

# Customer Engagement planning

February 2024



# Customer engagement - in context

The regulatory framework, specifically the Consumer Standards details the Tenant Involvement and Empower standard which sets out a number of requirements for landlords. This includes the requirement to develop, implement and support, and to provide opportunities for customer involvement and empowerment.

Consideration of the renewed emphasis on the social purpose of housing providers – wider neighbourhoods and communities.

Co-creation of social value – scoping community initiatives and partnering with customers to co-create, monitor and evaluate.

# Customer engagement strategy

- Customers interacting with WH via a range of engagement activities
- Develop a system for defining and measuring levels of customer engagement, and embed a process for continual review
- Consult with customers to gauge satisfaction levels and to listen to and understand their needs and aspirations
- Ensure that customers are empowered by involving them in designing and scrutinising our services, policies and future planning
- Improving value for money, services, and driving innovation and change
- Understand what is important to our customers and communities

# Current activity - Community Development

- Redesign of the Community Development service
  - Community Engagement and Customer Involvement partner appointed
  - Community Development officers recruited
- Introduction of the Customer Involvement Panel
- City wide allocation - divided areas of work into wards with the intention to actively encourage customer interactions
- Councillor involvement – linking in with Ward members to confirm the offer

# Current activity - Customer engagement

- Customer meetings
  - reinstating regular community meetings with themed sessions, promoting debate, customer involvement, customer development, staff involvement and a platform for community engagement
  - utilisation of social media / Teams to deliver live events
- Tenant and Resident Association & Leaseholder meetings – support current activity and start consultation and conversation with tenants to consider wider requirements and improvements
- Produce an annual plan to incorporate community events

# Current activity - Community Chest

The Corporate Social Responsibility (CSR) strategy was launched in November 2022 and has provided community groups across the city with access to funds for local activity

Identification of additional ways to support community applications through staff volunteering

Links to other community activities including signposting customers