

HMAB 16 January 2019 appendix 1

# **CUSTOMER ENGAGEMENT STRATEGY 2017 – 2020**

## **ACTION PLAN**

Last updated 2 December 2018

## Action plan

This plan will need to be revisited and amended as necessary following a period of consultation and then kept under review as implementation proceeds. Regular reports will be made to HMAB and CHRF and to all customers in our annual report.

1. To make it easier for our customers to engage with us in ways and on issues that interest them				
No.	Action	By when	By whom	Outcomes/Updates
1.1	Undertake a consultation exercise on this strategy. Consult involved and uninvolved customers widely using their feedback to finalise the engagement structure and strategy	July 2017	IP/SR	22 Mar 2017: Consulted HMAB. 19 Apr 2017: Consulted CHRF. 25 Apr 2017: Consulted PSG. Jun 2017: Strategy finalised.
1.2	Complete a publicity/communication campaign to launch the agreed structure and strategy and encourage customers to volunteer <sup>1.8</sup>	October 2017	SR	Sep 2017: Article in autumn edition of Your Homes Matter to encourage customer involvement
1.3	<p>Develop and promote a broad menu of engagement activities showing the associated time commitments.</p> <ul style="list-style-type: none"> <li>▪ This will include making more use of quantitative methods such as surveys and customer polling/questionnaires via telephone, text, website, social media and post</li> <li>▪ Develop and widen the ways we approach consultation, including face to face methods such as housing officer-led focus groups on estates and online</li> </ul>	September 2018	CEO	<p>May 2018: Estate walkabouts reintroduced and promoted in YHM</p> <p>Sep 2018: STAR survey undertaken</p> <p>Nov 2018: HMAB tenant members attended NHC conference to identify new ideas on engagement methods</p>

1.4	Review the council's website pages for council tenants and leaseholders to accommodate new ways of providing information and encouraging engagement	March 2018	CEO	Nov 2018: Webpages provide information on current opportunities to be involved
1.5	Widen and develop the social media and technology options for online and digital engagement including; text and online surveys, online focus group communities, e-bulletins and online estate noticeboards, etc	September 2018	CEO	Sep 2017: Used text messaging and twitter to promote tenant networking event and garden competition Sep 2018: Text messaging and social media used to promote tenant networking event & garden competition resulting in larger number of attendees and entrants
1.6	Develop a capacity building and training programme for involved residents to ensure that they understand the business and are confident to carry out their roles effectively	December 2018	CEO	Nov 2018: Investigation in to possible training providers, evaluating cost effectiveness
1.7	Working across all Landlord Services teams, encourage/target under-represented groups to become involved and ensure that engaged customers involved are more representative of our communities	March 2018	CEO	Dec 2018: Attendance at team meetings planned for the new year once involvement methods menu agreed with CHRf
1.8	Set up and keep up to date a comprehensive database of involved residents which can be used for engagement and communication purposes	October 2017	CEO	Sept 2018: TP Tracker is now up to date with all current and past involvement activities and participants
1.9	Consider developing an incentive system to support participation in surveys or as part of on-line community	March 2018	SR	No progress made

## 2. To be more accountable for the services we deliver by empowering our residents to challenge us

	Action	By when	By whom	Outcomes/Updates
2.1	Implement an agreed new customer engagement structure	September 2018	SR	Structure of engagement still in development
2.2	Develop and formalise the scrutiny role/arrangements to be delivered through the HMAB and CHRF	October 2018	SR	Nov 18: Research in to good practice undertaken at NHC conference by HMAB members
2.3	Ensure that all staff understand the role of scrutiny and provide access to information as required	October 2018	CEO	Customer engagement officers' presence and input at team meetings will include this item
2.4	Provide information on our services and performance in ways and formats agreed with our customers	October 2018	CEO	Sep 2017: Performance information included in YHM Sep 2017: Performance information included in YHM Dec 2018: Survey being undertaken for feedback on YHM

## 3. To use customer feedback to improve our housing services and increase value for money

	Action	By when	By whom	Outcomes/Updates
3.1	Develop the systematic collection of feedback from customers and keep them informed about how their contributions	October 2017	CEO	Sept 2018: All customer engagement activity recorded on TP Tracker

	have been used to drive continuous improvement			
3.2	Introduce a systematic approach to impact assessment of engagement activity, producing a report annually to support service improvement and value for money	October 2017	CEO	No progress made
3.3	Undertake an analysis of demographic data for Council tenants and leaseholders and use this to target engagement with currently under-represented groups	December 2017	CEO	Sept 2018: Information on TP Tracker used to produce reports showing demographics on those currently involved

#### 4. To embed customer engagement in all our services

	Action	By when	By whom	Outcomes/Updates
4.1	Set customer engagement core objectives and targets for all Landlord Services officers in relation to their service area	March 2019	SMT	Not yet started
4.2	Ensure that all opportunities for interaction with customers are used to invite feedback and encourage engagement (e.g. sign-up/new tenant visit) and the response is recorded	March 2019	SMT	Not yet started
4.3	Promote the strategy and engagement model within Landlord Services and across the council, including presentations/briefings to other departments	March 2019	SR	Not yet started

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