



Customer  
Engagement  
Strategy  
**2022 - 2025**

Local people have been at the heart of our plans for the West Vale development.



# Vision

Our big plan for the next three years is to work towards homes we are proud of, which will help us to keep improving lives. We want to work with you, our customers, to build great homes, great services and great neighbourhoods.

We believe that our engagement work with you will help us to achieve these things.



This strategy puts you, our customers, at the heart of everything we do.



We will aim to make it simple for you to get involved with.



We will work with you to develop ways you can be involved.



We will ensure you are involved in decision making on our services and your views are taken into consideration when we develop our strategies, policies and service standards.



We will focus on engaging with you on issues you are interested in and value.



Through our Customer Voice Panel, customers share their views and feedback to help shape our services.

The Customer Engagement Strategy will further build on the achievements of the previous Customer Engagement Strategy (2019-2022), which focused on developing the way in which we engage with our customers in a more meaningful, proactive and varied manner and support colleagues across the organisation to develop engagement activities and drive forward service improvements.

Key successes resulting from the previous strategy include:

- The formation of our **Customer Voice Panel (CVP)**
- The creation of our **Neighbourhood Champions Scheme**
- The introduction of our **Customer Void Inspectors**
- The development of our **CVP performance scrutiny challenge meetings**
- **Consultation** with customers on the new strategy for 2022-2025 with you on issues you are interested in and value
- Four customers formed part of the **Northern Housing Consortium's Tenant Climate Jury** which will help to shape our sustainability plan.

Here's what some of our CVP members have to say about being involved with us:



“I do feel that we are listened to, and this is evident when we receive feedback from various departments and ultimately that we, as a group, make a difference. I have been actively involved in various focus groups, Customer Voice Panel meetings, neighbourhood inspections, void inspections etc, and feel FCHO ensure this opportunity is available for everyone.” **Zoe Rigby**

“Being involved with the CVP has made it very clear to me that there is a commitment from FCHO to listen to their customers to make real changes to the services they offer. Tenants are supported to be involved at whatever level they are comfortable with and are provided with various opportunities to feedback and make suggestions for improvement.

I feel my opinion is valued and that FCHO genuinely cares about its tenants and values their opinions on how they can work together to constantly improve.” **Lee Bolton**





Customer Void Inspectors review our properties against our Lettable Standard.

# Aims

The key objectives of the strategy are:



**To improve the services you receive** by ensuring you have the opportunity to get involved in issues that are important to you and challenge us in areas where we aren't performing well.



**To improve customer services and satisfaction levels** by providing formal scrutiny opportunities and involvement options for you to give your views and feedback.



**To ensure when you have engaged with us**, that we report on the difference that your involvement has made ('You said, we did').



**To connect your 'voice' to our colleagues**, stakeholders, Executive Team and Board.



**If we do the right things well**, then we will meet the Regulator for Social Housing's Consumer Standards (Tenant Involvement and Empowerment Standards) and emerging new standards and regulatory requirements. (e.g. Tenant Satisfaction Measures).



We listen to your feedback and take it forward to help influence the decisions we make.

# How to get involved

We will ensure that there are a variety of ways in which you can provide feedback to us. Here are some ways you can be involved:



## **Satisfaction surveys**

Complete surveys for us when you have received a service from us or on an annual basis about how you rate us as your landlord.



## **Formal feedback**

Share your views through our complaints / compliments process.



## **At home reading group**

Read and give us feedback on policies and procedures via email / post from the comfort of your home.



## **My Account**

Use our self service portal to engage with us.



## **Customer focus groups**

Get involved to discuss one off topics such as a new policy or process or to engage with us on a matter that is important to you.



## **Testing**

Join our testing groups to tell us what works well and not so well on our self service portal and our website.



## How you can be involved

## What does this mean?

### Customer Voice Panel

This is our formal offer of engagement to you. You can form part of a panel to look at our service delivery and service standards across the organisation.

### Formal scrutiny activity

You can be involved in scrutinising our services and service standards.

### Customer Void Inspectors

You can form part of a group of inspectors who visit our empty properties and assess our work against our lettable standards.

### Neighbourhood Champions

You can get involved where you live by walking around your neighbourhood and completing a survey on how clean your area is and how we can improve the area through environmental projects.

### Neighbourhood Plans

You can help us to shape our plans in your neighbourhood.

### Building safety forums

You can get involved to support the development of our strategy and action plans for building and fire safety.

### Leaseholder Forum

You can be a part of our Leaseholder Forum who meet on a quarterly basis.

### Investment / development plans

You can join in consultation with us where we are proposing to build new homes, or improve our existing homes and neighbourhoods.

### Attend training courses and conferences

We will offer attendance at relevant engagement activities and training sessions for our involved customers.

### Community centres

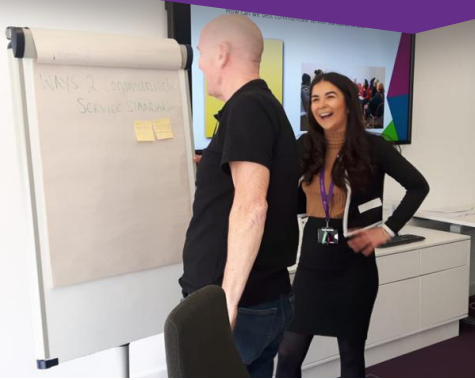
You can engage in a range of community activities at one of our centres, or deliver your own activities with support from our colleagues.

### Funding support and opportunities

You can work with us on community initiatives and receive funding to support the delivery of events.

### 'You said, we did' reporting

You can work with us to develop customer communications around the difference that customer engagement has made.



# Our commitment in return

Our commitment	How we will do it
<b>Menu of options</b>	We will continue to develop and publicise our engagement offer with a wide variety of opportunities to get involved.
<b>Flexible approach</b>	We will engage with you at a time and place that suits you and by your preferred method.
<b>Different options</b>	We will use a mixture of face to face, digital and virtual engagement opportunities.
<b>Remove barriers</b>	We will support you to get involved and we will consider providing additional support to remove any barriers to engage translation services, supporting with transport/travel costs to attend a meeting and with IT equipment and training.
<b>Remove jargon</b>	Use simple language and documentation without jargon.
<b>Equality, Diversity and Inclusion</b>	<p>We will demonstrate Equality, Diversity and Inclusion in all that we do, and make necessary adjustments and considerations where applicable.</p> <p>We will ensure that our Customer Voice Panel represents the diversity of all our customers.</p>
<b>Consultation and Communication</b>	<p>We will tell you the outcome of consultations, including any changes to services or processes as a result of your involvement.</p> <p>We will be honest with you where changes cannot be made as a result of your feedback or service review recommendations.</p>
<b>Reward and recognition</b>	We will reward you for your time when engaging with us as we recognise the value and impact of your views.





Local people  
are helping shape  
our regeneration plans  
for the area around West  
Street and Vale Drive.

# Why your involvement is important to us

We exist for the benefit of our customers. Your lived experience and feedback is the best way to ensure our services meet your expectations.

As a Social Housing provider, we work within a number of regulatory frameworks and guidance to ensure we deliver meaningful customer engagement opportunities.

- The Regulator of Social Housing has created Consumer Standards for Tenant Involvement and Empowerment and has proposed new Tenant Satisfaction Measures. We will submit an annual statement to the Regulator of Social Housing to show our compliance with the Consumer Standards and regulatory requirements.
- The National Housing Federation's 'Together with Tenants Customer Charter' was produced with the aim of strengthening the relationship between social landlords and customers. The Charter provides a clear set of standards for what customers should expect from their landlord.



Regulator of  
Social Housing



We adopted the Charter in 2020 and we are committed to working with you to review and improve on our charter commitments. Read more about this on our website [www.fcho.co.uk/strongercommunities](http://www.fcho.co.uk/strongercommunities)

Internal audits are planned and undertaken on our services and we will ensure that you are involved in scrutinising our services as part of this process. Your views and recommendations will be included in our improvement plans as we strive to be an excellent landlord.



Customer Void  
Inspectors sharing their  
views with us on our  
void standard

## Monitoring and review

- The Customer Voice Panel (CVP) has healthy membership levels and it represents the diversity of our customer base.
- We will report the impact that your engagement has made on our services and how we deliver them.
- We will celebrate success where your involvement has improved our services.
- We will communicate to you our compliance with the Regulator for Social Housing consumer standards and report to you on our performance against any other sector best practice (e.g. Together with Tenants Customer Charter.)

The Strategy will be monitored by the Head of Community Services, Stronger Communities Manager and the Customer Voice Panel (CVP) and it will be reviewed every three years with customers.

# Get involved

For further information on how to get involved with us you can:



Visit

[www.fcho.co.uk/strongercommunities](http://www.fcho.co.uk/strongercommunities)



Call

**0161 393 7117**



Email

[ci@fcho.co.uk](mailto:ci@fcho.co.uk)

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**My Account**



@FirstChoiceHomesOldham



@FirstForFCHO

