



***Customer
Involvement
Impact
Assessment
2008/2009***



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.
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.	Seek initial views on our services and perceptions about anti-social behaviour (ASB) in our survey, including identifying priority areas.	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.
	Develop a strategy with a tenant and Board member focus group.	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.
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.	Hold local consultation events.	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 (see page 5) was also held in August 2008 and similar issues were raised. Six participants expressed an interest in being part of a local group.
	Establish a project group involving local residents.	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.

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.

In the following pages we show how some of our other activities contribute to meeting these themes.

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.

Putting you in the picture – some of the other customer involvement activities in 2008/09



The impact and value for money of other key activities in 2008

Involvement activity	What happened	What was the outcome and what impact did this have?	Value for money
<p>Roadshows and Estate Walkabouts</p> <p>The Roadshows are used to engage with residents who live in villages, where face-to-face access to the Association is more limited. The aim is make them feel part of Broadacres, be updated on forthcoming events/issues, raise any issues they have about their own properties, have small repairs carried out whilst the Property Surveyors and Estate Caretakers are present and encourage new interest in customer involvement activities.</p> <p>Walkabouts are arranged for areas where there may be issues that need intervention, not only from Broadacres but external organisations for graffiti removal/fly tipping/untaxed vehicles etc. From Broadacres perspective we will look at our properties gardens/landscaped areas or the need for replacement fencing or parking spaces. Any residents are welcome to join in and we also invite tenants that are local monitors.</p>	<p>The programme of events took place between April and August 2008.</p> <p>A total of 8 Roadshows and 10 Walkabouts took place.</p> <p>The number of customers who engaged with the activities = 43</p>	<p>Broadacres staff engaged with residents on a variety of issues including anti-social behaviour, welfare benefits, minor repairs, environmental improvements (mostly car parking issues) and enquiries regarding customer involvement opportunities and the community development fund.</p> <p>Strategy theme links: Sustaining neighbourhoods and communities. Engaging with less represented groups.</p>	<p>The total cost of the activity is estimated at £3852 (including direct staff costs £3670, transport £112, other materials £50 and postage/printing £20)</p> <p>Overall the activities are considered poor value for money in terms of the number of customers who engaged, although there were positive outcomes in respect of tackling some of the issues identified.</p> <p>There are plans in place to run the events in different ways to engage with more customers in 2009 – although these plans will involve greater overall cost it is anticipated that the numbers of customers actually engaged with will be far greater.</p>

Involvement activity	What happened	What was the outcome and what impact did this have?	Value for money
<p>Anti-social Behaviour Focus Group</p> <p>The aims of this group are to look at:</p> <ul style="list-style-type: none"> - How anti-social behaviour is tackled by Broadacres and its partners, - How anti-social behaviour statistics are reported to the board and to tenants. - Discuss different remedies for dealing with anti-social behaviour . - New initiatives for dealing with anti-social behaviour. - Review existing policies and procedures and make recommendations. 	<p>4 meetings have taken place during 2008/09 involving 11 tenants.</p>	<p>Tenants involved in this activity have made suggestions to improve ways of getting messages across to people regarding anti-social behaviour and the effective engagement of customers. Tenants have also identified the issues to be included in the ASB strategy and action plan..</p> <hr/> <p>Strategy theme links: Strengthening resident governance and scrutiny. Sustaining neighbourhoods and communities. Enhancing our customers influence on service quality.</p>	<p>The total cost of the the anti-social behaviour focus group activities in 2008/09 is estimated at £487 (including direct staff costs of £427, transport for customers £20, catering £20 and postage/printing £20)</p> <p>This activity is considered good value for money.</p>
<p>Female Force Event</p> <p>An event in Northallerton to engage with women from the local area to explore issues around personal and community safety.</p>	<p>A day of activities funded by Broadacres and the Youth Service, involving the Police, Hambleton Community Safety Partnership and the Independent Domestic Abuse Services.</p> <p>There were 'fun' activities such as nail art and digital photography to attract participants but also a self-defence class and advice about domestic abuse.</p>	<p>Only 10 people attended, despite widespread publicity.</p> <p>A survey was carried out which reflected the same issues that had been identified in the Ashlands survey (see page 1).</p> <p>Six participants expressed an interest in being part of a local group, however, they failed to subsequently become involved.</p> <hr/> <p>Strategy theme links: Sustaining neighbourhoods and communities. Engaging with less represented groups.</p>	<p>The total cost of the activity to Broadacres is estimated at £1231 (including estimated direct staff costs of £431 and £800 for publicity and event activities).</p> <p>This activity is considered poor value for money for the outcomes.</p>

Involvement activity	What happened	What was the outcome and what impact did this have?	Value for money
<p>Service Standards Review Day</p> <p>A review of our service standards and to identify performance information that tenants would like published. This followed two of our tenants being involved in a national project by the benchmarking organisation, Housemark, on how to develop and monitor local performance measures.</p>	<p>A day of presentations and informal workshops involving 11 customers and 8 staff from all levels of the organisation took place in May 2008.</p>	<p>A new two-way Customer Contract was developed.</p> <p>Some service standards were changed in order to focus on the areas of the service that were most important to our customers, e.g. speed of response to answering the phone was reduced, with the emphasis being on the quality of the response.</p> <p>Additional information on ASB was identified and included in our Tenants' handbook and leaflets.</p> <p>The types of performance information that tenants were interested in were identified. As a result a 'Focus on' feature now appears in Viewpoint and more information is publicised in our area offices and on our website.</p> <hr/> <p>Strategy theme links: Strengthening resident governance and scrutiny Enhancing our customers influence in service quality, design and delivery.</p>	<p>The total cost of the activity is estimated at £644 (including estimated direct staff costs of £534).</p> <p>This activity is considered good value for money.</p>

Involvement activity	What happened	What was the outcome and what impact did this have?	Value for money
<p>Tenants' Liaison Group</p> <p>Tenants involved in this group make decisions on awards from the Community Development Fund and are consulted on the Associations policies, procedures and publications.</p>	<p>On average 11 tenants attended each meeting of the group.</p> <p>4 main meetings and approximately 7 sub group activities took place in 2008/ 09 and 15 individual tenants were involved.</p>	<p>Specifically in the last year the group have:</p> <ul style="list-style-type: none"> - Helped to develop the Customer Involvement Statement and strategy. - Helped the development of a new menu of options/your guide to getting involved leaflet – to encourage new customer involvement. - Commented on the options for rent increases and put forward a majority suggestion. - Taken part in the interview panel for the new Housing Services Manager. - Taken part in the peer review with Housing Hartlepool. - Put forward a majority opinion on not to pursue the Customer First award. - Been involved in reviewing the minimum lettings standards and voids process with staff (this is an ongoing activity and the impact of this involvement is predicted to be an improvement in the standard of lettings and information provided to customers around this). - Assisted us with our commitment to invest in communities by making decisions on community development fund applications (18 awards within the year), working with the Community Development Co-ordinator to alter the criteria for the fund to make it more accessible and visiting some of the projects that have been funded, to gain a better understanding and awareness of community activities. - Developed their own terms of reference and took on role as part of the group with support from the Community Development Co-ordinator. <p>Strategy theme links: Strengthening resident governance and scrutiny. Sustaining neighbourhoods and communities. Enhancing our customers influence on service quality, design and delivery.</p>	<p>The total cost of the activity is estimated at £1,975 (including estimated direct staff costs of £1,202.)</p> <p>The group is considered to be very good value for money as it is important to have a knowledgeable group of tenants with whom face-to-face discussions can take place. The group have also suggested ways to reduce the costs of their meetings, such as the level of refreshments provided.</p>

Involvement activity	What happened	What was the outcome and what impact did this have?	Value for money
<p>Tenants' Sounding Board consultations</p> <p>The Tenants' Sounding Board is a group of tenants who have agreed to complete surveys several times a year.</p> <p>The sounding board is a useful customer involvement mechanism as it isn't as formal or as time consuming as some of the other involvement opportunities and is something anyone can participate in from the comfort of their own home.</p> <p>This aspect is particularly important in terms of engaging with some of the underrepresented demographic groups e.g. working parents, people who are housebound etc.</p>	<p>Financial Inclusion Strategy 110 copies of the strategy and survey were sent out and 57 responses were received.</p> <p>Rent statements and letters As part of the implementation of the new housing management IT system, reviewed direct debit letters, rent statements and the overall presentation of letters. (54 out of 109 customers responded).</p> <p>Customer Involvement Strategy As part of the development of the customer involvement strategy we surveyed the Tenants' Sounding Board on the draft document and action plan. 140 surveys were sent to tenants involved in the sounding board and the liaison group, 30 were returned.</p>	<p>98% of tenants surveyed said financial inclusion should be a priority, and 96% felt we were focusing on the right things.</p> <p>The feedback resulted in changes to the terminology we use in the letters and rent statements which help customers understand what we are presenting to them. It has also resulted in cost savings due to the preference from the majority surveyed to receive some of the letters in black and white print and on reduced quality paper.</p> <p>100% of tenants surveyed thought customer involvement should be a priority, 93% felt we were focusing on the right things and 97% were in agreement with the challenges we face under each of the strategy themes. Customers had previously been involved in the development of the strategy in its initial stages through the Tenants' Liaison Group.</p>	<p>The total cost of the activity is estimated at £141 (including £41 postage, £40 printing and £60 direct staff costs).</p> <p>The total cost of the activity is estimated at £309 (including £120 postage and paper/printing, £15 prize draw and £174 direct staff costs).</p> <p>The total cost of the activity is estimated at £189 (including £120 postage and paper/printing, £20 prize draw and £49 direct staff time).</p>
		<p>Strategy theme links: Strengthening resident governance and scrutiny. Enhancing our customers influence in service quality, design and delivery. Engaging with less represented groups.</p>	<p>Overall the activities of the tenant's sounding board in the last year are considered to represent very good value for money as a way of engaging with a wider group of tenants.</p>

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<p>Care Services Customer Forum – Neigh’boro’hood Day 2008</p> <p>A forum that enables customers who receive support services from Broadacres to get together and discuss relevant issues about our services.</p>	<p>80 customers attended the event at Middlesbrough football ground.</p> <p>The theme of the day was neighbourhoods, covering tolerance, environment, accessibility, inter-generational work, good neighbours and anti social behaviour. GO Act (a local young persons theatre group) carried out a number of sketches covering the above issues that generated service users' recommendations on how we could work together to resolve these issues. There were also interactive activities and various partner agencies had displays e.g. the Community Safety Partnership and Volunteer Centre.</p>	<p>Active involvement of marginalised customers and the opportunity to network with other service users and senior members of staff.</p> <p>Engagement with other agencies on issues such as anti-social behaviour, the environment and welfare benefits.</p> <p>Greater understanding of inter-generational issues.</p> <p>Recommendations from working groups disseminated to service managers/support workers for action.</p> <p>Improved belief that our customers voice counts.</p> <hr/> <p>Strategy theme links: Enhancing our customers influence in service quality, design and delivery. Sustaining neighbourhoods and communities. Engaging with less represented groups.</p>	<p>The total cost of the event is estimated at £9,421 (including costs for the venue, transport etc of £5,421, and estimated direct staff costs of £4,000 based on the previous forum in 2007 staffing costs)</p> <p>A considerable amount of money was saved and value added by using a young person’s drama group to perform the sketches and take part in the day. The experience of being involved in this for some of the young people in the drama group helped towards their achievement of a drama award in the longer term.</p> <p>This event is considered reasonable value for money in respect of engaging with our vulnerable customers.</p>

Involvement activity	What happened	What was the outcome and what impact did this have?	Value for money
<p>Tenant Satisfaction Survey</p> <p>Our biennial survey that measures customer satisfaction with our services, but also asks other questions, to help us decide on what we need to concentrate our resources in the future.</p>	<p>2 focus groups, a phone and email survey took place to draw up a list of issues about what 'Broadacres should do differently to deliver better services for you'. 18 issues were included in the survey which was sent to 2361 tenants. 1215 tenants returned the survey, a response rate of 51%.</p>	<p>The results from the survey have influenced our financial inclusion, customer involvement and anti-social behaviour strategies. The top priorities for improvement have been incorporated within this document and our service improvement plan.</p> <hr/> <p>Strategy theme links: Enhancing our customers influence in service quality, design and delivery.</p>	<p>The total cost of the activity is estimated at £16,300 (including estimated direct staff costs of £270, £430 in costs for the focus groups, £400 incentives for returning the survey, £15,200 for the research company who conducted the survey).</p> <p>This activity is considered to be reasonable value for money for obtaining the views of a large number of tenants.</p>