

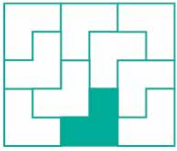
Customer involvement

Homes and wellbeing

Customer Involvement promise 2022 - 2027

Date of issue: February 2023





Homes and Wellbeing promise 2022-2027

Vision statement

NCHA will have a customer involvement offer that gives a voice to all of our housing and care and support communities, and reflects a genuine co-design and collaborative approach. There will be a clear link from informal, community based engagement through to the formal groups and to NCHA Board – enabling real influence through engagement.

The BIG challenges

- Ensuring diversity across formal and informal arrangements given NCHA's large operating area and dispersed stock
- Lack of interest – more noticeable since the pandemic and a lack of engagement with volunteering more broadly
- Lack of a specific digital tool for engagement to increase accessibility and incentivise involvement.
- Service areas not all consistently supporting genuine customer involvement
- Creating a meaningful offer for care and support service users.

Where are we now?

- Customer Committee in operation – three customer members and three board members (including one customer board member)
- Homes and Neighbourhood Panel and Scrutiny Panel launched but not fully subscribed
- 172 Community Voices
- STAR survey - Satisfaction that NCHA listens to residents views and acts upon them 72% against a target of 75%
- ED&I measures for Board and committee members (including Customer Committee)
- New housing structure in place with customer involvement embedded into Your Community
- Principles for care and support engagement model ready for development into consultation and co-design
- No specific digital engagement offer in place
- No agreed menu of informal involvement opportunities and how these influence and inform the formal groups.

	21/22 target	21/22 year end
% Women	61%	40%
% BAME	19%	40%
% LGBT+	4%	4%
% Disabled	19%	12%

Key objectives

1 year – by May 2023	Care and support engagement offer launched
1 year – by May 2023	Scrutiny and Homes and Neighbourhood Panels training plan complete with membership fully subscribed and representing all tenures
1 year – by May 2023	Informal involvement generating insight for formal groups, with a clear link from each informal activity

2 year – by May 2024	Community voices relaunched – 70% estate/scheme representation
2 year – by May 2024	Awards application submitted
2 year – by May 2024	TPAS re-accreditation
2 year – by May 2024	Establish wellbeing and performance measures for involvement
2 year – by May 2024	% social value and impact as a result of involvement activity
2 year – by May 2024	Involvement activity supports sector and NCHA priorities and campaigns
2 year – by May 2024	Six scrutiny / task and finish projects completed and submitted to Customer Committee / Board
2 year – by May 2024	Community vehicle/trailer replaced with self-driving vehicle

5 year – by May 2027	ED&I targets developed for formal and informal involvement (in line with targets for Board and Committee Members)
5 year – by May 2027	Digital engagement tool in place
5 year – by May 2027	All proposed changes, removals and introductions to NCHA wide customer facing services subject to customer consultation and co-design by default - included as a KPI

Delivering the plan

- Director of Homes and Wellbeing - overall accountability for Customer Committee activity and performance and link to Board
- Assistant Director of Homes and Wellbeing – overall accountability for all panel and informal involvement activity and performance and link to Customer Committee
- Head of Communities and Your Community Manager – accountable for delivery of customer involvement activity in communities
- Customer Involvement Coordinators – first points of contact for involved customers, coordinating all involvement activity, supporting formal activity i.e. scrutiny and providing insight

Monitoring and reporting

- Diversity targets tracked against ED&I targets
- Satisfaction with opportunities to be involved and influence measured against STAR survey
- Social impact measured against HACT
- The number of service improvements as a result of involvement activity
- The quantity, quality and breadth of involvement opportunities and those involved.

Reporting will be made via the Annual Report for Customers, and quarterly updates to the Customer Committee/NCHA Board.

Glossary

STAR – Survey of Tenants and Residents is a nationally benchmarked customer satisfaction survey

HACT – Housing Association Charitable Trust who have been championing social value in social housing and have developed a social value toolkit for social housing

TPAS – Tenant Participation Advisory Service is the sector’s leading support service for involved customers providing training and advice on effective engagement for customers and organisations

Social value – The quantification of the relative importance that people place on the changes they experience in their lives.

Social impact – The effect on people and communities that happens as a result of an or inaction, an activity, project, programme or policy

Wellbeing – A state of feeling good and functioning well

BAME – Black, Asian, Minority Ethnic

LGBT+ – Lesbian, Gay, Bisexual and Transgender

ED&I – Equality, Diversity and Inclusion.



Our business delivery strategies

Being the best we can be for our customers and colleagues by always listening and striving to improve, in an environment that is supportive, inclusive and wellbeing focused.

Alongside the Group Corporate Plan sit three new '**Business Delivery Strategies**', which are relevant to all departments. These are:

- **Environmental Sustainability Strategy**
- **Social Impact Strategy**
- **Value for Money Strategy.**

The **Environmental Sustainability Strategy** sets out ambitious targets that will enable NCHA to reach net zero carbon emissions, improve natural environments and reduce fuel poverty for our customers.

The **Social Impact Strategy** commits NCHA to getting better at measuring the positive impact we have on people's lives, and then using what we learn to focus our money and time on the things that have the biggest impact.

The **Value for Money Strategy** is arranged around three key concepts:

- Economy, which means buying things as cheaply as possible, which will mainly be achieved through improved corporate procurement practices and loan agreements.
- Efficiency, which means getting the most out of our resources, and
- Effectiveness, which means providing high quality services that meet people's needs and expectations.

Taken together, these new strategies provide us with the opportunity to pause and reflect on what we've been doing, and then to refocus on the future.

Taking inspiration from the three business delivery strategies, this plan sets out our ambition for customer involvement for the next five years.