

Appendix B

Customer engagement strategy 2022-25 action plan

Ref no.	Priority one: To make it easier for our customers to engage us in ways and on issues that interest them						
	Objective	Priority L/M/H	Milestones/How success will be measured	Progress	Lead	Target date	Status
1.1	Recommence the sheltered courts tenant meetings and senior citizens forum	H	<ul style="list-style-type: none"> Date of meetings set Representation from every court 		Principal officer/Customer engagement officers	March 2022	Open
1.2	Work with our communications team to ensure we use all methods of communication to reach a wider audience	H	Monitor hits on website and response to social media announcements		Customer engagement officers	May 2022	Open
1.3	Continue to hold the annual tenant garden competition	H	Measure number of entries		Customer engagement officers	July 2022	Open
1.4	Develop our website to include online applications for funding opportunities and a live calendar of engagement activities	H	Evidence of online forms completed		Customer engagement officers	December 2022	Open
1.5	Introduce more informal engagement activities to engage with our customers in their communities, such as estate action days and short-term activities	H	Estate walks scheduled for 2022		Principal officer/Customer engagement officers	April 2023	Open

1.6	Improve relationships with customers and communities by promoting our community funding opportunities, such as tenant bids, community initiatives fund and EEM community donations.	M	<ul style="list-style-type: none"> Magazine articles in each addition of YHM, including "You said, we did" article. Report to CHRF & HMAB on funding for the year 		Customer engagement officers	April 2023	Open
1.7	Introduce a series of informal roadshows throughout the borough	M	Programme of road shows		Customer engagement officers	June 2023	Open
1.8	Recommence the annual tenant network event	M	Attendance numbers at event		Customer engagement officers	August 2023	Open
1.9	Explore with our customers how they can provide feedback and access information using digital routes through their tablets, phones or computers	M	Customer survey to identify preferred methods of contact and availability of devices and internet		Customer engagement officers	April 2024	Open
1.10	Review our "Have Your Say" leaflet to include all opportunities including an indication of time commitments and expected outcomes	H	Production of new leaflet		Principal officer/Customer engagement officers	May 2024	Open
Ref no.	Priority two: To be more accountable for the services we deliver						

	Objective	Priority L/M/H	Milestones/How success will be measured	Progress	Lead	Target date	Status
2.1	Promote the outcomes of customer engagement activity to all stakeholders emphasising the difference it has made	H	Report generated from TP Tracker for annual report		Principal officer/Customer engagement officers	October 2022	Open
2.2	Provide regular reports on complaints received and lessons learned	M	Article in YHM		LSM	October 2022	Open
2.3	Work with our editorial panel to improve the design, content and format of our literature	M	Copies of new materials produced		Customer engagement officers	March 2023	Open
2.4	Promote the outcomes of any grant funded activities	H	Articles in <i>Your Homes Matter</i>		Customer engagement officers	April 2023	Open
2.5	Develop a training programme for tenants to empower them to hold us to account	M	Record of number of tenants attending training		Principal officer/Customer engagement officers	December 2023	Open
2.6	Develop and support a tenant-led scrutiny process to challenge our services and recommend improvements	M	<ul style="list-style-type: none"> • Recruitment of scrutiny panel members • Training of scrutiny panel members • Scrutiny report and suggested actions 		Customer engagement officers	June 2024	Open

Ref no.	Priority three: To be use customer feedback to improve our housing services and increase value for money						
	Objective	Priority L/M/H	Milestones/measures of success	Progress	Lead	Target date	Status
3.1	Recruit and train communal cleaning inspectors	H	<ul style="list-style-type: none"> Article in YHM spring edition 2022 Recruitment and training of a minimum of twelve tenant inspectors 		Customer engagement officers	December 2022	Open
3.2	Use the feedback from our STAR survey to understand service weaknesses and implement improvements	H	All SMT to provide input in to “You said, we did” article for YHM on changes to their service areas		SMT	April 2023	Open
3.3	Complete the impact assessment stage of the grant funded processes for tenant bids, EEM donations and community initiative funds to ensure they deliver value for money	M	Impact assessments to be completed following each grant or bid completed		Customer engagement officers	April 2023	Open
3.4	Use our TP Tracker software to produce reports on the cost and outcomes of customer engagement to ensure we are providing value for money	M	Feedback report to be included in annual report		Customer engagement officers	October 2023	Open
3.5	Introduce a mystery shopping process to gather feedback	M	<ul style="list-style-type: none"> Recruitment of mystery shopper 		Customer engagement officers	September 2024	Open

	and make recommendations for areas for improvement		<ul style="list-style-type: none"> • Training of mystery shoppers • Mystery shopping feedback report and suggested improvements 				
Ref no.	Priority four: To embed customer engagement in all our services						
	Objective	Priority L/M/H	Milestones/measurements of success	Progress	Lead	Target date	Status
4.1	Use the tenant bids budget effectively and in accordance with the new revised procedures	H	Report to HMAB & CHRF, including impact assessments		Principal officer/Customer engagement officers	Each financial year	Open
4.2	Use EEMs' community donation fund in accordance with the new revised procedures	H	Report to HMAB & CHRF, including impact assessments		Principal officer/Customer engagement officers	Each financial year	Open
4.3	Customer engagement officers to regularly attend team meetings to facilitate cross-team working across all landlord services and support teams to promote engagement in all our services	M	Evidence of attendance at team meetings		Principal officer/Customer engagement officers	January 2023	Open
4.4	Introduce core objectives and targets in individuals' appraisals for customer	M	SMT to identify achievable targets for their teams		SMT	April 2024	Open

	engagement for all landlord services staff						
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Glossary

CHRF – Charnwood Housing Residents’ Forum

EEM – a framework organisation used by the council to procure contracts

HMAB – Housing Management Advisory Board

SMT - Senior management team (managers from all areas of Landlord Services)

STAR survey – a nationally recognised survey to gather customer satisfaction feedback from tenants