of ways to communicate with residents (both digital and non-digital) • Taking account of their communication needs • Always be honest even if it's a difficult message

5. Overall outcomes and review

5.1. The Council-wide Resident Involvement Strategy has a strong focus on data-informed engagement. For Regina Road, our strategy will work toward achieving the following overall outcomes:

- 75% of residents who feel informed
- 75% who believe their views are acted on
- 65% of “silent voices” reached (based on equality monitoring).

5.2. The strategy will be reviewed by the RWG, with updates shared through the Council’s internal governance process, including the Project Board, senior officers, and relevant Councillors, for formal approval where required.

Date agreed by RWG 2 October 2025