



Listening to our Customers

Version 1

Category: Corporate

Latest Review Date: May 2012

Review Frequency: 3 years

Owner: Operations Director

Contributors: Housing Services Manager, Quality Manager

POLICY

1. Policy Goal

To use resident feedback to deliver the strategic aims of The ExtraCare Charitable Trust (ECCT) for the benefit of residents and the organisation, and to continually improve the quality of provision of housing with appropriate care.

2. Business Objectives

To meet the changing needs and expectations of our existing customers and to develop and formulate our services to respond to the needs of our future customers. Listening to our customers and evidencing that we have acted upon the responses supports the regulatory framework of both the Homes and Communities Agency (HCA) and Care Quality Commission (CQC).

3. Organisational Statement

There is a wide range of services provided by ECCT within its role of providing housing and care services for older people in a retirement village or retirement scheme setting. These services range from restaurant facilities, to housekeeping and laundry services and include independently regulated services such as personal care, nursing and housing. Whilst audited services can ensure a consistent standard, it is the feedback from our customers that determines ECCT's ability to successfully deliver excellent services and continuously improve or innovate to meet the customer's needs, expectations and desires.

4. Outcomes

Improved customer satisfaction, continuous improvement, service review and redesign, increased demand for services, high score ratings on regulatory compliance, shared aim between all staff and trustees to deliver a high quality service and highly satisfied customers.

5. Application

All staff are aware of, understand and apply this policy. All residents and volunteers are aware of the policy and understand the opportunities that they have to contribute and to have their voices heard and acted upon.

6. Reason for the Policy

It is a regulatory requirement for both the Homes and Communities Agency and the Care Quality Commission that customers' views are heard and considered when reviewing the service provision. It is a strategic aim of ECCT to continually develop and improve our services and their design, to a standard that meets resident and customer needs and thus encourages a high demand for them. Involving residents and customers complies with our own ethos and best practice guidelines.

7. What is new / What is different

This is a new policy, which brings together ECCT policies and best practice, along with revised guidelines and new guidelines from the Homes and Communities Agency.

8. How to measure success

50% participation rates in resident surveys, achievement of 75% satisfaction rate and improved resident survey results in areas of concern to residents. Attendance and participation at street meetings, resident interest groups, resident associations and the Resident Forum and open communication with location managers and staff. Waiting lists are in place and show continued demand. CQC inspections show compliance with this policy and HCA inspections and reviews identify compliance with regulations and best practice guidelines.

9. Reference to relevant documents

Regulation / Guidance	In House Documents
Care Quality Commission Essential Standards of Quality and Safety (March 2010)	Complaints Management Policy
Homes and Communities Agency	Safeguarding Vulnerable Adults and Children Policy

Regulatory framework

Policy Management Policy

Whistleblowing Policy*

Resident Involvement Policy*

(Those policies marked * are currently
under review)

10. **Approval date** – May 2012

11. **Next review date** – May 2015