

HOUSING MANAGEMENT ADVISORY BOARD – 15TH JANUARY 2020

Report of the Head of Landlord Services

ITEM CUSTOMER ENGAGEMENT STRATEGY ACTION PLAN 2020

1. PURPOSE OF REPORT

To provide the board with an update on the delivery of the customer engagement strategy action plan, attached as appendix 1 to this report.

2. ACTION REQUESTED

The board is requested to note the report.

3. BACKGROUND

In 2017 the landlord service developed and agreed a strategy to develop its customer engagement activities. The strategy sets out the model and structure for customer engagement [council tenants] within Charnwood. It is owned by tenants and its delivery is monitored principally by the Charnwood Housing Residents' Forum ('CHRF') but also the Housing Management Advisory Board ('HMAB').

4. STRATEGY FORMAT AND CONTENT

4.1 The delivery of the strategy is by way of an action plan and is grouped under four main subject headings:

1. Making it easier for our customers to engage in ways and on issues that interest them;
2. Being more accountable for the services we deliver by empowering our residents to challenge us;
3. Using customer feedback to improve our housing services and increase value for money; and
4. Embedding customer engagement in all our services.

4.2 Within each subject heading there are several actions against which were set target completion dates, the person responsible for leading on that particular action and a column to note and record progress made in completing that action.

- 4.3 At the HMAB meeting on 27 March 2019 members approved recommendations that included completing an existing action to develop a broad menu of engagement activities.
- 4.4 Another recommendation approved by members was to review the action plan to make it more rigorous, with refocused actions that would be specific, targeted, measurable and realistic.
- 4.5 It followed that the review of the action plan should come after the development of the menu of involvement activities since, logically, that reviewed action plan will be based, by and large, on that menu of involvement.

5 WORK COMPLETED IN 2019

- 5.1 Throughout 2019 the customer engagement team worked closely with tenants through bodies such as the CHRF and the Senior Citizens Forum to agree on the future basis of engagement and to develop the new menu of involvement, specifically concentrating on:
- increasing the number of ways in which tenants can become involved in shaping and influencing services and scrutinising or monitoring the performance of those services; and
 - increasing the variety of engagement activities, widening the choice to tenants, especially to those for whom participating in formal activities such as committees is unattractive but who still want to engage, only in different, more informal, ways.
- 5.2 The new menu of involvement was launched at the tenant networking event at the end of September 2019 and this is attached to this report as appendix 2.
- 5.3 Once this new menu of involvement had been launched the customer engagement team and tenants groups started work on reviewing the action plan.
- 5.4 The structure of the reviewed action plan is based still on the strategy's original four objectives. The majority of the actions proposed for 2020 are based on the new menu of involvement. All actions are considered to be very specific, realistic and should be fulfilled by the end of this calendar year. Some commitments set out in the original action plan have been carried forward to the reviewed action plan. Where this is the case the action numbers have been annotated with an asterisk.

6. NEXT STEPS

- 6.1 This existing customer engagement strategy is now in its final year and one of the actions in the reviewed action plan is, in this year, to develop a new three-year strategy that can be launched in 2021.

- 6.2 I would expect to be able to bring a report back to HMAB in January 2021 on progress with fulfilling the reviewed action plan.
- 6.3 I would expect also to bring a report to HMAB in March 2021 with a draft new three-year customer engagement strategy.

Officer to contact:

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