



CUSTOMER ENGAGEMENT STRATEGY

2019-2022

Introduction

Knowes Housing Association Ltd aims to be an organisation where residents can influence the decision making process through a range of involvement opportunities.

This is a two way process which involves the sharing of information and ideas in partnership with the Association to deliver housing services that meet the needs of all residents and to improve the housing standards and services provided.

The Customer Engagement Strategy demonstrates our commitment to ensuring that customer engagement is a central element in all of our services. It covers the different levels of participation to enable customers to choose the type of engagement best suited to them.

The strategy ensures that we are complying with the Housing (Scotland) Act 2010 and meeting the Charter Indicators as set out in the Scottish Social Housing Charter by the Scottish Housing Regulator.

Overall, it ensures that our services are designed, developed and delivered with the needs and expectations of our customers in mind.

Timescale the strategy will cover

The Customer Engagement Strategy runs from October 2019 to October 2022 and includes a yearly action plan. The Strategy is not static and should evolve, grow and develop over time.

Benefits of effective customer engagement

Effective engagement gives the Association opportunities to make informed decisions in relation to both policy and practice, based on customers' needs and expectations. By listening to our customers, we will improve our services, identify problems and find solutions early on. Engagement enables customers to exercise more control over their housing and related services.

Customer engagement should be seen as a continuous process where information and ideas are shared.

Good practice in engagement removes barriers to effective participation and protects individuals from discrimination on the grounds of the following characteristics: race, gender, disability, age, religion & belief, sexual orientation, pregnancy & maternity, and marriage & civil partnership.

Aims & Objectives

- We aim to produce a culture of mutual trust, respect and partnership between customers, Committee Members and staff, working together towards a common goal of better housing conditions and housing services.
- We aim to seek customers' views on all aspects of our service provision, we will ensure that feedback is used to influence and continuously improve services.
- We will use a variety of communication methods to consult on the services and policies of the Association.
- We will ensure that we comply with all relevant legislation and good practice.
- We will provide written information in a clear and simple format, using plain language and where requested, will provide information in alternative formats such as audio, large print etc.

- We aim to be recognised by regulators and strategic partners as delivering excellent performance.
- We aim to ensure that Committee Members, staff, our Scrutiny Panel and the wider community are aware of the Associations commitment to customer engagement and recognise its benefits.
- We aim to ensure that Committee Members, our Scrutiny Panel and the wider community have access to training and resources to enable them to participate in the decision making process.
- We aim to ensure that Committee Members, our Scrutiny Panel and the wider community have access to the information they need to participate effectively.
- We aim to increase the opportunity for customer involvement throughout Faifley, Duntocher and Clydebank. This will be encouraged through our newsletters, website, surveys and by word of mouth.
- We aim to ensure that the Customer Engagement Strategy is implemented and that it enhances participation in Faifley, Duntocher and Clydebank.
- We aim to support residents groups (in kind and financially). The Association will provide a meeting room, administration assistance, tea and coffee and travel/ childcare expenses, where required.
- We aim to ensure our commitment to equalities underpins everything we do, and seek to involve minority groups as much as possible.
- We aim to ensure that customer feedback is used to influence and continuously improve services.
- We aim to provide relevant information and communicate clearly with our customers.
- We aim to ensure that we comply with all relevant legislation and good practice.

Keeping Customers Informed

We will keep customers informed in several ways:

- We will provide information through our tenants' handbook, newsletters and information leaflets which are available from reception and on our website.
- We will provide copies of our survey results at reception, in our newsletters and they will be sent to survey respondents upon request.
- We will update our website regularly.
- We will regularly update the information held on our Onelan TV screen which is on display in the reception area.
- We will display our current Committee Members on the Onelan TV screen.
- We will carry out home visits where appropriate.
- We will ensure that Committee minutes are available for the community to read in hard copy on request and are available to read on our website.

Consultation

There are certain services which we as a landlord, must legally consult on.

There are others, which the Association will consult on to ensure our services are continuously improved. To do this we will consult by:

- Sending out surveys to residents.
- Carrying out phone and exit surveys.
- Carrying out consultation on proposed repairs & maintenance plans and policy reviews.
- Carrying out focus groups.
- Encouraging tenants to join our Scrutiny Panel. Tenant scrutiny is a way of giving tenants greater influence and the ability to hold their landlords to account, by exercising more power over the business decisions, governance and performance of their landlord. The panel will take an in-depth look at the various services provided by Knowes in running and maintaining its homes and services. The panel will take a positive critical eye and assess the performance against local and national standards.

Giving Customers Feedback

Surveys

When the results of each survey have been analysed, a summary will be sent out to all residents who have indicated that they would like to receive one.

The performance page in the newsletter informs residents of our lettings, arrears and repairs performance. Our Onelan TV screen at reception and the website also has this information.

Involving the Community in Non-Housing Issues

We will involve the community in various activities carried out by the Association in partnership with contractors. This will include an annual bus trip for older residents, in partnership with our current maintenance contractor The McDougall Group the day trip is organised by staff and is sponsored by the contractor.

Our contractors are encouraged to contribute towards the wider community and The Bell Group provide unused paint for tenants in free paint 'giveaways'. Contractors contributions can also take the form of taking on an apprentice from the local community.

The Association will hold a garden competition each year and all residents will be encouraged to enter. The prizes will be presented at the Annual General Meeting in September. Our current main contractor The McDougall Group also sponsors this event.

The Senior Corporate Services Officer will attend meetings of the re-established Faifley Community Council and keep up-to-date with events and happenings within the area. The Association has established links with Faifley Art Group, Auchnacraig Nursery School, Edinbarnet Primary School and St Joseph's Primary School. Knowes is a collection point for the local food bank and a toy and gift collection point at Christmas. We will continue to offer support to projects which promote good citizenship and neighborliness and are considered to be of benefit to the wider community.

Wider Action

Welfare Benefits Advice

Knowes, in conjunction with Faifley Housing Association and Community Links, have secured funding to provide welfare benefits advice to residents of Faifley. A Welfare Rights Officer attends the Association's office twice weekly.

We also liaise with CAB to provide an energy advice service for tenants in our office the last Thursday of every month.

Annual General Meeting

The Association holds its' Annual General meeting in September each year. The AGM is usually held in the Skypoint Centre, Lennox Drive, Faifley.

Annual General Meeting papers will be sent to shareholders a minimum of 14 days prior to meeting.

Timescales

When we send out surveys we will give our residents at least two weeks to return the form.

Management Committee papers will be sent out to member's seven days prior to the meeting.

Monitoring Our Progress

We will review the Customer Engagement Strategy every three years through the Management Committee, the Scrutiny Panel, the management team and staff in accordance with the timescale agreed.

We will monitor the following areas that cover the main issues of our strategy and take action where necessary to improve.

- Methods of communication
 1. We will monitor the range of surveys we carry out and ensure that all the relevant areas of service are measured
 2. We will publish 3 newsletters annually
 3. We will publish an Annual Report
 4. We will ask residents how they prefer to be consulted
 5. We will ask residents about issues and topics they feel are of interest to them.
 6. We will consult with residents on key policies

- We will monitor the response to consultation of those who indicated an interest in either postal or phone consultation.
- We will encourage residents to become Share Members
- We will encourage residents to join the Management Committee and Scrutiny Panel.
- We will monitor how many ideas and suggestions to improve our service are received. A suggestion box is sited at reception.
- We will monitor complaints and compliments and report the results to our customers through the newsletter and the website.
- We are committed to improving quality services, which respond to our customer's needs. We are therefore open to our customer's ideas, comments, enquires and complaints.

Summary

We will produce the following

- Newsletters
- Annual Report
- Tenants Handbook
- Surveys

We will also encourage residents to

- Become a Share Member
- Join our Management Committee
- Join our Scrutiny Panel
- Join our consultation database
- Enter the garden competition
- Suggest ways in which the Association can improve its service to the community through surveys and the suggestion box at reception
- Contribute to the content of the newsletter
- Contact the Association by email

We Will

- Keep our Onelan TV screen updated
- Keep our website updated
- Prominently display our leaflets
- Prominently display our survey results
- Prominently display our complaints procedure
- Have a suggestion box in our reception area
- Work with external agencies to promote wider action
- Carry out a tenant satisfaction survey every three years, monitor feedback and implement changes as a result
- Carry out an owner satisfaction survey every three years, monitor feedback and implement changes as a result

Resources

The Association recognises that for Customer Engagement to be successful the correct resources have to be in place.

The Association has a full time Senior Corporate Services Officer (SCSO) to promote the participation of individual residents in the decision making process. The SCSO will also assist with the provision of information to residents.

The Customer Engagement budget funds all activities associated with customer engagement in Faifley, Duntocher and Clydebank.

We will support local groups in kind such as-

- By providing meeting facilities;
- By providing transport and crèche facilities where required;
- By providing administrative support (minute taking, letter writing etc.)
- By providing training to Committee members and wider community representatives. Members will be encouraged to comment on what type of training they would like and this will be arranged in-house at the Association's office where possible.



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Knowes Housing Association Ltd is a charitable organisation registered under Scottish Charity No: SCO27466

Knowes Housing Association Ltd
Registered Office: 10 Field Road, Faifley, Clydebank, G81 5BX

'Registered with the **FCA** under the **Co-operative and Community Benefit Societies Act 2014** (No. 2518R(S)) and with The Scottish Housing Regulator No. HEP300'

Knowes Housing Association Ltd is a registered property factor (Reg. No. PF000201)

Customer Engagement Strategy Action Plan 2019-2022

| Aim | Agreed Action | Responsible Person | Priority & Timescale | Outcomes |
|--|--|---------------------------|--|--|
| To seek customers' views on all aspects of our service provision and to use a variety of communication methods to consult on the services and policies of the Association. | Carry out a wide range of surveys including the Tenant Satisfaction Survey (TSS). Promote any areas we wish to consult on in the newsletter and on the website. Ask customers how they wish to be consulted. | S Love | TSS to be completed by end November 2019. All other surveys to be carried out in accordance with survey timetable. | TSS and all other surveys completed within timescales. A comprehensive list in place detailing how residents wish to be consulted. |
| To use customer feedback to influence and continuously improve our services. | Carry out a wide range of surveys including the Tenant Satisfaction Survey. Record all complaints in accordance with the SPSO Model Complaints Handling Procedure. | S Love | TSS to be completed by end November 2019. All other surveys to be carried out in accordance with survey timetable. Complaints to be recorded in accordance with SPSO Procedure timescales. | Comments from surveys are responded to upon receipt and all complaints are recorded. All improvements made following comments communicated via newsletter and website. |
| Increase the opportunity for customer involvement throughout Faifley, Duntocher and Clydebank. | Encourage residents to get involved through articles in our newsletters and on our website and questions in our surveys. | S Love | Ongoing | An increase in the number of residents who wish to join our Management Committee and Scrutiny Panel. |
| To provide support to a tenant scrutiny panel. | To encourage residents to join our Scrutiny Panel and to provide support to the group on an on-going basis. | S Love | Support on-going. | Monthly meetings of the Scrutiny Panel and regular reports provided to the Management Committee. Support provided to the panel on an on-going basis. |
| Aim | Agreed Action | Responsible Person | Priority & Timescale | Outcomes |

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| To assess performance against the Charter and collect all relevant information for the ARC. | To put procedures in place to gather and collate all relevant information for the ARC. | S Love & Management Team | Assess information on an on-going basis. Complete and submit Annual Return on Charter (ARC) to SHR by May each year. | All relevant information collated on an on-going basis. The ARC submitted on time and all relevant evidence gathered and filed. |
| Attract new Committee/Share Members | Explore different avenues, ensuring that membership is discussed with contacts who may be aware of interested individuals. Publicise in Newsletters, on website and in surveys. | S Love | Ongoing | All Committee places filled and an increase in Share Membership. |
| To encourage residents to get involved in the social and economic regeneration of our area. | To actively support Faifley Community Council by attending monthly meetings and offering assistance when appropriate. To work closely with the nursery school, parent groups and the two local primary schools and support inclusive projects | S Love S Love | Ongoing Ongoing | SCSO will attend meetings and report back to the Director on the content of the meeting and ways in which Knowes can contribute. The former Bethel Church site has been turned over to the two local primary schools as an outdoor space to work together growing plants and encouraging wildlife. |
| To ensure that customers are kept informed in several ways. | To provide information through our tenants' handbook, three newsletters annually and information leaflets. To update our website and performance board regularly. To display our current Committee Members on the performance board at reception. | S Love | Ongoing | All new tenants are provided with a tenant handbook. Information leaflets are provided on a wide range of our services. The website is reviewed on a weekly basis and kept up to date. There is a list of current Committee Members displayed at on the Onelan TV screen in reception. |