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DIRECTORATE / DEPARTMENT: Operations / Customer Services AUTHOR: Customer Insight Team Leader	Issue Date: June 2020
	Location: Intranet
	Review Date: June 2023
<h2>Customer Involvement and Insight Policy</h2>	

1. Purpose or Aim

1.1. This policy sets out:

1.1.1. saha's principles and intentions to effectively engage with its residents in order to improve service delivery.

1.1.2. The different ways in which it engages with residents.

1.1.3. How the information collected is used.

1.2. The aim of this policy is to provide assurance to saha's residents, staff and stakeholders that it is committed to the delivery of effective involvement to meet and exceed its regulatory requirements.

2. The following documentation can be relied on to supplement this policy:

2.1. Customer Feedback & Complaints Policy

2.2. Tenant Involvement and Empowerment Standard

2.3. Corporate Strategy

3. Introduction

3.1. This policy is intended to provide guidance to saha staff on their responsibilities with respect to resident involvement and the support available to them to help carry out meaningful engagement.

4. Scope

- 4.1. This policy applies to all staff across the Association who at any time will be working either directly or indirectly with residents.

5. Objectives

- 5.1. The objectives of this policy are to:
 - 5.1.1. Ensure that all residents, staff and stakeholders are aware of the opportunities that residents have to be involved and help shape services.
 - 5.1.2. Give a clear understanding of saha's commitment to the Tenant Involvement and Empowerment Standard.

6. Definitions

- 6.1. **Resident:** any person residing in one of saha's services including General Needs, Older People Services, Agency Managed and Directly Managed.

7. Policy Statement:

- 7.1. saha puts its residents at the heart of everything it does.
- 7.2. saha wants its residents to have a voice to help shape the services that it offers. Understanding the needs and aspirations of its residents helps the Association to improve its services. Listening to the resident experience of saha services is crucial so that the Association can find out what services are working well and where improvements can be made. By incorporating the resident *views* saha can ensure that all its residents have a voice and can influence change.

7.3. **What have saha's residents said about how they want to get involved?**

Over the last financial year (2019-20) saha has looked at the results received from the STAR survey, along with feedback from the Get Involved roadshows and saha Rewards consultation.

The STAR results showed that 61% of residents were satisfied with how saha listens to and acts upon their views and 64% of residents were satisfied with their opportunities to be involved.

Feedback received on how saha can improve its involvement highlighted the importance of communication across the Organisation.

- 7.4. To implement these changes saha has developed a four stage plan that includes the following actions:

7.5. **saha will increase the Get Involved options to all residents across the Organisation to expand the reach of the residents' voice. The Association wants to ensure that all its residents feel that they are able to have a say in its services, no matter where they live, or how they prefer to give us feedback.**

7.6. ***To do this saha will:***

- Implement a new Get Involved structure that will promote the opportunities to be involved and challenge services.
- Increase the awareness of Get Involved internally with staff.
- Support local groups to increase local level involvement independently.

7.7 **The feedback received from saha's residents is important to help it understand where it is meeting expectations and where the service can be improved. The Association will use the feedback provided to drive service delivery.**

7.8 ***To do this saha will:***

- Implement a "you said, we did" feature that will highlight service changes from feedback.
- Constantly renew its involvement options to make sure that its residents are not having to travel unnecessarily or having to commit lots of time.
- Review the methods of recording and promoting resident involvement internally to increase the awareness of the impact of resident involvement and the associated outcomes.
- Create clear routes for feedback to and from its involved residents.
- The Customer Insight team will use feedback received from residents to work with individual Departments within saha to implement suggested changes where possible.

7.9 **Make use of technology - You fed back to the Association that you didn't always want to come to a meeting to have your say. saha wants to encourage as many of its residents to Get Involved.**

7.10 ***To do this saha will:***

- Look at different technologies to make it as easy as possible for residents to Get Involved.
- Continue to promote the use of Social media as a feedback method.

7.11 **Providing training for both residents & staff - saha's mission focuses on "Transforming Lives by providing solutions to homelessness and enabling customers to develop their own potential".**

7.12 ***To do this saha will:***

- Ensure The Customer Insight Team continues to promote resident involvement within staff induction days.
- Promote training and signposting to its residents to help build skills and encourage empowerment.

8. Monitoring and Reporting

8.1. Feedback received in relation to this policy will be monitored in a number of ways including: reporting to the Board, in publications and online.

9. Implementation

9.1. saha will ensure that the implementation of this policy is proactively inclusive across all activities, with particular attention to the protected characteristics, as defined in the Equality Act 2010. We will do this whilst also being mindful that other vulnerable and marginalised groups may be affected and need to be included.

10. Roles and Responsibilities.

10.1. The Executive Director of Operations has overall responsibility for the implementation of this policy and the Customer Insight Team Leader will have direct responsibility to ensure that it is implemented effectively.

11. Policy Review

11.1. We will review the operation of this policy in consultation with our residents, staff and relevant stakeholders (where appropriate), in light of current best practice, amending the policy where required.

Document History Log

Lead Reviewer	Date		Version	Approval	
	Created / Revised	Expiry		By	Date
Customer Insight Team Leader	June 2020	June 2023	1.0	Executive Director	n/a
				EMT	23 June 2020
				Board / Committee (amend as applicable)	n/a

Equalities Monitoring Form			
Name of Policy: Customer Involvement and Insight Policy		Carried out by: Customer Insight Team Leader	Date: June 2020
Protected characteristics	Impact <i>(Positive, Negative, Neutral)</i>	Protected characteristics	Impact <i>(Positive, Negative, Neutral)</i>
Age	Neutral	Disability	Neutral
Sex	Neutral	Race	Neutral
Religion or Belief	Neutral	Sexual Orientation	Neutral
Marriage / Civil Partnerships	Neutral	Pregnancy / Maternity	Neutral
Gender Reassignment	Neutral		
If Negative impact is identified, please complete The Full EMF, including mitigations of risks section, and return to Business Assurance Team.			

Privacy Impact Assessment Form		
Privacy Data Impacting Policy:	Timescales for Retaining Data:	Notes:
n/a		