



**LIVE
GREAT
WELL**

 **Greatwell
Homes**

Customer involvement framework

2022-2025

Introduction



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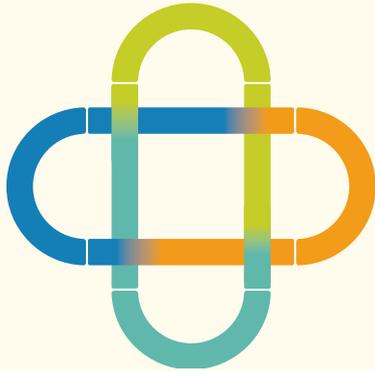


We believe that living well starts at home, and that a home is much more than a place to live.

As a community-based housing provider, we're all about creating safe, secure and sustainable homes for people in and around North Northamptonshire. We also want to shape great communities and deliver services that work well for local people.

Our vision

Great communities where people live **well**.



Our mission

We partner with customers and communities to shape places people are proud to call home.

Our promise

We provide homes and services that work for you.

Our values



Inclusion

We value difference and respect every person



Collaboration

We trust our team family and work together openly



Kindness

We are friendly, wish others well and look out for each other



Customer focused

We take pride in working with customers and communities



Adaptability

We look for ways to be more efficient and effective in what we do

Summary

Our **Live Greatwell** corporate plan is based on the four key strategies of:

 **Live proud**

 **Live green**

 **Live happy**

 **Live safe**

The **Customer involvement framework** is one of six frameworks underpinning these strategies. It sets out how we partner with customers to shape places people are proud to call home. We will continuously work to improve the way we listen to and engage with our customers.

We will do this by:

- Effectively recruiting and retaining customers
- Offering flexible engagement opportunities
- Demonstrating the difference that customers make
- Maintaining a strong and consistent involvement structure
- Working with customers to co-create and improve how we deliver services and guide plans.

We will review this framework annually and report the outcomes to the Customer Assembly and Board in the yearly corporate plan update.



Context



This framework sets out our approach to ensuring that we deliver customer involvement throughout the organisation. Customer involvement is not an isolated activity; it is the responsibility of everyone in the organisation. Success depends on us all working with customers to provide the great services they expect.

This means that we need to understand how involved customers deliver real benefits to support our work, and how the work we do affects customers and their communities. When making decisions, big or small, we need to be mindful of the consequences for customers and communicate these transparently. We need to involve customers at the earliest opportunity to influence, shape and co-create what we do. Wherever customers suggest alternative actions, we will consider and respond to them fairly.

The National Housing Federation published the *Together with Tenants Charter* in October 2020. This aims to: 'embed a culture across the social housing sector that values the voice and experience of residents and strengthens the relationship between residents and housing association landlords'. We have signed up to the Charter commitments to further strengthen our relationship with customers.

The Government's Social Housing White Paper published in November 2020 sets out how it will work with the Regulator of Social Housing to ensure it is further empowered and has oversight of Consumer Standards, while strengthening the customer voice through more effective and streamlined responses to complaints.

We continue to place the voice of the customer at the centre of what we do, and are proud to have gained the TPAS (Tenant Participation Advisory Service) Landlord Accreditation for Tenant Engagement.

Purpose

The purpose of this framework is to work with customers to shape and support great communities and co-create services that work well for local people. We will continuously work to improve the way we listen to and engage with customers.

We will strive to ensure that customer involvement is fully embedded across the organisation, and provide evidence that we are listening and responding to the customer voice.



Customer commitments

We have a responsibility to our customers to actively work together. We will achieve this through a wide range of involvement opportunities, events and consultation.

The following statements from our 'managing our relationships' commitment support the Tenant Involvement and Empowerment Regulatory Standard. They explain how we will:

- Seek customers' views in a variety of ways
- Strengthen relationships by working together to set priorities and provide great services
- Make it easy for customers to contact us, and listen to their views
- Respond quickly and fairly when customers give us feedback or raise a concern
- Treat customers fairly and with respect
- Provide choice and access to services that meet customers' needs and are easy to use.

We will do this by:

Effectively recruiting and training customers

We need to recruit and retain a diverse range of customers that reflect the wider customer base to ensure that our services meet their and future customer needs. We will:

- Ensure customer groups have sufficient numbers for them to be effective
- Provide effective induction for new involved customers and tailor opportunities to their interests
- Provide training and development opportunities to customers to ensure they have the right skills and support to engage at different levels
- Ensure that involved customers know what they can expect from us, and in turn what we expect from them.



Flexible opportunities and channels of engagement

We want to ensure that customers can work with us in whatever way suits them. For some this might be contributing to in-depth scrutiny of our services, while for others it may be providing online feedback. We will:

- Listen and respond to the customer voice, including feedback from complaints, neighbourhood walkabouts, surveys or task and finish groups

- Show that we have listened – ‘you said, we did’
- Ensure that customers can engage with us through the platforms of their choice, from social media and virtual meetings to email, phone or face-to-face
- Be visible to our customers in the neighbourhoods that we manage and online
- Continue to offer a range of flexible opportunities for customers to be involved as outlined below:

Level of involvement	What we ask	Examples	Outcomes
Lead	Commit to a formal role with specific responsibilities	<ul style="list-style-type: none"> • Customer Assembly • Customer Scrutiny Group • Independent Living Steering Group 	Delivering service improvements and monitoring performance
Collaborate	Help to deliver services or engage others	<ul style="list-style-type: none"> • Neighbourhood Champions • Equality and Diversity Group • Young people forums and workshops 	Flexible and inclusive opportunities to improve services and check standards
Co-create	Guide our plans and help to improve services	<ul style="list-style-type: none"> • Task and finish groups and workshops on topics of particular interest or importance 	Quarterly opportunities for customers to engage in informal workshops, research, and meetings to create formal recommendations for service changes and improvements
Chip in	Respond to specific questions and requests	<ul style="list-style-type: none"> • Customer Research Group 	Input to strategies, operations and service standards
Opt in	Commit to future engagement	<ul style="list-style-type: none"> • E-newsletter for customers 	Keeping customers in touch and up to date on things that matter most to them and local communities
Be aware	Know about services and plans	<ul style="list-style-type: none"> • Newsletters • Website 	Keeping an eye on what we’re doing, how we’re working and opportunities to get involved

Demonstrating the difference our customers make

Customers have told us that we need to show that we have listened to and acted on their feedback. We will:

- Have a consistent feedback mechanism, which shows the difference involved customers make
- Use a variety of methods to demonstrate the difference customers make, ranging from online briefings to articles on our website, customer e-newsletter, annual report and social media.

Maintain a strong and consistent involvement structure

We will:

- Ensure the involvement framework delivers effective coregulation
- Evidence good governance through a consistent structure for engagement
- Maintain and further strengthen the relationship between customers and the Board
- Create a menu of opportunities to maximise involvement and engagement
- Ensure that involvement opportunities are effective, ensuring that involved customers have the right training and skills to support and challenge us
- Ensure that involved customers are diverse and representative of the wider customer base.



Success will look like

By delivering this framework, we will realise benefits for us and our stakeholders, but most importantly for customers. It will mean:

- We have embedded a customer involvement ethos across the whole organisation, helping to challenge the stigma sometimes associated with being a registered provider customer
- We can evidence how we are listening and responding to the customer voice
- Customers receive timely and efficient feedback – following the ‘you said, we did’ principle
- We share the value and expertise of involved customers through our website and social media
- Involved customers feel valued and appropriately rewarded
- We measure and demonstrate the impact of customer and community engagement
- Increased numbers of involved customers
- Increased online engagement
- We develop and/or participate in sector-leading best practice, looking beyond housing for new ideas
- Our service remains accredited by TPAS in line with the National Engagement Standards
- We co-create with our customers.



Measuring success



To measure our success in delivering this framework we use a range of strategic and operational performance indicators (OPIs). The Customer Assembly will assess, scrutinise and sign off our compliance with the Regulator’s Consumer Standards prior to this being viewed by the Board.

We set targets as part of the annual corporate planning cycle aligned to our priorities, strategies and risk profile. Staff have performance objectives set as part of their appraisal to complement these targets.

Measures

Measures	Tracked through
Number of services changed as a result of customer involvement	Housemark
Number of involved customers (formal)	OPI
Number of involved customers (informal)	OPI
Percentage of involved customers who feel valued for their work	OPI
Percentage of customers satisfied with opportunities to become involved	STAR* metric
Percentage of customers satisfied we listen to views and act on them	STAR metric
Number of involved customers undertaking training	OPI
Percentage of scrutiny recommendations completed in target	OPI
Social value ratios	HACT**
TPAS accreditation (renewal due February 2023)	TPAS

* Survey of Tenants And Residents

** Housing Associations’ Charitable Trust

Monitoring the framework



We will:

- Review this framework annually and report the outcomes to the Customer Assembly, Executive Management Team and Board
- Demonstrate that we listen to and act on the customer voice through quarterly reviews of scrutiny recommendations with the Customer Assembly, to provide assurance that these have been completed
- Report all KPIs and OPIs by exception quarterly to the Performance and Assurance Clinics and Customer Assembly, and review the indicators annually
- Report an annual impact assessment for customer and community involvement to the Customer Assembly, Executive Management Team and the Board
- Benchmark performance quarterly via Housemark
- Ask customers to review our compliance annually with each of the Regulator's Consumer Standards.

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