



Customer Engagement Policy

Written by:	Chief Executive	Version:	2
Approved by:	Management Committee	Date:	31 July 2019
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[Note: Amendment at 4.1 agreed at MC 29.07.15]

1. Background and Purpose

- 1.1 The Housing (Scotland) Act 2001 clearly defines requirements for all Registered Social Landlords (RSLs). Significantly, this includes the need to produce a Tenant Participation Strategy and an assessment of the resources required to make it effective.
- 1.2 The Housing (Scotland) Act 2010 introduced the Scottish Social Housing Charter & Scottish Housing Regulator (SHR) with a new regulation and performance approach, requiring greater levels of tenant scrutiny of performance.

The SHR Regulatory Standard 2 states: *'The RSL is open about and accountable for what it does. It understands and takes account of the needs and priorities of its tenants, service users and stakeholders.'* And its primary focus is the sustainable achievement of these priorities.'

SHR Regulatory Standard 7.8 states: "The RSL complies with regulatory guidance on tenant consultation, ballots and authorisation.

The Charter specifies outcomes and standards for the Customer/Landlord Relationship in relation to Equalities, Communication and Participation.

- 1.3 The Association values its customers and is committed to putting customers and their views at the heart of decision-making and service provision.
- 1.4 This Policy sets out how we will do this through actively listening and facilitating purposeful opportunities for engagement that have a clear and genuine link to the services we provide. We will embed a culture of positive Customer Engagement and ensure that we are proactive in obtaining customer involvement and feedback.

2. Who are our Customers?

2.1 For the purposes of this policy, we define our customers as:

- Tenants and sharing owners
- Applicants
- Other lease-holders of any of our properties
- Householders to whom we provide factoring or Care & Repair services
- Anyone else to whom we provide services (including Scottish Government agency services such as New Supply Shared Equity)

3. Aims and Objectives

- 3.1 The overarching aim of this policy is to ensure our relationship with our customers is one of mutual respect and understanding.
- 3.2 Our Key Objectives are to:
- Provide good quality, accurate and easily understood information
 - Promote and encourage a wide range of resident participation opportunities
 - Ensure customers feel able to let us know what they think about our services
 - Ensure we listen to customer feedback and use it to improve the way we operate
 - Ensure effective Customer Engagement is part of our culture and that everyone has a part to play.

4. How we will achieve these Aims and Objectives

- 4.1 We will:
- Agree with our tenants a Tenant Participation Strategy, detailing how we will actively engage and positively communicate with them and setting out a Two Year Action Plan.
 - Operate an effective and accessible Complaints Handling Procedure with findings reported regularly and openly to customers.
 - Undertake consultations and surveys in an inclusive and meaningful manner and provide timely feedback.
 - Support, train and develop staff to effectively engage with all customers.

5. Roles and Responsibilities

- 5.1 The Chief Executive is responsible for promoting a customer focussed approach across all areas of service delivery.
- 5.2 Particular lead responsibility for developing and ensuring delivery of the Tenant Participation Strategy lies with the Communications & Engagement Officer and the Head of Housing & Customer Services.
- 5.3 All frontline staff and those handling complaints must be familiar with, and have responsibility for, compliance with the Customer Engagement Policy.
- 5.4 In accordance with the SHR's Tenant Consultation & Approval Statutory Guidance, if the Association were to consider the sale or transfer of tenanted houses it must adhere to the consultation requirements contained within.

6. Equality and Diversity

- 6.1 This Policy, and any work to implement it will be delivered in a way which recognises and respects diversity and complies fully with the Association's Equality and Diversity Policy.

7. Monitoring and Review

- 7.1 This Policy will be reviewed every 5 years unless required earlier due to changes in regulation, legislation or good practice.