



# Customer Engagement Policy

<b>Written by:</b>	<b>Chief Executive</b>	<b>Version:</b>	<b>2</b>
<b>Approved by:</b>	<b>Management Committee</b>	<b>Date:</b>	<b>31 July 2019</b>
<b>Next Review Date:</b>	<b>July 2024</b>	<b>Pages:</b>	<b>2</b>

[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.