

Customer Involvement Statement 2009 - 2010



This statement was developed with members of the Tenants' Liaison Group. The key message from tenants' and, therefore, what is at the heart of this statement and our activities is:

'Involvement is about what matters to customers and residents and how Broadacres' services affect it's customers and residents'

Broadacres defines customer involvement as:

'A two way process involving sharing of information and ideas where customers are able to influence decisions and take part in what's happening.'

Our Aim:

- That people who use our services are able to make a real difference to policies, service standards and ways of working.
- To strive to make our involvement structures represent the diversity of our communities.
- To ensure that anyone regardless of age, disability, gender, race, religion and sexual orientation can get involved, if they want to.

Our commitment:

We will:

- Listen to your views.
- Consult you about how you want to be involved.
- Provide a range of ways for you to be involved, including making decisions.
- Provide financial and practical support to help you get involved.
- Tell you how your involvement has made a difference.
- Send you a newsletter at least 3 times a year.
- Provide information on our performance and services in leaflets and our Annual Performance Review.
- Ensure our staff have the appropriate skills and knowledge in relation to involvement.
- Work in partnership with other organisations to ensure that we use our resources in the best way to benefit local communities.
- Regularly review how we involve you and whether it meets your expectations.

Our resources for involvement:

Involving you is a value that we expect from all of our staff. However, we also employ a Community Development Co-ordinator to make sure our involvement structures are working; to provide support to local groups and to develop new initiatives.

We will help you to get involved by arranging and providing:

- training
- refunding travel, care costs and other expenses in attending meetings or being involved in other ways; and
- supporting you to set up tenants' associations.

We also have a community development fund that provides grants to local community projects.

Opportunities to get involved

We have a range of opportunities for you to get involved, including:

- Becoming a Board Member
- Joining the Tenants' Liaison Group
- Becoming a shareholder
- Being a mystery shopper
- Joining the Tenants' Sounding Board
- Acting as a local monitor
- Editing the newsletter
- Completing questionnaires or surveys
- Attending a forum or consultation event
- Setting up Tenants' and Residents' Associations
- Participating in an estate walkabout
- Coming to a roadshow.
- Sending us a suggestion or use our complaints / compliments scheme

You can find out more information about all these things and how to get involved in the leaflet 'Broadacres' customer involvement: Your guide to getting involved'. You can also speak to a member of staff on 0800 587 5291 or 01609 767900 or contact our Community Development Co-ordinator directly on 01609 767963.

We welcome and encourage new and innovative ideas for involvement.

The impact of our priorities in 2008/09

Last year we focused on the following three priorities in terms of customer involvement. These priorities were determined by what you had previously told us were particularly important to you and where your involvement is crucial to ensuring a successful outcome. These objectives are longer term goals and therefore they will remain a key focus of our work in the coming year.

Activity	Your involvement	Impact of this activity over the last year
Improve the repairs service by developing the appointments system so that it meets our tenants' aspirations in a cost effective way.	Seek your initial views in our survey.	88% of tenants said that our current appointment system was satisfactory. However, the top priority for the future was to report a repair and arrange an appointment at the same time (at present our contractors ring you to arrange the appointment). 75% of tenants said they were happy to report the repair direct to the contractor, if that resulted in a better service.
	Establish a small group of tenants to explore the options with the contractors.	Through articles in Viewpoint, we have invited tenants to join a group. A group has now been established and work will begin to explore the options.

<p>Ensure that we use our resources most effectively to tackle anti-social behaviour and increase customers' confidence in our ability to work with partners to effectively tackle anti-social behaviour.</p>	<p>Seek initial views on our services and perceptions about anti-social behaviour (ASB) in our survey, including identifying priority areas.</p>	<p>18% of tenants had experienced ASB, with 46% reporting it to us. Satisfaction with the way we handled complaints could be improved as well as more information about the action we could take. Issues of car parking, litter and noisy neighbours were most important.</p>
	<p>Develop a strategy with a tenant and Board member focus group.</p>	<p>A focus group of tenants has helped develop a strategy and action plan. A group of tenants also reviewed our service standards on ASB and suggested ways that we could improve the information. As a result we had a feature article in the Spring edition of Viewpoint.</p>
<p>Improve the environment and quality of life in the Ashlands / Bankhead area by identifying local priorities and working with other agencies to provide a co-ordinated response.</p>	<p>Hold local consultation events.</p>	<p>128 questionnaires were completed in August 2008 (57% from people under 45). These identified that the major problems related to speeding vehicles, drugs and youth nuisance. The respondents reported that improvements to demolish garages, create new parking areas and block alleys, which Broadacres had previously consulted on and implemented, had had a positive effect. 47% of respondents were interested in forming a local group. A 'Female Force' event was also held in August 2008 and similar issues were raised. Six participants expressed an interest in being part of a local group.</p>
	<p>Establish a project group involving local residents.</p>	<p>A meeting was held in May 2009 to explore setting up a local group. Action had already been taken to address some of the issues with successful convictions for drug dealing; youth activities organised and plans to monitor speeding vehicles. It was agreed that a local group was no longer necessary. Projects are ongoing such as Northallerton Blooming Together and a pride in your community project with local primary schools. We also intend to carry out further consultation during a roadshow on the estate.</p>

Customer Involvement Strategy

We also developed a Customer Involvement Strategy in 2008/09 in partnership with the Tenants' Liaison Group and Tenants' Sounding Board.

The main themes within the strategy are:

- strengthening resident governance and scrutiny;
- sustaining neighbourhoods and communities;
- enhancing our customers influence on service quality, design and delivery;
- engaging with less represented groups.

Our Priorities for 2009/10

In addition to the three existing priorities that we are already working on, we have identified a further three areas from our 2008 Tenant Satisfaction Survey.

Activity	How we will involve you
Reward tenants who keep to their tenancy agreement.	Seek initial views about different options via a survey with the wider customer base. Develop a strategy with the Tenants' Liaison Group including how we will measure the success of any implemented initiatives in this area.
Provide information on when major works are scheduled, and advice on energy efficiency.	We will work with a sub group of the Tenants' Liaison Group and consult with customers who are having work done to their properties to find out what information and advice you want.
Review how you want to access our services.	This priority came from the ranking of priorities for improvement relating to customer access. We will be seeking new opportunities for customers to contribute to the direction of a new strategy on customer access, including working with customers to map their experiences of our services.

Our Vision

To deliver an individual service which makes a real difference to people's lives.

Our mission

Through a committed, enthusiastic and skilled workforce, working together, we deliver:

- Homes people want to live in
- Customer driven services
- Value for money
- Wider community investment through partnership working, and
- Environmental responsibility

Our values

- Be approachable, accessible, fair and honest
- Value and respect equally the contribution of all people
- Involve customers in all aspects of our business
- Be environmentally responsible
- Keep promises and commitments
- Expect the highest standards from our own staff and those acting on our behalf

If you ask, we can supply this document in large print, in Braille, on audio CD, in picture format and in languages other than English.



CUSTOMER SERVICE EXCELLENCE

Broadacres Housing Association Limited is an exempt charity