



Policy Name	Customer Engagement Strategy
Policy Category	Governance
Policy Number	G23
Date to Committee	March 2022
Previous Review	October 2019
Next Review Date	March 2025
Linked to other Policies	G21 – Customer Care Policy G22 – Tenant Participation Policy
Consultation	Staff, residents

This document will be made available in different languages and formats on request, including Braille and audio formats.

CORE VALUES

- RESPECT AND EQUALITY OF OPPORTUNITY

We treat everyone with respect and recognise and respond to their individual needs

- CUSTOMER FOCUSED

We ensure that our customers are at the core of everything we do

- COMMUNICATION

We communicate effectively with our customers and colleagues

- CONTINUOUS IMPROVEMENT

We are committed to review, develop and improve all of our services and processes

- HONESTY AND PROFESSIONALISM

We behave in a professional manner displaying honesty and integrity at all times

MISSION STATEMENT

“Provide good quality affordable housing and services which meets the needs and aspirations of the community we serve, ensure resident control of current and future housing and contribute to the continued improvement of the local community and environment”.

VISION

“Shaping the Future of Housing and Improving the Quality of Life in our Community”.

1. Introduction

The Scottish Social Housing Charter, Outcome 3, focuses on customer participation. It states that “Social landlords must manage their businesses so that tenants and other customers find it easy to participate in and influence their landlord’s decisions at a level they feel comfortable with”.

In addition, Regulatory Standard 2.4 sets out the requirements that “The RSL seeks out the needs, priorities, views and aspirations of tenants, service users and stakeholders. The governing body takes account of this information in its strategies, plans and decisions”.

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

This Customer Engagement Strategy demonstrates our commitment to ensuring that **our customers** 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.

2. Impact of Covid-19

The Covid-19 pandemic has had a huge impact on all our lives including organisations ability to engage with customers in the way they had previously.

We have had to adapt very quickly to new ways of working remotely from home and providing our services online. The pandemic highlighted the importance of digital technology as a method of communicating and engaging with tenants and service users and the need to modernize our existing engagement strategy.

3. Strategy Timescale

This Customer Engagement Strategy runs from March 2022 to March 2025. The Strategy is not static and should evolve, grow and develop over time.

4. Aims & Objectives

Effective customer insight and engagement is closely linked to improving customer experience, by taking account of our customers’ and other stakeholders needs, views and preferences. We will aim do this by

- encouraging a culture of mutual trust, respect and partnership between customers, stakeholders, Committee Members and staff, working together towards a common goal of better housing conditions and housing services.
- seeking our customers' views on all aspects of our service provision, and we will ensure that feedback is used to influence and continuously improve services.
- use a variety of communication methods to consult on our services and policies.
- ensure that we comply with all relevant legislation and good practice.
- provide written information in a clear and user-friendly format, using plain language and where requested, will provide information in alternative formats such as audio, large print etc.
- to be recognised by regulators and strategic partners as delivering excellent performance.
- to ensure that Committee Members, staff, our Customer Working Group and the wider community are aware of the Associations commitment to customer engagement and recognise its benefits.
- to ensure that Committee Members, our Customer Working Group and the wider community have access to training and resources to enable them to participate in the decision-making process.
- to ensure that Committee Members, our Community Working Group and the wider community have access to the information they need to participate effectively.
- to increase the opportunity for customer involvement throughout Faifley, Duntocher and Clydebank. This will be encouraged through our newsletters, website, social media, surveys and by word of mouth.
- to ensure that this Customer Engagement Strategy is implemented and that it enhances participation in Faifley, Duntocher and Clydebank.
- 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.
- to ensure our commitment to equalities underpins everything we do and we are an inclusive organisation
- to ensure that customer feedback is used to influence and continuously improve our services.

- to provide relevant information and communicate clearly with our customers, stakeholders, management committee and staff.
- to ensure that we comply with all relevant legislation and good practice.

5. Benefits of effective customer engagement

- Effective engagement provides the Association with 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. Engagement enables customers to exercise more control over their housing and related services.
- Customer engagement is 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.

6. Keeping Customers Informed

We will keep customers informed by providing information through our

- tenants' and owners' handbooks,
 - newsletters
 - information leaflets
 - website
 - Social media
 - Office TV Screen in reception
 - Letters
- publish the results of all our customer surveys. These will be available on our website, office reception, in our newsletters and they will be sent to survey respondents upon request.
 - .Our website will be updated regularly and will include local news and events, update on staff changes and publication of Policies.

- We will regularly update the information held on our TV screen which is on display in the reception area.
- We will carry out home visits where appropriate.
- Minutes of Management Committee meetings will be published on our website. Hard copies can be provided on request. Minutes for sub committee meetings will be available on request.

7. Consultation

- a) There are certain services which we as a registered social landlord, must legally consult on with our customers. These include policy reviews and annual consultation on rent increases.
- b) There are other areas, 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. Surveys will either be posted out to customer or by email to customers using Microsoft Customer Voice
 - Carrying out consultation on proposed repairs & maintenance plans and policy reviews.
 - Carrying out focus groups.
 - Encouraging tenants to join our Customer Working Group. 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 Group will take an in-depth look at the various services provided by Knowes in running and maintaining its homes and services. The Group will take a positive critical eye and assess the performance against local and national standards.

8. Giving Customers Feedback

a) Customer Surveys

Once the result of customer surveys have been analysed, the results will be published on our website, hard copies will be available in our reception area, newsletters and they will also be issued to customers who requested a copy in the survey form.

b) Connecting with the Community in Non-Housing Activities

We will encourage the community to get involved in various events organized by the Association. The Association will aim to arrange events in conjunction with our contractors and other organisations.

Events will include;

- bus trip for older residents,
- Free paint giveaways with the Bell group
- Annual Faifley fun days.
- Annual Garden competition
- Christmas hampers
- Donation to Faifley Foodshare
- Supporting the Leamy Foundation, assisting with funding applications and providing land to be used for improvement and events at Easter, Halloween, and Christmas.
- Working with the local schools and nursery promoting and supporting their events and helping where required.
- Attending Faifley Community Council meetings on a monthly basis.
- Any agency that holds events within our area that we will support through participation and/or donations

All events will be dependent on Covid-19 restrictions at the time of organising and day of event.

9. Wider Action

a) Welfare Benefits Advice

Knowes HA in conjunction with Clydebank HA and Dalmuir Park HA have secured funding to provide benefits advice to residents through West Dunbartonshire CAB.

The CAB will be providing services as follows

- Monday and Tuesday – Knowes HA
- Wednesday and Thursday – Clydebank HA
- Friday – Dalmuir Park HA

Residents have a dedicated CAB staff member who will be able to provide advice and support through telephone, video and in person appointments.

b) Annual General Meeting

- i) The Association holds its' Annual General meeting in September each year. The AGM is usually held in the Skypoint Centre, Lennox Drive, Faifley.
- ii) Annual General Meeting papers will be sent to shareholders a minimum of 14 days prior to meeting.

c) Timescales

- i) When we send out customer surveys we will give our residents at least two weeks to respond.
- ii) Management Committee papers will be sent out to member's seven days prior to the meeting.

d) Monitoring Our Progress

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

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

- Methods of communication

We will

1. monitor the range of surveys we carry out and ensure that all the relevant areas of service are measured
 2. publish 3 newsletters annually
 3. publish an Annual Report which will be included in the Summer Newsletter
 4. regularly ask residents how they prefer to be consulted
 5. ask residents about issues and topics they feel are of interest to them.
 6. consult with residents on key policies
- monitor the response to consultations of those who indicated an interest in either postal or phone consultation.
 - encourage residents to become Share Members

- encourage residents to join the Management Committee and our Customer Working Group.
- monitor how many ideas and suggestions to improve our service are received. A suggestion box is sited at reception.
- monitor complaints and compliments and report the results to our customers in our newsletters and website.
- We are committed to improving our services, which respond to our customer's needs. We are therefore open to our customer's ideas, comments, enquires and complaints.

10. 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 Customer Working Group
- Join our consultation database
- Enter the garden competition
- Suggest ways in which the Association can improve its services to the community through surveys and the suggestion box at reception
- Contribute to the content of the newsletter
- Contact the Association by email, through our website and customer portal app.
- Receive updates on the Association's services via social media platforms

We Will

- Keep our Onelan TV screen updated
- Update our website regularly
- Log activities using our social media platform
- Prominently display our leaflets
- publish survey results on our website, in newsletters and in our reception area
- Provide and publish complaints procedure on our website and in our reception

- Encourage customers to use our suggestion box in our reception area or email suggestions
- Work with external agencies to promote wider action
- Carry out a full resident satisfaction survey every three years, review and publish results and implement changes as a result

11. 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 Corporate Services Compliance Officer (CSCO) to promote encourage residents to participate in the decision making process.

The CSCO will also assist with providing information to residents.

We will support local groups in kind such as-

- providing meeting facilities;
- arranging transport and crèche facilities as and when required;
- providing administrative support (minute taking, letter writing etc.)
- organising training for Committee members and wider community representatives. Members will be encouraged to comment on what training they would like and this will be sourced and arranged either at the Association's office where possible or by Zoom or Teams.

12. Equality, Inclusion & Diversity

In developing customer engagement, the Association will take account of the requirements of all tenants, residents, groups who may have an interest in the process.

We will ascertain tenant requirements at the start of a tenant to ensure that any special requirements are identified.

We will use this information to ensure that we remove any perceived barriers to participation. Such barriers include:

- Methods used for communication – e.g., by relying on IT or which focus only written communication.
- Physical barriers – inaccessibility of venues, or lack of facilities at events.
- Attitudinal barriers – the ways in which staff approach or respond to groups and individuals and the assumptions made.
- Financial – many equalities groups lack resources, and this can affect their ability to respond.

- Cultural – e.g., using inappropriate facilities or language.

13. Review of Strategy

The Customer Engagement Strategy will be reviewed in March 2025.



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Knowes Housing Association Ltd is a charitable organisation registered under Scottish Charity No: SC027466

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 2022-2025**

Aim	Agreed Action	Responsible Person	Priority & Timescale	Outcomes
<p>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.</p>	<p>Carry out a wide range of surveys including the</p> <ul style="list-style-type: none"> - Resident Satisfaction Survey - Promote any areas we wish to consult on in the newsletter and on the website. - Seek customers how they wish to be consulted. 	<p>Corporate Services Compliance Officer</p>	<ul style="list-style-type: none"> - Resident Satisfaction Survey will be completed by end of March 2022 - Consultation in newsletters throughout the year. - Customer views throughout the year by way of satisfaction surveys and newsletter articles. 	<p>Resident Satisfaction Survey will be carried out by Knowledge Partnership.</p>
<p>To use customer feedback to influence and continuously improve our services.</p>	<ul style="list-style-type: none"> - Carry out a wide range of surveys including New Tenant surveys and new applicant surveys - Record all complaints on QL in accordance with the SPSO Model Complaints Handling Procedure. 	<p>Corporate Services Compliance Officer</p>	<ul style="list-style-type: none"> - New Tenant surveys will be issued on a quarterly basis and analysis published - New Applicant surveys will be issued on a monthly basis and results will be published on a quarterly basis. 	

	<ul style="list-style-type: none"> - Publish Complaints performance in newsletters and on website. 		<ul style="list-style-type: none"> - Complaints will be logged on QL and assigned to relevant officer for action and response. - Publication of survey results and complaints performance will be posted on our website and newsletters. 	
Increase the opportunity for customer involvement throughout Faifley, Duntocher and Clydebank.	Publish relevant articles, events planned for the local areas on our website and Facebook page	Corporate Services Compliance Officer	Ongoing	
To re-establish the Customer Working Group (formerly Scrutiny Panel)	To encourage tenants to join our Customer Working Group by publising for new members on our website, Facebook page and in our newsletters.	Corporate Services Compliance Officer	Continual work on recruitment of members for the Customer Working Group. Estimated timescale for March 2022 to be back up and running	
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.	Corporate Services Compliance Officer & Management Team	Assess information on an on-going basis by providing quarterly updates to the	All relevant information collated on an on-going basis.

			<p>Management Committee for each department.</p> <p>Complete and submit Annual Return on Charter (ARC) to SHR by May each year.</p>	<p>The ARC submitted on time and all relevant evidence gathered and filed.</p>
<p>Attract new Committee/Share Members</p>	<ul style="list-style-type: none"> - Encourage new tenants to become Share members at sign-up stage. - Regular recruitment drive for new share members and Committee members in newsletters, on website and Facebook. 	<p>Corporate Services Compliance Officer Allocations Officer / Housing Assistant</p>	<p>Ongoing</p>	<p>All Committee places filled and an increase in Share Membership.</p>
<p>To encourage residents to get involved in the social and economic regeneration of our area.</p>	<ul style="list-style-type: none"> - To actively support Failley Community Council by attending monthly meetings and offering assistance when appropriate. - To work closely with the nursery school, and the local primary schools and support inclusive projects 	<p>Corporate Services Compliance Officer</p> <p>Corporate Services Compliance Officer</p>	<p>Attendance at monthly meetings held on the last Thursday of each month at Skypoint.</p> <p>Provide help and support when allowed by Covid-19 restrictions.</p>	<p>Provide feedback to CEO and Management Team on information received at the FCC meetings.</p>

Ensure regular sources of information are made available to customers	<p>To provide information through;</p> <ul style="list-style-type: none"> - tenants' handbook, - newsletters - leaflets. - Keep website and social media up to dated 	Corporate Services Compliance Officer	Ongoing	<ul style="list-style-type: none"> - All new tenants are provided with a tenant handbook. - Information leaflets are provided on a wide range of our services. - The website and Facebook page are up dated on a regular basis. -
Encourage customers to use the Customer Portal	<ul style="list-style-type: none"> - Publicise the Customer portal on Website and regularly in newsletters - Provide support and assistance to customers who are having difficulty using the Customer Portal. 	Corporate Services Team	Ongoing	-
Source funding opportunities to assist community with services and events.	<ul style="list-style-type: none"> - Support and apply for funding for various activities - Continue to pursue Connecting Scotland for Ipads for customers to get them connected. 	Corporate Services Compliance Officer Community Links	Ongoing	-