

Customer Engagement Framework

2024 - 2027

Owner: Customer Engagement Manager

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1. Introduction...

- 1.1 This framework sets out the ways in which Ongo provides opportunities for customers to get involved and the support we make available to make this happen.
- 1.2 It allows us to plan for where we want to develop customer engagement in the future, thinking about where we are now and where we want to be.
- 1.3 When we talk about customer engagement, we're referring to the different ways our customers can shape and monitor the services that Ongo provides. It's a two way process that means we share information and ideas with them, and in turn we listen and act on their suggestions. If we do this well, customers will influence better decision making by Ongo and will see improvements in the services we provide.

2. We believe...

- 2.1 Our customers are the best people to tell us what's working well or not so well, which is why it's important that they have their say on issues that affect their local communities and the services we deliver.
- 2.2 The reason we involve customers is simple - as part of Ongo, we're dedicated to a single vision...
 - **Creating and sustaining truly vibrant communities**
...and we have one promise, which is:
 - **Everything we do is put back into local communities**
- 2.3 Involving customers links directly to our core values of:
 - **Partnership** – customer engagement is at the heart of our business and we will work to develop a culture where residents, officers and stakeholders can work together effectively
 - **Drive** – excellent service delivery can best be achieved by the genuine and active involvement of residents in the decision making and monitoring of our services. With this in mind, we'll continue to encourage more people to get involved
 - **Responsibility** – we have a duty to keep residents informed of our activities and to consult with residents on proposals and changes which will affect them. We continue to develop existing and new methods of involvement to ensure that everyone has the opportunity to contribute at a level that suits them

We know this is working and that we're providing an effective customer engagement service because we've been awarded the Tenant Participation Advisory Service (TPAS) Exemplar accreditation. To quote Tpas, "Tpas Exemplar is for those organisations who have been awarded the Tpas PRO accreditation three times and have consistently demonstrated their

exemplar approach to engagement. It's a comprehensive, visionary and time focused collaborative event to ensure your organisation remains a beacon of excellent practice for engagement”.

- 2.4 However, we will always look for ways to improve, to make sure we're doing everything we can to:
- Provide opportunities for customers to shape and influence the planning, delivery and monitoring of services we provide
 - Give customers a clear voice to hold the organisation to account
 - Involve customers in our decision making
 - Ensure customers can make a significant difference to what we do and how we do it

3. Our objectives for the future...

- 3.1 Our objectives are set out in our annual Customer Engagement team plans with our main aim being to continue to develop, support and strengthen customer engagement groups and make them even more effective whilst modernising the way we work. The main themes that run throughout all of our work will be to:
- Ensure that there are opportunities for everyone to get involved, at a level that suits them
 - Continually strive to increase the diverse representation of our involvement opportunities and structures, so that that customer feedback is representative of the wider customer base
 - Develop digital methods of feedback and engagement
 - Promote the achievements of our involved customers and groups to encourage others to get on board
- 3.2 When deciding on our objectives, we have taken into consideration a number of different factors including:
- What is happening nationally
 - The National Housing Federation's Code of Governance
 - The requirements stated within the Regulator for Social Housing (RSH) consumer standards, with specific reference to the Transparency, Influence and Accountability Standard
 - What our customers have told us, including what is important to them
 - Performance data, customer surveys and staff feedback
 - How the objectives fit with the Ongo Homes Corporate plan, strategies and frameworks, demonstrating the golden thread approach through all
 - How these fit against the TPAS accreditation standards

4. How we will monitor success...

- 4.1 Customer feedback has a positive impact on service delivery that helps us to deliver an efficient and effective, customer focused service.

- 4.2 We will monitor customer engagement activities and outcomes to ensure the needs and priorities of customers are taken into account and that customer feedback is used to shape and improve services now and in the future. We also want to make sure that customers who are involved can see their achievements and know they have made a real difference.
- 4.3 We will work alongside our customers to monitor the successful delivery of this framework. To assist us in this monitoring process we will engage with Community Voice on our annual self-assessment of the RSH Transparency, Influence and Accountability Standard. We will also involve tenant stakeholders in the annual impact assessments for each of our main customer engagement structures of involvement and will share performance and benchmarking information with them.
- 4.4 We will publish information and outcomes of customer engagement in a variety of ways, for example, reports to Community Voice, the Ongo Homes Key News magazine, our Annual Report, on our website and via social media articles.
- 4.5 We will also look at the following measures:
- Customer Satisfaction that Ongo Homes listens to, and acts upon, customers views
 - The diverse representation of tenant feedback, making sure we do all we can to obtain feedback from the diverse make up of tenants, including those who come under the protected characteristics of the Equality Act 2010 (e.g. we want to hear from all of our tenants, including the younger ones and so we monitor the percentage of engaged tenants that are younger voices (below 30 years of age))
- 4.6 We will retain our TPAS Exemplar accreditation for providing excellent resident involvement services.
- 4.7 **Consumer Regulation**
- 4.7.1 The Social Housing (Regulation) Act 2023 (the Act) received Royal Assent in July 2023. The Act forms a new era of regulation for the social housing sector, aiming to give tenants greater powers and improve access to quick and fair solutions to problems.
- 4.7.2 Following changes introduced by the Act from April 1st, 2024, regulation of social housing changed. The aim of the changes being to strengthen the accountability of social landlords for providing safe homes and quality services and treating residents with respect. The changes introduced by the Act have allowed the Regulator to put in place stronger and more active regulation of the consumer standards:
- Safety & quality standard – covers outcomes about the safety and quality of tenants' homes

- Transparency, influence and accountability standard – details outcomes about how landlords provide information, listen to tenants and act on their views
- Neighbourhood and Community standard – includes outcomes about how landlords work with other organisations to help ensure tenants live in safe neighbourhoods
- Tenancy standard – details the outcomes about how landlords allocate and let homes and manage tenancies

4.8 How we compare to other housing associations

We use Housemark to compare our resident involvement customer satisfaction data against the wider housing sector and to compare the total cost per property for resident involvement.

5. We'll look at this again...

- 5.1 This Customer Engagement Framework will ensure that we continue to deliver our Customer Engagement service in the most effective and cost-efficient way.
- 5.2 This framework will be fully reviewed every three years with a health check completed annually, which will include an update of the data detailed in section 4.7 to ensure the document remains accurate. We will review earlier if any regulatory or legislative changes occur and have an impact on this framework.