

2018 - 2021

# Customer Voice: Southway's Involvement Strategy





## Customer Voice: Southway's Involvement Strategy 2018 - 2021

### 1. Aims, Objectives and Targets

Southway puts its customers at the heart of everything it does. We want to make sure that our customers have a voice and can support us to make the right decisions and deliver the right services in the right way.

The following objectives will be delivered:

- 1) **Develop and deliver an inspirational customer involvement brand**  
Utilise the brand to encourage customer engagement and raise the profile of the customer voice throughout the organisation and with customers and stakeholders.
- 2) **Develop a culture of ownership within Southway**  
Customer's views will be important to all staff and all customer facing teams will meet with customers at least once a year.
- 3) **Expand our neighbourhood, community based and digital feedback**  
Look at how customers prefer to engage with us. Develop ways to digitally capture customer transactions and interactions with Southway. We will use this information to inform policies and services.
- 4) **Review the offer for involved customers**  
Work with tenant groups and other local customers across our neighbourhoods to identify Community Champions. These customers will provide a strong link between Southway and local people. Review the role of the Residents Consultative Group.
- 5) **Increase our customer satisfaction**  
Look at the way we listen and respond to feedback. We will reach out to all customers ensuring we deliver services inclusively.

By 2021 we plan to achieve the following targets:

- An increase in the number of tenants who feel they have a voice - from 67% to 80%
- An increase in the number of people that give us feedback – from 3544 to 4500
- An increase in the number of involved customers – from 744 to 1,000

### 2. Our Approach

Customers in this context include all Southway's social housing tenants, service users, applicants for our general needs and supported homes and leaseholders.



## Customer Voice: Southway's Involvement Strategy 2018 - 2021

The principles in this strategy will underpin how we work with our other customers.

The Trust will embrace the following principles of Our Manchester:

- Better Lives – it's about people
- Listening – we listen, learn and respond
- Working together – we build relationships and create conversations

Our Strategy will be developed into an Action Plan, assigned to staff, resourced, monitored and reported to our People and Places Committee.

We will develop measures with our Committee to measure and monitor customer engagement.

### **3. Implementation**

#### Enhancing the influence of customer engagement

- (a) Our digital involvement offer will be expanded.
- (b) We will review the role of RCG to increase the power of its voice.
- (c) Our Scrutiny Panel will deep dive into services where customer performance has dipped.
- (d) Our Customer Complaints Panel will develop the advocacy role and ensure the delivery of outcomes and lessons learnt from complaints.
- (e) We will run at least one Hot Topic Group per service area each year.

#### Enhancing the influence of community engagement

- (a) We will maintain three area-based social media forums to share information and invite opinion and feedback.
- (b) Our new Community Champions will represent flats/neighbourhoods/streets or types of communities. They will support local teams, undertake walkabouts and feed in issues.
- (c) We will continue fun and feedback events.
- (d) We will make better use of community centres to hold joint events and to gather feedback on services.
- (e) We will support local community groups through grants. In return, we will ask them for feedback.

#### Positively connecting with customers

In 2017/18 we moved the collection of customer feedback in-house. This gave us cost savings and means that we are able to react to negative feedback more quickly.



## Customer Voice: Southway's Involvement Strategy 2018 - 2021

The majority of feedback is collected through text message or handheld PDA devices and the results are used to measure how we are performing against the commitments set out in our Customer Charter.

Over the coming months we will be looking at ways to increase the response rate to our surveys as well as exploring new alternative approaches to gathering the views of our customers.

### Developing our digital feedback

- (a) Our Chief Executive's monthly blog on our website will confirm what we have done as a result of feedback that month.
- (b) Our new website will be developed to accommodate new and exciting ways for customers to give us feedback.
- (c) We will always feedback to those who have taken the time to volunteer.
- (d) We will develop the role our customers have in suggesting priorities for spend.

### Building capacity to engage inclusively

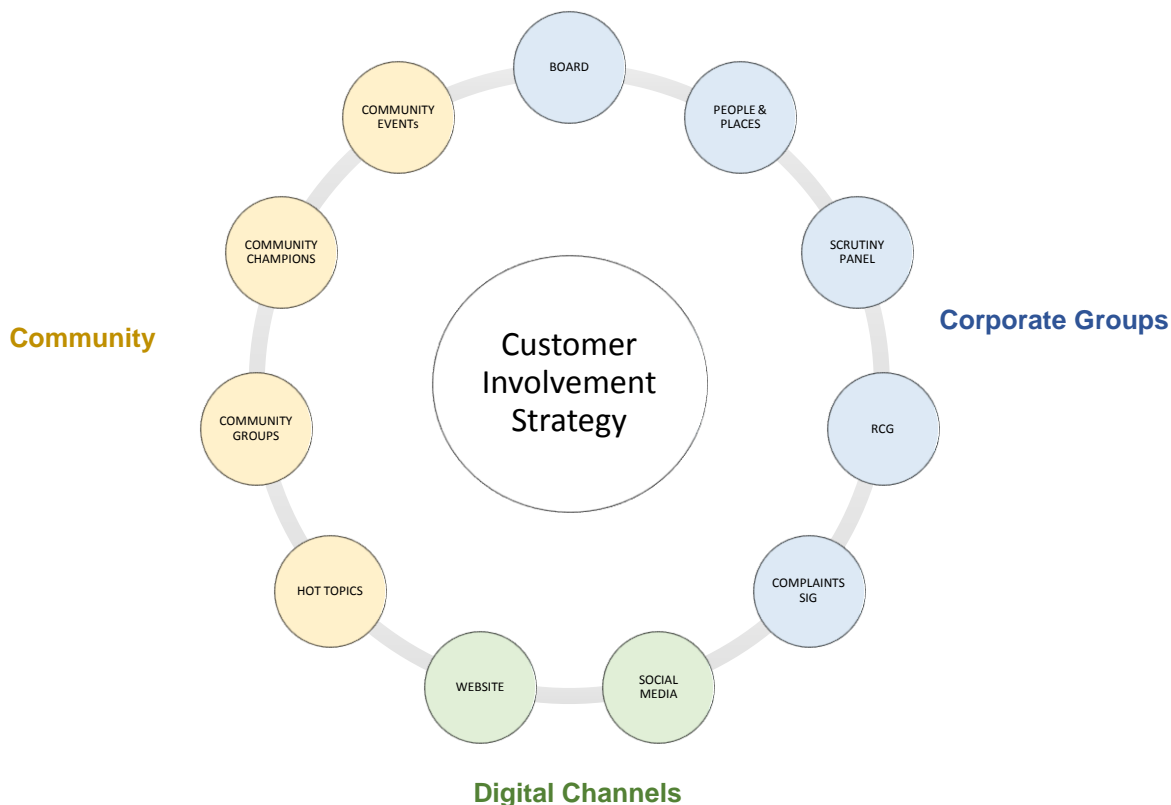
- (a) We will develop customer capacity and train engaged residents. We will review whether we can accredit the training we give.
- (b) We will simplify consultation by developing infographics to enable everyone to have equal opportunity to take part.
- (c) We will review the way we use text messages to survey customers to maximise feedback.

### Governance and accountability

- (a) Our People and Places Committee will oversee the delivery of this strategy, alongside our Resident Consultative Group (RCG).
- (b) We will support Board and Committee Members interested in personal development, linked to their role, to further develop their skills.
- (c) We will talk to RCG and develop the group to play a major role in providing assurance to our People and Places Committee of our compliance under the Consumer Regulatory Standards.
- (d) Enable the Board, Committees, senior staff and customers to trigger a Scrutiny Panel investigation or Hot Topic Group.

## **4. Involvement Offer**

We have identified 11 different ways that we will use to boost customer involvement over the next three years. For the sake of reporting these have been split into three broad areas as detailed below.



## Digital Channels

We will use our various existing communication channels to encourage feedback around the delivery of our services. To support our aspirations around channel shift we will be encouraging feedback via our various 'digital channels'. To ensure that we also capture the views of those tenants who do not have the skills or equipment to get online we will continue to carry out the STAR survey and targeted outbound telephone calls.

### Website

Our new website will be developed to both gather and share feedback on the user's experience of accessing services via the tenant portal.

### Social Media

In addition to the social media we already use, we will develop three area social media forums to encourage debate, share information and invite opinion and feedback.

## Community

We will continue to engage with community groups, support events and encourage customers to engage with us. Whilst we are promoting our digital channels as a way of interacting with our customers, we are keen to retain a strong presence and involvement within our communities.



## Customer Voice: Southway's Involvement Strategy 2018 - 2021

### Community Groups

There are many community groups across the area. They represent local neighbourhoods and strive to make improvements for all.

### Community Champions

This is a new initiative working closely with community groups and volunteers. These customers will provide a strong link between Southway and local people.

### Community Events

Along with fun and feedback, we will continue to hold community events and activities. They provide a great opportunity for customers to find out more about Southway services and give us feedback.

### Hot Topic Groups

Recent service users and interested tenants will be invited to tell us what they think and help shape services and policy.

## **Corporate Groups**

We will be using the five existing corporate groups listed below to ensure that customer feedback is used constructively throughout our organisation. We shall use some of our corporate groups as a forum for debate around the various themes found through feedback from our customers.

### Board

The Board has overall responsibility for Southway's direction and financial management, development and investment decisions. There are two tenants on the Board.

### People & Places Committee

The Committee monitor delivery of our core affordable landlord service. It sets policies and scrutinises performance. There are four tenants on the Committee.

### Scrutiny

Up to 12 tenants carry out deep dive reviews of services and report to the People and Places Committee with their recommendations.

### Residents' Consultative Group (RCG)

Currently the RCG consists of representatives from tenant groups, the People and Places Committee, leaseholders and owner occupiers. In addition, up to eight other tenants from the Southway area are welcome to attend. They review policies and performance. A commitment within this Strategy is to review the structure and responsibilities of the RCG.



## Customer Voice: Southway's Involvement Strategy 2018 - 2021

### Complaints Service Improvement Group (SIG)

A small group of tenants review complaints and performance and provide an advocacy service.

## 5. Branding

We will demonstrate our achievements through more intensive use of our "You Said We Did" on all customer feedback, personalising our actions where we have permission to do so. This will be used across a variety of media to highlight and encourage feedback. It will also evidence to our customers that we listen to them and take action.

We will agree with our partners and other groups that we support, to double badge all projects.