



South Lanarkshire Customer Involvement Strategy 2024-29

Contents

1.	Introduction	3
2.	Legislative and regulatory framework	4
3.	Our approach to customer involvement	7
4.	Progress and achievements	7
5.	Our strategic outcomes and priorities	11
6.	Resourcing and supporting customer involvement	14
7.	Monitoring, evaluation and review	14

Appendices

Appendix 1:	Ways to get involved	16
Appendix 2:	Action Plan 2024-2029	17
Appendix 3:	Our approach to customer involvement	22
Glossary		24

1. Introduction

1.1 The Customer Involvement Strategy is organised into three main parts:

- Introduction - Providing an overview of the main context and factors shaping the Customer Involvement Strategy, including legislative requirements and lessons from previous strategies.
- Customer Involvement – Detailing our approach to customer involvement in South Lanarkshire and our Strategic Outcomes.
- Delivery – Setting out the action plan and how key partners will work together to progress the Customer Involvement Strategy 2024-29.

1.2 This is the fifth strategy prepared in accordance with the requirements of the Housing (Scotland) Act 2001. This strategy aims to build upon the achievements of our previous Customer Involvement Strategy and sets out our continued commitment to engaging and involving customers in shaping housing services.

1.3 The key aim of this strategy is to ensure extensive engagement with tenants and other customers to inform the important decisions taken across housing services. This reflects the principles of both the Community Empowerment (Scotland) Act 2015 and the National Standards for Community Engagement.

1.4 For the purposes of this strategy, the term ‘customer’ refers to tenants, future tenants including those on the housing register, Gypsy /Traveller residents, people experiencing homelessness, and others who use housing services. The strategy will also consider the protected characteristics of customers, as well as wide ranging communities of interest such as veterans and members of the armed forces community, carers, and care experienced young people.

1.5 We recognise that the best way to ensure that customers are involved in shaping our housing services is to work in partnership and build on existing relationships. This approach is also in line with the council values outlined in Connect 2022-2027:

- focused on people and their needs
- working with and respecting others
- accountable, effective, efficient and transparent
- ambitious, self-aware and improving
- fair, open and sustainable

1.6 This strategy sets out:

- the strengths of our approach and achievements over the period of the previous strategy
- proposals to further develop customer involvement
- how we will measure success and monitor progress

1.7 South Lanarkshire Council has a long history of meaningful customer involvement, and tenants and other customers have been involved in co-producing this strategy. As with preceding versions, this strategy has been co-produced with the Tenant Participation Co-ordination Group (TPCG) supported by the South Lanarkshire Tenant Development Support Project (SLTDSP).

2. Legislative and regulatory framework

- 2.1 The Strategy is prepared in line with the legal framework for tenant participation set out in the Housing (Scotland) Acts 2001 and 2010.
- 2.2 The Housing (Scotland) Act 2001 introduced a legal requirement for tenant participation and gave tenants the rights to:
- form independent registered tenant organisations
 - access information about housing policies
 - be consulted on issues that affect them
 - participate in decisions that affect the housing services they receive
 - have sufficient time to consider proposals.
- 2.3 The Housing (Scotland) Act 2010 introduced the Scottish Social Housing Charter, with the aim of improving the quality and value of services provided by social landlords and improving transparency for tenants and customers.
- 2.4 We submit an annual return on the Charter to the Scottish Housing Regulator (SHR) and report on our landlord performance in meeting Charter outcomes to tenants. Members of the TPCG review the return prior to submission to the SHR. The return includes key performance information in relation to overall tenant satisfaction, satisfaction with the opportunities to participate, and the percentage of tenants who feel they are kept informed. Tenant representatives are involved in developing the report to tenants which is included within the autumn edition of 'Housing news' and published on our website.
- 2.5 Our approach to customer involvement also takes account of the principles of the Community Empowerment (Scotland) Act 2015, which has a specific focus on promoting effective engagement and participation to help communities achieve greater control and influence the decisions and circumstances that affect their lives, including through Community Asset Transfer. To support organisations in putting the Act into practice, the Local Housing Strategy 2022-27 is committed to ensuring tenant involvement with Community Asset Transfer applications involving land currently owned by the Housing Revenue Account. The National Standards for Community Engagement are also used to shape the participation processes of public bodies as well as shape how community organisations can involve wider community interests.
- 2.6 To ensure customers are involved in important decisions, this strategy also reflects:
- Housing to 2040, the long-term strategy for housing in Scotland. This strategy sets out a vision and a route-map to deliver 110,000 affordable homes by 2031/32, with at least 70% for social rent, improve tenants' rights, deliver affordable warmth and zero emissions homes, and prevent and end homelessness for good.
 - The forthcoming Housing Bill, due to be introduced in 2024, which will create powers for the introduction of long-term rent controls, creating new tenant rights, and introduce new duties aimed at the prevention of homelessness.

- 2.7 Our approach to customer involvement is inherently linked to a broader framework of plans and strategies across the council including alignment with community engagement work being progressed through Community Planning neighbourhood plans.

These strategies and plans include the:

- **Community Plan 2022-2032** which aims to make South Lanarkshire a better place to live, learn, play and work and sets priorities in consultation with customers.
- **Community Engagement Framework** which defines the approach to consulting and working in partnership with communities throughout South Lanarkshire.
- **Council Plan - Connect 2022-2027** which was developed in consultation with local people and groups and aims to improve the lives and prospects of everyone in South Lanarkshire.
- **HSCP Strategic Commissioning Plan 2022-25** which sets out the overall plan for health and social care services across South Lanarkshire.
- **Local Housing Strategy 2022-2027** which sets out how the council and its partners will meet the range of housing needs of residents within South Lanarkshire, including a commitment to developing a process to ensure tenant involvement in Community Asset Transfer applications for land currently owned by the Housing Revenue Account.
- **Housing and Technical Resources Annual Resource Plan** which sets out the key strategic factors which influence housing and property services who provide a housing service to customers.
- **Annual Customer Scrutiny Framework** which outlines the council's approach to customer-led scrutiny in assessing housing delivery and identifying areas for improvement.

- 2.8 The Customer Involvement Strategy 2024-29 complements and aligns with wider partnership community engagement work which is being progressed to ensure efficient and effective delivery of community and neighbourhood planning in South Lanarkshire.

2.9 Equal Opportunities

We are committed to encouraging equal opportunities in everything we do. We will work to actively remove any barriers that stop customers getting involved and ensure that all customers have equal access and an opportunity to take part.

To ensure that customers are treated fairly and are not disadvantaged in any way an Equality Impact Assessment (EQIA) will be carried out on this strategy to identify and mitigate any negative impacts and seek opportunities to promote equality.

In relation to the Fairer Scotland Duty (FSD) we will actively consider how we can reduce inequalities of outcome caused by socio-economic disadvantage. A FSD and EQIA are being completed alongside the development of the Customer Involvement Strategy and these documents will be available for review in advance of the approval of the final strategy. www.southlanarkshire.gov.uk.

2.10 Consultation and Engagement

The Customer Involvement Strategy is developed and implemented with tenants, customers, and wider stakeholders, and the council worked closely with the Tenant Participation Coordination Group and staff to review the previous strategy and build a shared understanding of areas to continue to take forward, areas to improve, and new ideas to be implemented over the next five years.

The consultative draft of the strategy was published on the South Lanarkshire Council website alongside an online survey and promoted across social media channels between September and December 2023.

As part of the consultation process, the council has engaged directly with a wide range of partners who provided constructive and positive feedback, including:

- Discussions with tenants through the Tenant Participation Coordination Group, Local Housing Forums/Neighbourhood Boards, and a series of local engagement events, including Gypsy/Traveller sites and Sheltered Housing.
- Individual interviews with people with lived experience of homelessness.
- Stakeholders including the membership of the Autism Strategy Group, Disability Partnership Housing sub-group, Seniors Together Executive Group, and the Housing and Technical Resources Equality and Diversity Coordinating Group.
- Engagement with Community Planning partners and local people attending online discussion events.
- Engagement with representatives of a range of communities including veterans and the armed forces, young people, carers, and care experienced young people.

Feedback on the draft Customer Involvement Strategy was positive, with strong support for the proposed strategic objectives and actions to deliver them. Key feedback on the strategy included:

- The need to ensure a range of flexible, local options for people to get involved that recognises people's different experiences and interests.
- The need to further develop engagement arrangements at a locality level to meet customer's needs and aspirations.
- Continuing to improve engagement with equalities groups across South Lanarkshire, including young people, veterans and members of the armed forces community, and carers.
- Ongoing promotion of the definition of 'customer' to make it easier for people to understand their ability to participate.
- Building ongoing relationships with other local groups to make it easier for them to share their views.
- Striking the right balance between virtual and face-to-face engagement.
- Further developing and embedding scrutiny in the service improvement framework.

3. Our approach to customer involvement

- 3.1 Customer involvement and participation has continually progressed within South Lanarkshire. We recognise that not everyone wants to get involved in the same way or to the same extent and we have worked with customers to develop a wide range of ways for them to become involved as and when they wish.
- 3.2 We recognise that the best way to ensure that customers are involved in shaping our housing services is to work in partnership and build on existing relationships, taking account of the positive contribution that customers can make.

Appendix 3 sets out in detail our approach to customer involvement.

- 3.3 The strategy aims to build on the existing range of local engagement opportunities, including:

- Tenant and Resident Associations.
- Local housing meetings across South Lanarkshire.
- Sheltered Housing Forums in East Kilbride and Clydesdale.
- Homelessness lived experience group.
- Gypsy/ Traveller groups working to shape service development and site improvement programmes at both council sites.
- Drop-in sessions for young people in Blantyre.
- Housing involvement in Advice Surgeries in Blantyre, Burnbank and Larkhall
- Engagement with locality community groups in Burnhill, Glespin, Law, Rigside, Carnwath and Lanark.
- Regular walkabouts with tenants, housing officers, elected members, Police Scotland and other partners in local communities across South Lanarkshire.

4. Customer Involvement Strategy 2018-22: Progress and achievements

- 4.1 The lockdown restrictions put in place in response to the Covid-19 pandemic presented a set of unprecedented challenges that required a reconsideration of how customer involvement activity would be delivered. The inability of people to meet in person impacted on the number of local groups remaining active across South Lanarkshire, meaning we emerged from the pandemic with fewer groups in operation to consult with.
- 4.2 The middle period of the previous strategy was largely devoted to considering new options for customer engagement, combatting the loneliness and isolation being experienced by customers during the pandemic, and ensuring more people had access to digital devices to aid communication and engagement. A significant success was achieved in relation to this, with a switch in focus to:
- Publishing a special edition of Housing news to all council tenants detailing the temporary changes to key housing services and signposting to available help and support.
 - Publishing specific newsletters for sheltered housing tenants and residents of the council's Gypsy/Traveller sites advising of temporary changes to their services and signposting to available help and support.

- Working with the SLTDSP to successfully apply to the Connecting Scotland initiative to secure digital devices to allow tenant representatives on the TPCG to engage with the council online.

4.3 The challenges presented by the pandemic resulted in a significant expansion of the use of online engagement platforms for customer involvement. This transition has had a number of positive outcomes, including:

- Efficiencies in seeking customer approval for council documents or publications.
- Reduced travel time for customer representatives to attend meetings or events.
- Improved ability of customers to participate in a way which takes account of their own circumstances.

4.4 The key learning from customer engagement during the pandemic has been reflected within the new strategy, with key actions identified around reviewing local engagement structures and working with partners to increase the range and number of locality engagement opportunities including Registered Tenant Organisations. The strategy also aims to progress this object through the right balance between online, in-person and hybrid opportunities for involvement that meet the needs and aspirations of customers. Table 1 below sets out the progress and achievements delivered during the last strategy.

Table 1: Progress and Achievements 2018-22

Strategic Outcome	Progress and Achievements 2018- 2022
<p>Customers are informed and knowledgeable</p>	<p>Keeping customers informed on performance Information on how well the council is performing on issues that matter to customers is published each year and promoted through social media together with publications such as Housing news and specific newsletters for Sheltered Housing tenants and Gypsy/Traveller residents.</p> <p>The TPCG are provided with scheduled budget reports in agreed accessible format and frequency.</p> <p>The housing sub-group of the South Lanarkshire Disability Partnership helped shape the Local Housing Strategy 2022-27 and the revised Repairs Policy and Rent Management Policy.</p> <p>Delivery of independent advice and its outputs has been provided to customers over the period of the strategy. This enables customers to be informed on areas of strong performance and areas where improvements are needed. The council is committed to providing independent advice which supports meaningful engagement with customers.</p> <p>Build customer understanding TPCG members visited the BE-ST factory in Blantyre to learn more about the range of modern technologies available to</p>

Strategic Outcome	Progress and Achievements 2018- 2022
	<p>support the transition to Net Zero, including high performance insulation materials, zero emissions heating systems, and new construction methods.</p> <p>Providing access The council secured funding to provide access to digital training and almost 200 tablets or other devices to customers to ensure they can access information, submit benefit applications, and attend online meetings and appointments.</p>
<p>More customers are involved</p>	<p>Ensuring access to information More than 10,000 tenants opted into receiving information via text or email, providing quick and easy access to consultations, surveys, and other information, including:</p> <ul style="list-style-type: none"> • rent setting • key service messages • online issue of Housing news <p>Over 1,600 tenants participated in the council's Tenant Satisfaction Survey in 2022/23, sharing their views on a range of topics including satisfaction with the quality of their home, satisfaction with opportunities to participate in the decision-making process, and satisfaction with the management of their neighbourhood.</p> <p>During the strategy, 3,589 tenants participated in the annual rent setting consultation.</p>
<p>Customers help to drive continued service improvement</p>	<p>Facilitating effective engagement The strength and resilience of the budget scrutiny approach secured effective engagement in budget setting throughout the pandemic, particularly when restrictions were at their highest.</p> <p>The Homelessness Services Users Group were involved in the review to determine the future approach to the delivery of homelessness commissioned services.</p> <p>Service improvement Tenant-led scrutiny programmes were re-established as restrictions were lifted and new projects were delivered with tenants being supported to review, report and make recommendations for the further development and improvement in the following service areas:</p> <ul style="list-style-type: none"> • Virtual call handling. • Homelessness information and advice. • Gas servicing.

Strategic Outcome	Progress and Achievements 2018- 2022
	<p>The council will continue to deliver annual programmes of scrutiny-based activities to support service improvement.</p>
<p>Customers can help to shape change and make a difference</p>	<p>Gypsy/Travellers Gypsy/Traveller residents continue to shape the development and delivery of detailed site improvement plans which include a new community facility at Shawlands Crescent, Larkhall, cladding replacement on amenity units at both sites, new decarbonised heating systems, extended pitch sizes, and upgraded waste management at Shawlands Crescent, Larkhall. The council's joint work with Gypsy/Traveller residents has been recognised with the receipt of two national awards:</p> <ul style="list-style-type: none"> • COSLA Excellence Award for 'Excellent People, Excellent Outcomes. • Municipal Journal (MJ) award for 'Innovation in Building Diversity and Inclusion'. <p>Participatory Budgeting During the strategy customers were involved in directing over £1.7 million of funding through Participatory Budgeting across housing services. In 2022-23 this included:</p> <ul style="list-style-type: none"> • Projects to improve fencing, drying areas, bin areas, communal paths and stairs, and communal gardens across the 4 housing divisions. • Internal and external upgrades to sheltered housing including tenants voting for their preferred finishes such as flooring, tiles, and wall coverings. • Whitlawburn tenants and residents were involved in determining the allocation of the Community Endowment Fund, prioritising responding to the increased cost of living through the provision of £100 food vouchers for local tenants, donating to the local food pantry, and making donations to two local primary schools. • Gypsy/Traveller residents were involved in determining priorities for the site Masterplans, contributing to the designs for the new extended units, and selecting preferred fixtures and fittings.

Delivering on the commitments made in the Customer Involvement Strategy 2018-22 under lockdown restrictions during the pandemic was challenging for the council and customers. However, it led to a number of key learning points to take forward into this strategy to ensure continued customer involvement, including:

- Increasing the involvement of customers by offering a wide range of opportunities to participate, offering flexible options that take account of people's individual circumstances.
- Expanding our reach by strengthening links with other customer groups across South Lanarkshire, ensuring alignment and avoiding duplication of effort.
- Respecting the benefits of face-to-face meetings while offering a range of local options for engagement that make more use of technology.

5 Our strategic outcomes and priorities

- 5.1 The Customer Involvement Strategy 2024-29 aims to build from the strong outcomes achieved through the delivery of the previous strategy and taking account of the learning from the pandemic period to consider how we continue to develop new ways of working and new engagement structures to understand and meet the changing needs and expectations of customers. This will be supported by the development of the new Integrated Housing and Property Management System, which will enhance the ability and scope for direct engagement with customers.
- 5.2 The strategy aims to ensure the continued development of customer involvement whilst also focusing on getting more customers involved and ensuring there are a range of options and opportunities for this to happen. It sets out involvement which is sharply focused on listening to customer feedback and ensuring this is reflected in service delivery, improvement and increased customer satisfaction.
- 5.3 The 4 strategic outcomes below set out what we want to achieve, with the overall goal of further developing our approach and enabling customers to have realistic opportunities to become involved and help shape housing services. To achieve each of the strategic outcomes, there are a number of associated priorities which will be progressed over the next five years.

The strategic priorities for each outcome are:

Strategic Outcome 1 - Customers are informed and knowledgeable

Key priorities

- Work with the Customer Publicity Group to assess and approve communication intended for distribution to customers by awarding the 'Customer Approved Stamp' to highlight that they are clear, accessible and easy to understand.
- Ensure 'Housing news' and 'Sheltered Housing news' articles continue to be relevant and of interest to customers, including regular publication of performance information and service improvement plans.
- Ensure that our new tenant pack issued at the new tenant sign up is relevant, captures frequently asked questions, and offers key contact details.
- Continue to work alongside local Gypsy/Traveller residents to deliver and further develop site masterplans.

- Continue to publicly report service performance in an accessible way and provide comparisons with other social landlords.
- Further develop the council website to reflect best practice in customer engagement and to raise awareness of opportunities to become involved by promoting customer feedback through 'real time' surveys and by developing more customer self-serve options.
- Continue to expand the use of social media to encourage greater knowledge and understanding of housing services and performance and to encourage more customer feedback.
- Promote awareness of the wide range of opportunities for customer involvement.
- Work with customers to ensure that the new IT system is developed to further improve customer engagement.
- Review resources for customer involvement to ensure they reflect the needs and aspirations of customer groups.

Strategic Outcome 2 - More customers are involved

Key Priorities

- Encourage involvement and feedback from less engaged groups of customers.
- Work with customers to review structures for engagement at a local divisional level, including local forums, estate walkabouts, housing surgeries and drop-ins to strengthen engagement at a local level.
- Continue to develop participation with other local groups such as neighbourhood boards, community councils and other tenant organisations.
- Further develop and promote a programme of local estate walkabouts.
- Establish customer panels as an alternative way for interested individuals to become involved and provide views and feedback.
- Undertake an awareness raising programme for all customer scrutiny activities to encourage customer participation in them.
- Develop and improve engagement opportunities with young people.
- Develop and improve engagement opportunities with homelessness service users.
- Develop and improve engagement opportunities with veterans and members of the armed forces community.
- Continue to provide appropriate learning and training opportunities for customers to improve knowledge and confidence to assist them to become effectively

involved, appraising options for new briefings, seminars, and annual customer conference.

Strategic Outcome 3 – Customers drive continuous service improvement

Key Priorities

- Revise the Tenant Scrutiny Framework to widen the range of customer groups involved, including older people, homelessness service users and Gypsy/Travellers.
- Consider options to further develop scrutiny recommendations by the council.
- Deliver an annual programme of customer scrutiny through the Customer Scrutiny Group.
- Consider links with the South Lanarkshire Council People's Panel as an additional route to drive service improvement.
- Ensure reports to Housing and Technical Resources Committee highlight the contribution and influence of customers in developing recommendations.
- Resource and Service Plans to confirm the involvement and influence of customers in prioritising actions and measures.
- Gypsy/Traveller residents continue to be involved in the implementation of site masterplans.

Strategic Outcome 4 - Customers shape change and make a difference

Key Priorities

- Include 'You Said, We Did' feedback to customers via 'Housing news', the council website, social media platforms and annual reports to customers highlighting the difference made by customer involvement.
- Analyse and report on feedback from customer satisfaction surveys including marginalised service users, for example, Gypsy/Travellers, homelessness service users and ensure that it is used to influence service planning and delivery.
- Explore and implement a system to track and evaluate involvement activities from all customer groups and the resulting effect.

- Review independent advice and support for customers to ensure it provides for needs of all customer groups. Use customer surveys, comments and complaints to inform how the council can improve the service.

6 Resourcing and supporting customer involvement

- 6.1 We recognise that adequate funding and support is essential to ensure effective and meaningful customer involvement. We are therefore committed to providing resources for this. The strategy will be supported through the Housing Revenue Account from within existing resources. Resource requirements and priorities will be continually monitored.
- 6.2 Detailed below is a breakdown of direct spend in relation to tenant participation in South Lanarkshire for the financial year 2022/23. This figure does not include costs for council staff resources.

Details	£
South Lanarkshire Tenant Development Support Project	90,409
Contracted consultant (surveys and quantitative/qualitative Research)	47,947
Production of Housing News publications	24,742
Tenants Information Service membership	2,000
Meeting costs – room hire, catering, equipment	1,278
Annual grants paid to tenant and residents group	500
Total expenditure	<u>167,189</u>

7 Monitoring, evaluation and review

- 7.1 The strategy action plan (Appendix 2) outlines how the strategic outcomes that guide our vision for success will be delivered over the next five years.
- 7.2 Effective monitoring and evaluation is essential if we are to assess the success of the strategy and ensure that we achieve the required outcomes.
- 7.3 The TPCG is responsible for overseeing the implementation and ongoing monitoring of the strategy. A report on progress against the action plan will be prepared and discussed with the group twice per year. In addition, the group has responsibility for identifying issues that require to be reflected in the annual review of the strategy.

- 7.4 The TPCG will also monitor and review the financial spend in relation to the strategy.
- 7.5 The action plan will be reviewed annually and action planning for the future years developed as appropriate. The findings from the review and progress on the implementation of the strategy will be reported to:
- Housing and Technical Resources Committee.
 - Housing and Technical Resources Resource Management Team.
 - Housing Services Management Team.
 - Tenant Participation Coordination Group.
 - Tenant and resident groups.
- 7.6 We will also publish annual customer involvement and participation achievements in 'Housing news', on the council website and through social media platforms.

Appendix 1: Ways to get involved

The table below highlights the range of options for involvement and shows the level of customer commitment required in relation to each option:

Low	Medium	High
Surveys/questionnaires	Tenant and Resident Groups	Tenant Participation Co-ordination Group and associated sub groups
Annual Budget and Rent Setting consultation	Continuous Improvement Groups	Customer Scrutiny Group
Annual sheltered housing meetings	Sheltered Housing Forum	Customer Publicity Group
Consultations	Focus Groups	Budget Scrutiny Group
Open meetings on 'standalone' issues		
Comments, compliments and complaints		
Interested Individual Register		
Walkabouts		
Housing surgeries and drop-ins		

Appendix 2: Action Plan 2024-2029

Strategic Outcome 1

Customers are informed and knowledgeable

Number	Objective	Action	Timescale
1.1	Work with the Customer Publicity Group (CPG) to assess and approve communication intended for distribution to customers	<ul style="list-style-type: none"> Annual programme of documents/publications to be considered for 'Customer Approved' Stamp to be agreed and linked to the Areas for Customer Involvement CPG to meet as required to assess publications 	2024-25 onwards
1.2	Continue to publish articles of interest to tenants, performance information, and service improvement plans in 'Housing news' and 'Sheltered Housing news'	<ul style="list-style-type: none"> Agree arrangements to ensure customer involvement in each edition of 'Housing news' and 'Sheltered Housing news' Use 'Housing news' and 'Sheltered Housing news' to feedback on customer consultation/participation and how this will be used to shape service delivery 	2024-25 onwards
1.3	Report on landlord performance and provide comparisons in relation to other social landlords	<ul style="list-style-type: none"> Publish a landlord performance report in consultation with tenants and in line with Scottish Social Housing Charter (SSHC) guidelines Provide comparison of performance in relation to other social landlords through 'Housing news' and council website 	Annually by November each year
1.4	Further develop the council website to reflect best practice in customer engagement and to raise awareness of opportunities to become involved	<ul style="list-style-type: none"> CPG to review and make recommendations for improvement to content and information Undertake online consultation where appropriate 	2025/26
1.5	Further develop the use of social media to encourage greater knowledge and understanding of housing services and performance and to encourage more customer feedback	<ul style="list-style-type: none"> Review existing approach and identify opportunities to further develop communication with and involving customers through use of text, email and social media 	2024-25 onwards

Number	Objective	Action	Timescale
1.6	Promote awareness of the range of opportunities for customer involvement	<ul style="list-style-type: none"> Publicise and encourage attendance at events to raise awareness and promote networking opportunities Continue to involve customer groups such as those identified at 4.1, to ensure effective customer engagement 	2024-25 onwards
1.7	Co-produce annual calendar highlighting customer involvement activities and events	<ul style="list-style-type: none"> Publish programme of participation opportunities throughout the year on the council website, including meeting dates, surveys, and consultations 	2024-25 onwards
1.8	Independent advice	<ul style="list-style-type: none"> Review independent advice and support for customers to ensure it meets the needs and aspirations of all customer groups Review approach to supporting customers to ensuring effective customer involvement 	2024-25

Strategic Outcome 2

More customers are involved

Number	Objective	Actions	Timescale
2.1	Encourage involvement and feedback from less engaged groups of customers, e.g. young people, minority ethnic communities, carers and veterans and members of the armed forces community	<ul style="list-style-type: none"> Use customer profile information to identify less engaged customer groups Review good practice elsewhere and Identify opportunities to target specific engagement with specific groups of customers Review, update and promote interested individual database 	2024-25
2.2	Undertake an awareness raising programme for service improvement and customer scrutiny activities to encourage active participation in them	<ul style="list-style-type: none"> Develop a programme of scrutiny opportunities Produce final reports Recruit customers for future scrutiny activities through Customer Scrutiny Framework 	2024-25 onwards
2.3	Continue to engage with Gypsy/Travellers	<ul style="list-style-type: none"> Annual focus group meeting with Gypsy/Travellers at Shawlands Crescent, Larkhall Quarterly meetings with Gypsy/Travellers at Springbank, East Kilbride 	2024-25 onwards

Number	Objective	Actions	Timescale
2.4	Develop and improve engagement opportunities for young people	<ul style="list-style-type: none"> • Arrange workshop with Youth Council to identify how they wish to be involved • Explore and identify where existing groups and activities exist that are engaging with young people • Develop the use of social media to target views of young people • Establish new engagement arrangements to reflect feedback from young people 	2024-25 onwards 2025-26
2.5	Develop and improve engagement opportunities for homelessness service users	<ul style="list-style-type: none"> • Continue to engage with customers using homelessness services • Ensure annual scrutiny programme includes specific consideration of homelessness service • Ensure opportunities for homelessness service users to become involved in wider participation opportunities 	2024-25 onwards
2.6	Continue to provide a range of training opportunities	<ul style="list-style-type: none"> • Develop and publicise annual training programme to ensure that customers have the knowledge, skills and confidence to become involved • Consider the development of a series of new briefings and seminars to support customer engagement 	2025-26 onwards
2.7	Annual customer conference	<ul style="list-style-type: none"> • Engage with customers to appraise options for an annual customer conference in South Lanarkshire • Implement annual event reflecting outcome of consultation 	2025/26 2026/27

Number	Objective	Actions	Timescale
2.8	Local engagement arrangements	<ul style="list-style-type: none"> • Review of divisional engagement arrangements • Work with customers to review arrangements for engagement at a divisional level, including local forums and estate walkabouts to strengthen engagement at a local level. • As part of review ensure appropriate linkage with wider community engagement structures including: <ul style="list-style-type: none"> ➤ Hareleeshill Community Growers ➤ Whitehill Neighbourhood Board ➤ Burnhill Action Group 	2024-25 onwards

Strategic Outcome 3

Customers drive continuous service improvement

Number	Objective	Actions	Timescale
3.1	Deliver an annual programme of customer scrutiny through the Customer Scrutiny Group (CSG)	<ul style="list-style-type: none"> • undertake and report on two scrutiny activities each year • encourage active participation in the scrutiny activities • extend the scope of the scrutiny programme to other customer groups, including people using homelessness services, Gypsy/Travellers 	2024-25 onwards 2025-26
3.2	Explore option to establish a scrutiny panel for older people	<ul style="list-style-type: none"> • Develop a proposal for an Older People Scrutiny Panel • Advertise on social media looking to establish a scrutiny panel for older people • Consult with tenants via local sheltered housing forum 	2026-27 onwards

Strategic Outcome 4

Customers shape change and make a difference.

Number	Objective	Actions	Timescale
4.1	Ensure regular 'You Said, We Did' feedback to customers via 'Housing news', the council website and annual report to customers highlighting the difference made by customer involvement	<ul style="list-style-type: none">• Produce 'You Said, We Did' report annually	2024-25 onwards
4.2	Analyse and report on feedback from customer satisfaction surveys and ensure that it is used to influence service planning and delivery.	<ul style="list-style-type: none">• Review and agree approach to how satisfaction results are reported	2024-25 onwards
4.3	Further develop system to track and evaluate customer involvement activities and the resulting effect	<ul style="list-style-type: none">• Explore options to track feedback from customers on their involvement and resulting effect• Work with customers to ensure that system enhances engagement with customers• Develop and implement system	2025/26
4.4	Ensure customer involvement in identifying local priorities to be progressed through Participatory Budgeting	<ul style="list-style-type: none">• Ensure effective customer involvement in identifying estate in directing spending in relation to the Estate Improvement Budget and the Environmental aspect of the Housing Improvement Budget.• Report Participatory Budgeting activity to Area Committees annually	2024-25 onwards
4.5	Independent Advice and Support	<ul style="list-style-type: none">• Review independent advice and support• Review funding arrangement for customer groups and individuals	2024-2025 onwards

Appendix 3: Our approach to customer involvement

Service Improvement and Customer Scrutiny

- Tenants are involved in delivering service improvement through our tenant-led customer scrutiny programme which provides an active role in reviewing how housing services are being delivered and how they can be improved. Our customer scrutiny framework sets out the role of customers, staff and elected members in working together to deliver self-assessment and service improvement and puts customers in the driving seat to evaluate how well housing services are performing and to work together to achieve change.
- Over the life of the Customer Involvement Strategy, we will extend our approach to scrutiny, involving other customer groups such as people using homelessness services and residents of Gypsy/Traveller sites.

Participatory Budgeting

- Tenants are involved in directing spending by housing services through the council's approach to Participatory Budgeting (PB), a method of giving local people the opportunity to decide where public money is spent in their communities. PB is an effective community engagement tool, rather than merely a different means of allocating resources.
- Housing and Technical Resources continues to make a positive contribution to the council's PB programme through the environmental aspect of the Housing Investment Programme, the Estate Improvement Budget, the commissioning element of the Community Safety Budget, the Independent Advice contract, and the Whitlawburn Regeneration Endowment Fund.
- Tenant involvement in PB has led to improvements to sheltered housing and Gypsy/Traveller sites, tackling the cost of living for local customers, local projects including improvements to bin and drying areas, and communal paths and gardens.

Collaborative approach to engagement on the housing budget

- The Budget Scrutiny Group (BSG) provides a vehicle for developing, delivering and reviewing engagement with customers on the financial issues facing the housing service on an ongoing basis. This includes overseeing the annual process for consulting on the housing budget.

Annual programme of consultation and involvement

- Customer engagement priorities agreed with the TPCG.
- Policy/strategy review programme agreed with customers.
- Customer priorities in service and policy reviews reflected in the service level planning process.

Engagement at a local level

- Support to tenant and resident groups to operate effectively and to become involved collectively at a local level.
- Annual training programme provided by SLTDSP, developed in consultation with customers.
- Register of tenant organisations available on our website.

Information and advice

- Range of information provided to customers on housing and related services.
- New tenants provided with information about opportunities to become involved.
- 'Housing news' produced biannually and distributed to all council tenants.
- Regular publication of newsletters for Sheltered Housing and Gypsy/Traveller sites.
- Range of briefings and reports provided by SLTDSP for customers.

Individual customers

- Database of individuals who have expressed an interest in being involved. This is viewed by the SHR as a good way for customers to become involved and engage with the council.
- The increased use of text and email with customers has provided additional options for customers to engage with the council.

Glossary

Customers	tenants, future tenants, homeless people and others who use housing services
Customer Involvement	customers taking part in decision making processes and influencing decisions about housing and related services
Customer Scrutiny	giving customers the ability to hold their landlord to account by working in partnership to achieve better performance and improve outcomes
Expenditure	money the council spends on running costs e.g., office costs, staff wages, repairs
Housing Revenue Account	a separate account held by the council for money collected from council house rents and spent on repairing, maintaining and improving council housing
Housing (Scotland) Act 2001	legislation written by the Scottish Government which housing providers must apply
Mystery Shopper	customers using council services to collect information about how good the service is
Outcomes	the change or difference made in the result of an action
Registered Tenants Organisations (RTOs)	groups set up by tenants of an area, that have a written constitution and committee, and have registered their details with their social landlord
Resources	money, people or property which the council or another body can use to do its business
Scottish Housing Regulator	an independent body which looks after the interests of people who are or may become homeless, tenants of social landlords, or users of the services that social landlords provide
Scottish Social Housing Charter	the standards and outcomes that all social landlords, should aim to achieve
Social Landlord	a landlord who manages non-commercial housing, usually a local authority or housing association
South Lanarkshire Tenant Development Support Project (SLTDSP)	provides independent, impartial advice, guidance and support to customers in South Lanarkshire on housing and related matters
Tenant Information Service (TIS)	provides independent advice, support, and training for tenants and landlords across Scotland
Tenant Participation Advisory Service (TPAS)	promotes good practice in tenant participation, engagement and empowerment

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