



Customer Involvement Policy

Version 2

Category: Corporate

Latest Review Date: March 2017

Review Frequency: 3 years

Owner: Executive Director - Operations

**Contributors: Housing Services Manager, Customer Services
Strategy Manager**

POLICY

1. Policy Goal

To provide a framework for ExtraCare's customers to have a range of options and opportunities for involvement in how ExtraCare's services are delivered.

To create opportunity for customers to rate and review us regularly; to listen to and act on that feedback and communicate those actions back, ensuring that technology is utilised to make this as effective as possible.

To support and build the capacity of ExtraCare staff and customers, to work together for the benefit of all.

To harness and make best use of customers' skills and experience to influence responses to local and organisational issues.

To ensure good practice, ideas and common themes are shared across locations, and customers can influence solutions to issues.

2. Business Objectives

To meet our commitments to residents under the Corporate Plan - Section 4.5 Working with our residents. This highlights that our relationship with residents needs to be one of partnership and involvement, ensuring that residents have more influence and say in how their village or scheme operates. This includes ensuring electric feedback mechanisms are used to promote this.

To ensure we work in partnership with customers to achieve customer satisfaction; value for money; and financial / environmental sustainability. Specifically to help achieve the following objectives of the Corporate Plan 2017 – 2020:

- *T6 – We will achieve a resident experience rating of 80% or above in all Villages and 90% resident experience rating in all Schemes by the end of the corporate plan period*
- *T7 – Each individual village and scheme or cluster will generate an operational surplus each year*
- *T8 – Each village and scheme will reduce its energy usage by 10% and increase its recycling by 15% by the end of the corporate plan period*

Further, to meet our commitments under the Corporate Plan:

- C4 – Understand our future residents expectations and develop our customer insight capability
- C10 – Review and share our village profile model with residents
- C12 - Develop a mobility scooters policy
- C13 - Further engage residents in the running of their location and introduce opportunities for them to scrutinise our performance

To meet our regulatory requirements, as stated in the Corporate Plan section 7.4, specifically to ensure compliance with HCA's Involvement & Empowerment Standard, providing a framework to enable customers (specifically, residents) to influence:

- housing related policies and strategic priorities
- the delivery of housing related services, including setting of service standards
- scrutiny of ExtraCare's performance as a landlord
- management of ExtraCare's repairs & maintenance services

To support our compliance with CQC standards:

- Responsive
- Well-led

This includes developing and implementing a comprehensive assurance framework and an open book approach with our regulators.

3. Organisational Statement

The underlying principle of this policy is one of inclusiveness.

We will ensure that as many customers as possible have an opportunity to have their say, and be involved, to the level at which they want to be involved.

We will listen to our customers to understand and improve their experience of living in, or visiting, an ExtraCare location - using technology solutions to reach as many customers as possible and to aid our understanding.

We will work in partnership with customers and have adult-to-adult conversations to address the challenges identified in the Corporate Plan 2017 – 2020.

We will demonstrate our new organisational value of Transparency by being “open, transparent and honest in our dealings with our residents, staff, volunteers and customers”

We will promote constructive discussion, enable scrutiny, and promote research and evidence gathering as the basis for informing solutions.

We will develop solutions to challenges that are based on advancing the interests of all.

We will ensure appropriate support for customers who need assistance to be involved and/or have their voice heard.

We will ensure that a range of views, skills, experience, ideas are represented in involvement activities.

We will ensure that involvement activities are conducted with respect and tolerance.

We will ensure a good level of communication to our customers, through effective local and organisational channels that are accessible to all, including effective electronic channels.

We will respond to any further regulatory requirements for involving residents (such as the potential requirement to consult residents in relation to disposal of assets and/or change of landlord).

Outcomes

The outcomes are to increase the number of involvement opportunities for customers to lead to better understanding of the issues we jointly face; improved communication and collaboration, resulting in improved services evidenced through:

- 'You Said We Did' communications
- Changes to how services are delivered
- Introduction of local service offers
- New / revised service standards
- Customer experience ratings

A new focus for the Residents' Forum, to have oversight of common issues across locations, to inform further action and share good practice.

A new approach to scrutiny, ensuring customers with relevant skills and experience, have the opportunity to examine services, assess performance and make recommendations for improvement.

An increased number of involvement activities that are as follows:

- Friends meetings (new villages)

- New-village resident survey
- Local channels for regular feedback
- Annual resident survey
- Local interest groups
- Local improvement groups*
- Street Meetings
- Resident Associations
- Residents' Forum
- Scrutiny groups*
- Reading panel*
- Taking part in detailed surveys or customer focus groups*
- Research and trials group*

* We hold a register of residents who have opted-in to being involved, in order to facilitate these activities.

4. **Application**

Commissioning Managers, Cluster and Customer Services Managers and Location Managers to ensure that the principles of this policy are applied in practice, and work to sustain a culture of listening and involvement.

Housing Services Manager and Customer Services Strategy Manager to support implementation of the policy, and to oversee that policy implementation can be evidenced.

ExtraCare Managers are to lead the appropriate scrutiny of their service area, with support of Housing Services Manager and/or Customer Services Strategy Manager.

Location staff to understand the policy and promote the range of feedback and involvement activities and to be responsive to requests for information.

5. **Reason for the Policy**

To develop and improve services in partnership with customers.

To comply with Homes & Communities Agency Consumer Standards.

To comply with Care Quality Commission requirement to ensure that customers views are heard and considered when reviewing service provision.

To improve communication, sharing ideas and best practice between

customers.

Because ExtraCare believes that involving customers is the right thing to do.

6. What is new / What is different

This new Policy enhances upon the previous version. It:

- Increases the range and type of customer feedback and involvement activities
- Creates a link between local improvement activities and the Residents' Forum
- Introduces involvement opt-in groups

7. How to Measure Success

Resident experience ratings of 80% in Villages and 90% in Schemes is achieved by March 2020.

At least two organisation-wide scrutiny groups each financial year are completed, resulting in recommendations for action, including new or revised local offers/service standards (if applicable).

Each location is able to evidence achievements against each local involvement activity.

ExtraCare can evidence that involvement activities are inclusive and conducted within the principles of this policy.

We will introduce a new operational target to monitor the number of feedback responses and 'You Said We Did' actions.

8. Reference to Relevant Documents

Regulation / Guidance

HCA Regulatory Framework
CQC Fundamental Standards
Housing Act, 1996

In House Documents

ExtraCare Corporate Plan 2017 – 2020
Housing Services Manual (new section to be included: *Customer Involvement Guidance for Managers*)
Tenancy Agreement
Lease Agreement

Complaints Management Policy
Equality and Diversity Policy
Anti – Social Behaviour Policy
Quality Care Delivery Manual (QCDM)
Terms of Reference – Residents’ Forum
Model Constitution – Resident
Associations
Resident (Street) Meetings Standard
Agenda Items
Residents’ Forum Code of Conduct

9. Approval date – April 2017

10. Next review date – April 2020