

Getting involved

Impact Assessment of the
Resident Involvement Statement
for the year 2011/12



better homes

better places

better lives



PENWITH HOUSING ASSOCIATION IMPACT ASSESSMENT:
CUSTOMER ENGAGEMENT STATEMENT 2011 – 2012

1.0 Introduction

The 2011/12 Customer Engagement Statement was consulted with residents and residents' representatives and published early in the current year.

At Penwith Housing Association (PHA) we aim to listen to and put into practice the views of our residents, which contribute to a culture that:

- puts our customers first
- delivers what is promised
- is open, honest and accountable
- promotes equality and fairness
- works in partnership
- is always looking for ways to improve
- is committed to the Customer Engagement Statement and Strategy

We make every effort to include the views of our customers, partners and other stakeholders in all levels of decision-making. In our efforts to provide affordable high-quality services and homes, manage our resources effectively and to become a more environmentally responsible organisation, our staff will be supported to develop these services for our customers. The statement will be reviewed each year.

2.0 The Process and Impact Rating

An Impact Assessment of the Customer Engagement Statement 2011/12 has now been carried out in consultation with 5 members of the Resident Auditor Team. This assessment is carried out on an annual basis and is used to inform the development of the preceding year's involvement statement. The development of the Customer Engagement Statement and Impact Assessment has been carried out according to the planned schedule.

The greater involvement of the Resident Auditor team in the process allows for a more 'arms-length' assessment and scrutiny of the impact of our resident activities over the year.

Assessment continues to consider the following key issues:-

- **Activity**
- **Description**
- **Aims**
- **Cost**
- **Staff attendance**
- **Residents' hours**
- **Number of residents involved**
- **Outcomes**
- **Assessment**
- **Recommendations**

However, following feedback from the Peninsula Tenants' Committee and the PHA Neighbourhood Committee the format of the Impact Assessment has been revised. The Impact Statement now has a more a more 'narrative' style and includes a rating system based on a scale of 1 to 5:-

- 1 Very poor assessment - falls way below objectives no outcomes - Red
- 2 Poor assessment - falls below objectives, poor outcomes - Red/Amber
- 3 Fair assessment - meets objectives, has areas to improve - Amber
- 4 Good assessment - meets objectives, promising prospects - Amber/Green
- 5 Excellent assessment - exceeds objectives, excellent outcomes - Green



KEY ABBREVIATIONS USED IN THIS DOCUMENT:

AlfR	Active Learning for Residents
CIF	Community Investment Fund
ALP	Area Liaison Panel
GM	Grounds Maintenance
ASB	Anti Social Behaviour
CSG	Customer Services Group
TPG	Technical Partnerships Group
PTC	Peninsula Tenants' Committee
DCH Group	Devon & Cornwall Housing Group
PHA	Penwith Housing Association
RAT	Resident Audit Team

3.0 Summary of Impact Assessment for Key Activities

Activity	Impact Assessment Rating
Review of customer satisfaction surveys and the customer / contractor pledge for the repairs service	Good assessment - meets objectives, promising prospects - Amber/Green
Grounds Maintenance Monitors scheme will be supported and expanded	Good assessment - meets objectives, promising prospects - Amber/Green
The creation of the Doing Things Better Group	Excellent assessment - exceeds objectives, excellent outcomes - Green
Learning from customer involvement	Fair assessment - meets objectives, has areas to improve - Amber
A Resident Suggestion Scheme will continue to be supported	Good assessment - meets objectives, promising prospects - Amber/Green
Our response repairs contract will be re-commissioned with resident involvement at the centre of the process	Excellent assessment - exceeds objectives, excellent outcomes - Green
Explore external funding opportunities	Fair assessment - meets objectives, has areas to improve - Amber
Provide Equality and Diversity (E&D) training and Health and Safety (H&S) training to all members of recognised Resident Groups	Fair assessment - meets objectives, has areas to improve - Amber
Partnering Contractor's representatives are invited to residents meetings	Good assessment - meets objectives, promising prospects - Amber/Green
Develop links with local schools and youth involvement opportunities	Fair assessment - meets objectives, has areas to improve - Amber
Promotion of the Resource Centres	Fair assessment - meets objectives, has areas to improve - Amber
We will explore further opportunities to improve the purchasing of materials and equipment through membership of Advantage South West, which already has resident representatives within its membership	Excellent assessment - exceeds objectives, excellent outcomes - Green
We will continue to hold meetings in venues that are accessible to all. The times and locations of meetings will be reviewed, rearranged and publicised as appropriate	Good assessment - meets objectives, promising prospects - Amber/Green
A joint residents' event will take place to which all residents across the DCH Group will be invited	Good assessment - meets objectives, promising prospects - Amber/Green
Feedback to all Resident Groups from nominated representatives to other agencies will take place at each meeting	Fair assessment - meets objectives, has areas to improve - Amber
The Customer Engagement Strategy and Statement will undergo a process of review that has relevance across the DCH Group	Good assessment - meets objectives, promising prospects - Amber/Green
Financial support will be given to recognised Residents' Associations and encouragement for start-up groups to develop their governance arrangements	Good assessment - meets objectives, promising prospects - Amber/Green
Mentoring by active residents and our staff will be promoted to assist involvement	Good assessment - meets objectives, promising prospects - Amber/Green

4.0 Impact Assessment

Objective 1 - To include and involve our residents enabling them to make positive contributions that influence the continuous improvement of our services, it is important that our residents fully represent the neighbourhoods in which we work

Activity

Review of customer satisfaction surveys and the customer / contractor pledge for the repairs service.

Description

The Customer Services Group have reviewed the satisfaction surveys and the pledge 'card' agreed between customers and contractors – this was developed previously by customers and partner contractors through the Technical Partnerships Group. The Resident Auditor Team has established a regular auditing process.

Aims

To enable customers to have a direct positive impact on the repairs services

Cost

£175

Staff involvement

Customer Engagement staff, Services Development Manager, Response Maintenance Manager and Customer Services manager

Residents' hours

42

Number of residents involved

14

Outcomes

The new Response Maintenance contract has helped to drive the review of the satisfaction surveys and has made the process more efficient through contractor involvement and the use of electronic PDA's and our computer systems / networks. Auditing of the surveys indicates that satisfaction could benefit from a question to follow up customer concerns, such as 'Does the customer want to be contacted by a Customer Services Officer?' The pledge card has been well established but needs to be embedded in the new electronic processes.

Assessment - Good assessment - meets objectives, promising prospects - Amber/Green

Recommendations

Customer Services group continue to review customer satisfaction results and process for repairs and to influence the review of satisfaction processes and outcomes for other service areas.

Activity

Grounds Maintenance Monitors scheme will be supported and expanded

Description

An extension of the Resident Auditor Project, the Grounds Maintenance Monitors are a group of residents who carry out Mystery Shopping Surveys and report their findings to the Repairs Team.

Aims

To improve the quality of the Grounds Maintenance service through customer involvement and recognition of customers requirements and expectations.

Cost

£350

Staff involvement

Repairs Team staff, Customer Engagement Officer, Services Development Manager

Residents' hours

200

Number of residents involved

60

Outcomes

The scheme started slowly because the recruitment of GM Monitors took longer than expected. A useful number of GM Monitors have now been recruited and the Mystery Shopping Surveys are being completed. The project has been assisted by a tour of Grounds Maintenance sites by the Customer Services group. Initial reports show that contractors are responding positively to the feedback from GM Monitors. Further recruitment and improved support to GM Monitors may be required to sustain the scheme.

Assessment - Good assessment - meets objectives, promising prospects - Amber/Green

Recommendations

Continue to report the progress of the GM Monitors and their findings to the Customer Services group. Explore ways in which contractors may be able to support the scheme. Regularly report the number of monitors and forms that have gone out and come back. The Group review of Service Standards and Key Performance Indicators should take account of the GM Monitors work.

Activity

The creation of the Doing Things Better Group.

Description

The Doing Things Better Group is a resident led partnership group with representatives from the PHA Board, Peninsula Tenants' Committee and PHA staff. The DTB is central to the cycle of learning and continuous improvement at PHA.

Aims

The Doing Things Better Group has been established to ensure that the services provided to PHA residents remain relevant and tailored to their needs and comply with all internal and external standards through scrutiny, review and continuous learning

Cost

£600

Staff involvement

PHA Chief Executive and other Members of the Senior Management Team, Service Development Manager, members of Middle Management Team as required, the Chair of the Board and 3 Resident Board Members.

Residents' hours

144

Number of residents involved

6

Outcomes

The DTB has driven a number of key improvements at PHA, including the review of Service Improvement Plans and a Self Assessment of service provision. The DTB has demonstrated the successful partnership working between the PHA Board, PTC members and PHA staff. The DTB has used a number of resources to drive service improvement, including the Resident Auditor Team and the Service Improvement Champions Group. The outcomes have been fed back to Board, PTC and Staff through members of the group.

Assessment - Excellent assessment - exceeds objectives, excellent outcomes - Green

Recommendations

Feedback to the PTC could be improved through support from PHA staff and through ensuring the information is clearly stated.

Objective 2 - To give residents every opportunity for their opinions to be heard through a variety of consultation, involvement and participation methods, when we are developing policies and services

Activity

Learning from customer involvement.

Description

Learning from customer involvement will be used to inform and improve services

Aims

Feedback from customer surveys, focus groups, estate inspections, tours and stakeholder panels will be converted to learning points and used to inform and improve services

Cost

£750

Staff involvement

Customer Engagement staff, Service Development staff and members of Middle management Team where required.

Residents' hours

254

Number of residents involved

112

Outcomes

The path from resident consultation to learning and then to service improvement is well established for surveys, focus groups and stakeholder panels. The path is not so clear for involvement in some operational activities such as Estate Inspections. There is also some lack of clarification on when and where Estate Inspections will take place.

Assessment - Fair assessment - meets objectives, has areas to improve - Amber

Recommendations

Make sure that residents representatives are engaged each time Estate Inspections are carried out. Clarify the responsibility for the reporting and chasing up of estate Inspection actions and agree how we signpost issues to other services. Demonstrate work with Police, councils and other agencies on Estate Inspections. Consider what are the triggers for Estate Inspection and include these in the procedures, e.g. not just each quarter but triggered by events such as ASB, activity days etc.

Activity

A Resident Suggestion Scheme will continue to be supported

Description

All residents can put forward their ideas to the Residents Suggestion Scheme. Suggestions are assessed by the Customer Services Group (membership is residents and staff) and those agreed by the CSG are considered by the Suggestion Scheme Panel (residents, board members and staff). All suggestions agreed by the Panel are rewarded with a £10 voucher and are put into an annual draw to win a £100 for the best suggestion.

Aims

To provide opportunity for residents to influence service provision and policy and to be rewarded for positive contributions.

Cost

£400

Staff involvement

Service Development staff, Customer Services group members and Suggestion Scheme Panel members.

Residents' hours

120

Number of residents involved

90

Outcomes

The scheme is publicised through the Residents' Newsletter, website, in reception areas and through the Resident Involvement Network. The rewards for the scheme are adequate. PHA could work more with partners to publicise the scheme, such as through Cornwall Council One Stop Shops. Although the winners of the scheme are publicised in the usual ways, more could be done to raise awareness of the improvements made through the scheme.

Assessment - Good assessment - meets objectives, promising prospects - Amber/Green

Recommendations

Consider ways of raising awareness of customers about the improvements made through the scheme

Activity

Our response repairs contract will be re-commissioned with resident involvement at the centre of the process

Description

A new Response Maintenance Contractor was appointed during the year and began work from August 2009. Residents were involved in the appointment of the contractor from the beginning of the process and continue to monitor the contract through the resident led Technical Partnerships Group. (TPG).

Aims

To provide residents with opportunity for their opinions to be heard and acted upon when developing policies and services

Cost

£600

Staff involvement

Director of Technical Services, Director of Finance, Response Maintenance Manager, Service Development Manager, Customer Engagement staff and members of the Technical partnerships group.

Residents' hours

193

Number of residents involved

42

Outcomes

Residents Representatives from the PTC, TPG and PHA board were part of a Panel set up to provide a specification for the new contract. They were then involved in the selection process. Members of the TPG and PTC held a session to interview the prospective contractors and raised issues relating to residents concerns about response maintenance and the new contract. Residents involved have demonstrated a closer 'ownership' of the service and some continue to be active in service improvements.

Assessment - Excellent assessment - exceeds objectives, excellent outcomes - Green

Recommendations

Continue to involve residents in the selection of contractors and procurement issues.

Objective 3 - We will review the training opportunities of Resident Groups and Representatives in response to their needs and the requirements of the association. The annual training programme will meet these training needs as appropriate.

Activity

Explore external funding opportunities.

Description

External funding opportunities will be explored by the Resident Involvement Team and where appropriate, training and support will be given to help local groups access funding

Aims

Improve training opportunities by gaining external funding and through improved partnership working with funding agencies.

Cost

CIF and Alps funds and PHA support

Staff involvement

Customer Engagement Staff. Neighbourhood Managers

Residents' hours

68

Number of residents involved

40

Outcomes

There is DCH group wide financial support for a Community Investment Fund (CIF) scheme and this helps secure some matched funding from external agencies. The CIF panel is resident led. Residents on the PHA Area Liaison Panels (ALPs) have decision making powers on the funds for area based improvements and consider partnerships with other local agencies. Further external funding opportunities have been limited due to low staff resources for customer engagement. The PTC and ALPs have some indication of developing their own initiatives to secure external funding. The impact on funding for the forthcoming year is likely to be much more positive due to increased funding for the ALPs to a sum of £3500 and CIF funds for Cornwall will be £5000.

Assessment - Fair assessment - meets objectives, has areas to improve - Amber

Recommendations

The CIF and ALP's schemes could be advertised more widely. Make more use of nominating people on Resident Groups to external funding bodies. Fund raising responsibility could be formally set as part of all Resident Group activities, though this may require changes to some Groups' Constitution.

Activity

Provide Equality and Diversity (E&D) training and Health and Safety (H&S) training to all Resident Groups' members.

Description

Members of all residents groups will be offered appropriate training on Equality and Diversity, Health and Safety and other issues in compliance with the Group Health and Safety Policy.

Aims

Raise awareness at Residents Groups of E&D and H&S issues to improve decision making and involvement opportunities.

Cost

£564

Staff involvement

Resident Involvement staff.

Residents' hours

30

Number of residents involved

30

Outcomes

E&D training has been and will be offered to all residents. Currently training events have no set targets to be met by the committee or individuals. Health & Safety training is still to be delivered.

Assessment - Fair assessment - meets objectives, has areas to improve - Amber

Recommendations

We need to encourage those that did not attend. This training could be compulsory or members may have an individual target, such as to attend 3 out of 5 training events in the year. Also we could hold training events in a block of 1 or 2 days to minimise the effect of the geographical spread of resident group members.

Activity

To review the way that training is identified and offered to all residents.

Description

This review will consider whether (1) compulsory training or (2) individually targeted or (3) a different approach would be the best way to achieve this.

The Review needs to consider:

Resident needs and requirements

Format of training

Time of day of training

Transport to training sessions

Suitability of venue

Cost of training

Aims

To encourage greater attendance of residents and/or Resident Group representatives and aid the development of learning and skills.

Cost**Staff involvement**

This review will be lead by the Customer Engagement Manager.

Residents' hours**Number of residents involved**

The intention is to enable all interested residents who want training to receive training and help. This intent applies to all residents, whether in a Group or as an individual. This should help to meet specific training needs (eg chairing or secretarial skills) or general needs (eg Equality & Diversity or Governance).

Outcomes

Success will be judged by (1) the numbers of residents who take up training and (2) evaluation of feedback from residents who have attended training sessions.

Assessment - Excellent assessment – this is a new activity for 2011/2012 so cannot be assessed at this stage

Recommendations

Objective 4 - To demonstrate our commitment that enables the developing relationships within the association, DCHT, PHA Board, Resident Representatives, Residents' Groups, and other Partners

Activity

Partnering Contractor's representatives are invited to residents meetings

Description

PHA has a number of partners delivering contracts across Cornwall. Working with residents groups, the TPG in particular, has already resulted in many service delivery and value for money improvements

Aims

Develop the relationships between residents and partners to improve services and value for money.

Cost

n/a

Staff involvement

Customer Engagement staff, Director of Technical Services, Service Development Manager.

Residents' hours

54

Number of residents involved

30

Outcomes

Contractor attendance at the TPG has been successful. Contractor attendance elsewhere has been limited. The new response maintenance contractor has attended PTC meetings.

Assessment - Good assessment - meets objectives, promising prospects - Amber/Green

Recommendations

Consider ways to encourage attendance at other residents meetings. The ALPs may benefit from contractor liaison at a more local level.

Activity

Develop links with local schools and youth involvement opportunities...

Description

Explore ways to work with community agencies and partners which engage younger people.

Aims

Improve relationships with younger people and provide new opportunities for their views to be heard and to improve services.

Cost

N/a

Staff involvement

Customer Engagement and Community Development staff

Residents' hours

10

Number of residents involved

6

Outcomes

Some work with local schools has been achieved, mostly through some PTC members and Community Development staff. There are also some links to the Foyers schemes, especially on outreach work. Other partnership work is underdeveloped, though some schemes are developing to engage with contractor partners to improve local neighbourhoods and to provide apprenticeships and work experience for younger people.

Assessment - Fair assessment - meets objectives, has areas to improve - Amber

Recommendations

There is a resource issue and we may benefit from further engagement with partner organisations. The PTC needs to engage with younger people in terms of representation



Objective 5 - To promote publicise and support the use of local residents Resource Centres, offering training and support to enable more residents to have access and use of Information and Communication Technology

Activity

Promotion of the Resource Centres

Description

Information about available opportunities will be promoted through publications, media and the resident involvement network.

Aims

Offer training and support to enable more residents to have access and use of Information and Communication Technology

Cost

None

Staff involvement

Customer Engagement staff, Service Development manager

Residents' hours

10

Number of residents involved

6

Outcomes

Residents Associations have played a key part in the development of the Resource Centre scheme so far. The scheme is promoted through the usual communication channel, Newsletter and website etc. Other local community groups have not been successfully engaged to promote the scheme.

Assessment - Fair assessment - meets objectives, has areas to improve - Amber

Recommendations

We could promote and advertise resource centres with all recognised Residents Associations and develop agreements with them. An information day could be held for representatives from other local community groups who have local resources, such as offices and transport.

Objective 6 - To expand the opportunities and offer a choice of ways for residents to be involved in decision making within the association and our partners

Activity

We will explore further opportunities to improve the purchasing of materials and equipment through membership of Advantage South West, which already has resident representatives within its membership.

Description

Advantage South West (ASW) is a procurement club for housing organisations in the South West. PHA is a member and co-founder of ASW.

Aims

Provide residents with improved opportunities to take part in decision making, to ensure decisions take account of residents views and concerns.

Cost

£96

Staff involvement

Director of Technical Services, Technical staff, Customer Engagement staff, Service Development Manager

Residents' hours

24

Number of residents involved

8

Outcomes

The TPG are the main link to the work of ASW. The work of TPG and ASW has brought about many Value For Money initiatives and improvements. These have had a direct impact on the improved choices given to residents on repairs and improvement works, including choice of new doors and windows, consultation on kitchen and bathroom design. TPG have improved awareness of the impact of Value For money initiatives such as the internet auctions for procurement.

Assessment - Excellent assessment - exceeds objectives, excellent outcomes - Green

Recommendations

Value for money may be another training area for Resident Groups' representatives to be involved with.

Activity

To ensure that residents representatives fully participate each time Estate Inspections are carried out

Description

Consider what are the triggers for inspections (traffic light timescales system); review how times and dates for inspections are notified to tenants.

Clarify the responsibility for the reporting and chasing up of estate inspection actions and agree how any issues are signposted to other services

Demonstrate work with Police, councils and other agencies on estate inspections (eg joint inspections and feedback from other agencies about any findings)

Estate Managers need to look at the Customer Engagement Register to confirm who to contact to attend estate inspections.

Aims

Provide residents with improved opportunities to take part in Estate inspections and make the best use of the findings

Cost**Staff involvement****Residents' hours****Number of residents involved****Outcomes**

Success criteria will be judged on better and more consistent communications between PHA staff, residents and other agencies.

Assessment - Excellent assessment - this is a new activity for 2011/2012 so cannot be assessed at this stage

Recommendations

Objective 7 - We will promote Equality and Diversity to enable all residents to be active in Customer Engagement

Activity

We will continue to hold meetings in venues that are accessible to all. Local Authorities and external agencies will be asked to provide information about availability, suitability and costs so that a register of suitable venues can be compiled.

The times and locations of meetings will be reviewed, rearranged and publicised as appropriate

Description

The register of venues holds information on key issues such as location, accessibility, capacity, cost and availability

Aims

Ensure that the choice of venue and timings for meetings and events does not present barriers to resident involvement (eg to take account of vulnerability issues and equal access to services for carers)

Cost

n/a

Staff involvement

Customer Engagement and Community Development staff

Residents' hours

15

Number of residents involved

30

Outcomes

The register has helped to improve accessibility at meetings and assisted in improved value for money through greater choice and availability of venues across Cornwall. Transport to meetings and events remains an issue with some representatives. Timings of meetings must be flexible to accommodate all participants.

Assessment - Good assessment - meets objectives, promising prospects - Amber/Green

Recommendations

Continue to assess more venues across Cornwall and develop the register.

Activity

To widen representation of actively engaged residents at a neighbourhood level, which reflects our resident profile and local demographics

Description

Explore ways of tailoring initiatives/projects to match the profile of neighbourhoods/communities/demographic

Periodic review of different characteristics and needs of local neighbourhoods

Review needs to be Quantitative (ie look at the numbers of different characteristics) AND Qualitative (ie looks at what quality of service or involvement actually happens)

Aims

To ensure such activity takes account of the new Equality Act 2010

Cost**Staff involvement****Residents' hours****Number of residents involved****Outcomes**

Success criteria will be data proof that resident representation matches local demographic information

Assessment - Excellent assessment - this is a new activity for 2011/2012 so cannot be assessed at this stage

Recommendations

Activity

Extend Sheltered Housing Older People's Forum membership to include representatives from all tenants groups of DCHG

Description

To ensure we remain responsive to issues of equality and diversity, vulnerability or other needs so that our residents have equal access to services and to our decision-making processes

Aims

The Review needs to consider:

Resident needs and requirements across the entire DCH Group

Time of day of meetings

Transport to meetings

Suitability of venue

Cost**Staff involvement****Residents' hours****Number of residents involved****Outcomes**

Success criteria will be judged on establishing more inclusive groups and wider representation of residents

Assessment - Excellent assessment - this is a new activity for 2011/2012 so cannot be assessed at this stage

Recommendations

Objective 8 - To support, encourage and develop residents to maintain, develop and clarify links with other groups, organisations and partners

Activity

A joint residents' event will take place to which all residents across the DCH Group will be invited

Description

A residents' event was organised by the PTC Events sub-group in partnership with residents' representatives from DCHA and Tor homes.

Aims

Develop the community roles of our residents and encourage the development of relationships between residents' representatives across the DCH group.

Cost

£3000

Staff involvement

Customer Engagement staff, Community Development staff and Service Development Manager

Residents' hours

402

Number of residents involved

90

Outcomes

The Residents' Event was held at Truro College and residents from across the DCH group attended. Those who attended the event rated it highly when asked about the activities on offer, the venue and opportunity to meet residents from across the DCH group. Attendance was lower than expected. Some residents arrived late due to the long distance travelled and associated traffic problems.

Assessment - Good assessment - meets objectives, promising prospects - Amber/Green

Recommendations

Future events could be jointly planned by PHA, DCHA and Tor Homes to include group issues, but could be delivered locally to take account of geographical challenges. Key representatives from each subsidiary, such as the members of the Group Resident Involvement Directive (GRID), could attend all events to promote and deliver issues at the DCH group level. The event could be run more locally, such as at the ALP level. More incentive to attend could be explored, such as holding the event at a theme park, holiday park, the Eden Project etc.

Activity

Feedback to PTC from nominated representatives of other agencies will take place at each meeting

Description

The PTC nominates members to other community groups. At each meeting these nominated members have an item on the agenda to provide feedback to the committee.

Aims

Improve awareness at PTC of the activities of other community groups.

Cost

N/a

Staff involvement

Customer Engagement staff and Community Development staff.

Residents' hours

48

Number of residents involved

30

Outcomes

Currently there is some representation from the PTC on groups including Cornwall Neighbourhoods for Change. Some other groups don't have formal representatives from PTC, but are supported by community development workers.

Feedback does not always take place at every PTC meeting due to attendance issues.

Assessment - Fair assessment - meets objectives, has areas to improve - Amber

Recommendations

Attendance of Community Development staff at ALPs and/or PTC may improve communication. There is a structure of nominated people from PTC but not a formal process to support them – this should be developed.

Objective 9 - To demonstrate our commitment to working with our Partners to deliver our Customer Engagement Strategy and Statement

Activity

The Customer Engagement Strategy and Statement will undergo a process of review that has relevance across the DCH Group

Description

The Strategy and Statement are developed to reflect DCH group objectives and goals and to reflect local requirements.

Aims

The Strategy and Statement have been developed to promote the delivery of consistent high quality services across Cornwall for PHA and DCHA residents.

Cost

N/a

Staff involvement

Customer Engagement staff

Residents' hours

30

Number of residents involved

30

Outcomes

The revised Strategy supports the development of Resident Groups and the ALPs, taking account of issues at a local level. Other key issues relate to the governance and scrutiny roles of residents' representatives.

Assessment - Good assessment - meets objectives, promising prospects - Amber/Green

Recommendations

Continue development to consider issues of governance, scrutiny and co-regulation.

Objective 10 - To work with all residents to identify and remove the obstacles and barriers to customer engagement

Activity

Financial support will be given to recognised Residents' Associations and encouragement for start-up groups to develop their governance arrangements

Description

PHA offers start-up grants to new Residents' Associations and supports recognised Associations with annual grants.

Aims

To identify and remove the obstacles and barriers to resident involvement

Cost

£2000

Staff involvement

Customer Engagement staff, Neighbourhood Managers

Residents' hours

20

Number of residents involved

150

Outcomes

DCH Group continues to assist Resident Associations with annual grants and start up grants are being looked at for new RA's.

CIF and ALP's have funding opportunities available. These schemes provide incentives for continued commitment to Customer Engagement.

Assessment - Good assessment - meets objectives, promising prospects - Amber/Green

Recommendations

We may be able to do more to recognise the difference between Resident Associations, such as the very established ones and the newer ones. We need to find out who needs more support. Matched funding opportunities could be investigated.

Activity

Engage with community networks and support active involvement and representation by our residents on such Groups

Description

Identify appropriate capacity building at neighbourhood level, supporting resident associations and Groups

Aims

Lack of communication and co-ordination (both between DCH Group and Resident Groups AND between Resident Groups themselves) can be a barrier. Therefore there should be an activity that highlights the need to deal with this.

Cost**Staff involvement****Residents' hours****Number of residents involved****Outcomes**

Success criteria will be demonstrated by the number of interventions made by staff and Residents to support active customer engagement.

Assessment - Excellent assessment - this is a new activity for 2011/2012 so cannot be assessed at this stage

Recommendations

Activity

To explore innovative tools and techniques for residents' and customers' consultation and feedback and facilitate action based upon the responses made

Description

Use a broader range of communication techniques, including pin-boarding, web-based and on-line surveys, SMS texting and other methods. Explore use of podcasts

Aims

To extend the range of available communication/consultation for the benefit of all age groups and abilities

Cost**Staff involvement****Residents' hours****Number of residents involved****Outcomes**

Success criteria will be based on reviewing what communication methods are used at the start of the activity and what is in place a year later

Assessment - Excellent assessment - this is a new activity for 2011/2012 so cannot be assessed at this stage

Recommendations

Activity

Mentoring by active residents and our staff will be promoted to assist involvement.

Description

The PHA ASPIRE scheme and participation in the Chartered Institute of Housing's Active Learning for Residents (AlfR) scheme have helped recognise the skills and expertise of our active residents. Mentoring helps to share these skills, knowledge and expertise.

Aims

To identify and remove the obstacles and barriers to Customer engagement.

Cost

£250

Staff involvement

Customer engagement staff and members of Middle Management team as required.

Residents' hours

90

Number of residents involved

10

Outcomes

The ASPIRE and AlfR schemes include mentoring as part of their main structure. All members and individuals offer informal support to new members. Resident representatives on the PHA Board participate in mentoring of new Board members and have key areas of responsibility to promote amongst other board members and the resident involvement network,

Assessment - Good assessment - meets objectives, promising prospects - Amber/Green

Recommendations

We should consider this at election time and it could be part of the induction process for new PHA Board or Resident Group members.

5.0 New Objectives for 2011

Objective 11 – To develop opportunities and initiatives which promote environmental responsibilities among staff and residents and assist in creating a more sustainable environment and achieve positive outcomes for the quality of life for all our residents

Activity

Appraise costed options and pilot engagement methods which limit environmental impact

Description

Activity to include consideration of lift sharing, reduction of paper usage and energy efficiency. To investigate what help can come from Low Carbon Cornwall.

Aims

To improve cross cutting policy outcomes that help the environment.

Cost

Staff involvement

Residents' hours

Number of residents involved

Outcomes

Success criteria will be judged on the creation of schemes to reduce waste and improve energy efficiency with reference to data where possible.

Assessment - Excellent assessment - this is a new activity for 2011/2012 so cannot be assessed at this stage

Recommendations

Activity

Promote food waste awareness amongst residents

Description

To promote the use of:

Composters

Usage of gardens and allotments

Cooking on a budget information

Healthy Living information

Aims

To reduce waste, to promote healthier lifestyles amongst residents.

Cost**Staff involvement****Residents' hours****Number of residents involved****Outcomes**

Success criteria will be judged on information issued, guidance created and ways of collecting data being established.

Assessment - Excellent assessment - this is a new activity for 2011/2012 so cannot be assessed at this stage

Recommendations

Objective 12 - To build capacity at a neighbourhood level which benefits the local community and can also contribute to resident involvement in governance and support our Customer Engagement Strategy

Activity

To improve training for tenants regarding Governance of DCHG not just Governance of their own resident group

Description

ALfR to be rolled out as a way of training and preparing residents to fully participate in Governance as a specific topic and function.

Aims

To improve awareness of Governance issues; to spread consistency of knowledge and involvement in Governance amongst different Resident groups.

Cost

Staff involvement

Residents' hours

Number of residents involved

Outcomes

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Success criteria will be based on Resident Group consultation and feedback a year after starting this activity.

Assessment - Excellent assessment - this is a new activity for 2011/2012 so cannot be assessed at this stage

Recommendations

Objective 13 - To maximise income and reduce indebtedness for residents

Activity

To involve residents in reviewing strategies and policies that relate to the improvement of services to residents on low incomes.

Description

Provide residents with access to advice on benefits

Provide residents with access to advice on budgeting

Provide residents with access to advice on fuel efficiency

Promote Benefit take-up

Tackle worklessness amongst residents

Provide residents with access to advice on debt

Provide residents with access to information on affordable financial products such as insurance and credit unions

Aims

To publicise strategies and information that aim to reduce socio economic discrimination

Cost

Staff involvement

Residents' hours

Number of residents involved

Outcomes

Success criteria will come from creating new initiatives to assess and confirm that residents on low income are not excluded from DCH Group services..

Assessment - Excellent assessment - this is a new activity for 2010/2011 so cannot be assessed at this stage

Recommendations

6.0 Conclusions

An Impact Assessment of the Customer Engagement Statement will be carried out each year. The process will continue to be led by our residents and involve staff and other key stakeholders.

A summary will be included in the Impact Assessment that will report on the achievement of the Objectives and Activities.

The outcomes of the Impact Assessment contribute to service improvement by demonstrating the impact of resident involvement activities on our services and on our customers. The assessment will help resident's representatives put together the Customer Engagement Statement for the forthcoming year.

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