

Appendix 1: Housing Services Customer Involvement Strategy 2018-2022

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1. Introduction

- 1.1 This is the fourth strategy prepared in accordance with the requirements of the Housing (Scotland) Act 2001. This strategy aims to build upon the achievements of our previous Tenant Participation strategies and sets out our continued commitment to engaging and involving customers in shaping housing services.
- 1.2 The key aim of this strategy is to broaden the focus and ensure wider engagement with both tenants and other customers. This reflects the principles of both the Community Empowerment (Scotland) Act 2015 and the National Standards for Community Engagement.
- 1.3 This strategy sets out:
 - the strengths of our approach and achievements to date
 - what we intend to do to further develop customer involvement
 - how we will measure success and monitor progress
- 1.4 South Lanarkshire Council has a long history of meaningful customer involvement, and tenants and other customers were very much involved in co-producing this strategy. A significant pre-consultation process was undertaken which involved the Tenant Participation Co-ordination Group (TPCG) supported by the South Lanarkshire Tenant Development Support Project (SLTDSP), tenant group representatives and staff. All views, comments and suggestions received during pre-consultation were taken into account in the development of the consultative draft strategy.
- 1.5 The draft strategy was subject to a significant period of consultation between January and April 2018. During the formal consultation on the strategy, a range of customers were invited to comment on the draft strategy including; tenant and resident groups; homelessness service users; sheltered housing tenants and gypsy/travellers. Views were also sought from other stakeholders including local elected members, neighbouring local authorities and organisations that provide support to tenants across Scotland.
- 1.6 The views expressed during the consultation have helped to shape the finalised strategy and as it is implemented customers' views will continue to influence and shape the delivery of housing services.
- 1.7 Within this strategy, the term 'customer' refers to tenants, future tenants, homeless people and others who use housing services.
- 1.8 Our vision is to clearly demonstrate that customers are empowered and influence how housing services are delivered. The vision is aligned with the Community Empowerment (Scotland) Act 2015 which sets a clear direction in terms of community empowerment, ensuring strengthened participation and engagement.
- 1.9 We believe that effective customer involvement will further improve customer satisfaction, value-for-money, performance and service delivery.
- 1.10 This strategy will ensure we continue to:
 - listen to and understand our customers
 - deliver housing services our customers want and need
 - meet customers' expectations on quality and performance
 - involve our customers at a level where they feel comfortable
 - influence national agendas and impact positively on perceptions of customers
 - meet regulatory and legislative requirements

Overall, our focus is to listen to customers' views and aspirations to ensure they are able to influence future housing services delivery by scrutinising performance and identifying areas for improvement.

1.11 To deliver the strategy and to further develop our approach to customer involvement we have agreed four strategic outcomes:

- customers are informed and knowledgeable
- more customers are involved
- customers help to drive continuous service improvement
- customers help to shape change and make a difference

These outcomes have been co-produced with customer representatives based on comments and views received during the pre-consultation.

Further information on the strategic outcomes and associated actions are detailed in Section 6.

1.12 This strategy has been developed at a time when housing services are operating in a fast changing environment, with constraints on resources creating many challenges for service delivery. It is therefore important that customers are effectively involved and empowered in helping to achieve change in order that their needs and aspirations can be met.

1.13 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. This reflects the Asset Based Community Development approach as outlined in the National Guidelines for Community Engagement.

This approach is also in line with the council values outlined in Connect 2017-2022:

- 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

1.14 We are committed to equality of opportunity in all aspects of customer involvement and aim to ensure any barriers to effective involvement and participation arising from ethnicity, geographical location, particular needs, age, sexual orientation or disability are removed.

2. Legislative and regulatory framework

- 2.1 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
- 2.2 The Housing (Scotland) Act 2010 introduced the Scottish Social Housing Charter. The aim of the Charter is to help improve the quality and value of services provided by social landlords.
- 2.3 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. The report to tenants is produced in partnership with the Tenant Participation Co-ordination Group (TPCG) and is included within the autumn edition of Housing News and published on our website.
- 2.4 The Charter introduced a requirement for landlords to be more proactive in self regulation and to involve customers in scrutiny. Scrutiny is a way of giving tenants greater influence and ability to hold their landlord to account, examine services and standards and make recommendations for service improvements. It enables the service and customers to work in partnership to achieve better performance and improved outcomes. Further detail on our approach to scrutiny is provided in Section 5.
- 2.5 Charter measures relating to customer satisfaction are reported every three years. In our 2016/17 Charter annual return we reported the 2015/16 survey results detailed in the table below. There has been a significant improvement in the percentage of tenants who felt they had opportunities to participate in our decision-making processes. 85% of tenants who responded said they were satisfied with the range of opportunities available to enable them to become involved, compared to 54% in 2013/14. This result reflects well in relation to both the local authority landlord average and the Scottish average of 75% and 84% respectively.

South Lanarkshire Council Tenants Satisfaction Survey Results

Tenants satisfied with opportunities to participate			
Survey Year	South Lanarkshire Council	Local Authority Landlord Average	Scottish Average
2013/14	54%	72%	82%
2015/16	85%	75%	84%

- 2.6 As highlighted at 1.8 our approach to customer involvement takes account of the principles of the Community Empowerment (Scotland) Act 2015. This has specific focus on promoting effective engagement and participation to help communities achieve greater control and influence in the decisions and circumstances that affect their lives. To support organisations in putting the Act into practice, the National Standards for Community Engagement are used to shape the participation processes of public bodies as well as shape how community organisations can involve wider community interests.

2.7 Our approach to customer involvement is inherently linked to a broader framework of plans and strategies including:

- Community Plan 2017-2022
- Neighbourhood Plans
- Community Engagement Framework
- Connect 2017-2022, South Lanarkshire Council Plan
- Local Housing Strategy 2017-2022
- Housing and Technical Resources Resource Plan
- Customer Scrutiny Framework

Appendix 1 provides further details on the above plans and strategies.

3. Progress and achievements

3.1 Our previous Tenant Participation Strategy set out three strategic outcomes which provided the overarching focus for the actions to be progressed during the period of the strategy. These were:

- Increased levels of involvement
- Improved range of engagement opportunities which reflect the needs and aspirations of communities across South Lanarkshire
- Improved ability to show that tenants and service users influence and shape the housing service

3.2 Detailed below are key areas of progress and achievements made during the last strategy demonstrating the difference customer involvement has made.

Actions	Progress and Achievements
Involving tenants in the budgetary process	<ul style="list-style-type: none">• The Budget Scrutiny Group (BSG) continues to play an important role in scrutinising the budget and coordinating annual rent setting.• The BSG established a scrutiny panel to consider a range of budgetary information, with senior council officers invited to give evidence to the panel each year.• The BSG has been recognised nationally at the Tenant Participation Advisory Service (TPAS) by winning the 2017 award for Best Practice in Tenant Led Scrutiny. The group was also a finalist at the Chartered Institute of Housing Scotland Excellence Awards 2017. <p>Budget Scrutiny Group member quote:</p> <p><i>“The Budget Scrutiny Panel is a great opportunity for tenants to ask questions and get answers from senior council officers. This helped me to learn more about the financial part of the housing service”.</i></p>
Engaging customers at a central level	<ul style="list-style-type: none">• An annual programme of partnership has been co-produced with customers each year.• Improved joint monitoring of progress against agreed priorities with the establishment of the Progress Tracking Report (PTR) developed in consultation with the TPCG in 2012.

Actions	Progress and Achievements
Customer service scrutiny	<ul style="list-style-type: none"> • Customer Scrutiny Framework developed in conjunction with customers. • Completed first scrutiny exercise which focussed on the council house letting standard, resulting in the development of a joint action plan. • Completed a mystery shop exercise on the customer contact procedures within Housing Services. <p>Customer Scrutiny Group member quote:</p> <p><i>“Being involved in the letting standard scrutiny activity was a valuable experience for me and the group. As individuals and working together as a group, we learned so much and now fully appreciate the work involved in delivering the letting standard.”</i></p>
Engagement with sheltered housing tenants	<ul style="list-style-type: none"> • Established of the Conference Planning Group who have planned, shaped and delivered two conferences for sheltered housing tenants. • ‘Sheltered Housing News’ produced twice yearly highlights all the latest news from across the service and provides an opportunity for tenants to give their views. • Introduced annual meetings to keep tenants up to date with key developments and important information regarding the service as well as providing an opportunity to discuss local issues. • Established East Kilbride Sheltered Housing Forum in 2012, providing a platform for communication and partnership working between sheltered housing tenants within the East Kilbride area and the housing service. • The Conference Planning Group has also been recognised at a national level. At the TPAS National Good Practice Awards 2017 the group was runner-up in the Housing Best Practice in Involving All – Equality and Diversity category. The Care Inspectorate has also positively recognised our engagement with sheltered housing tenants. <p>Chair of the Sheltered Housing Tenants Conference Planning Group quote:</p> <p><i>“When you see all of these sheltered housing tenants sitting here voluntarily, would you do that unless you were convinced that it was actually working and worth doing?”</i></p>

Actions	Progress and Achievements
Engagement with gypsy/travellers	<ul style="list-style-type: none"> Recognised by the Scottish Housing Regulator as having good engagement opportunities with gypsy/travellers within the two South Lanarkshire Council sites.
Customer review of publications	<ul style="list-style-type: none"> Established in 2013, the Customer Publicity Group is made up of customers who review any key housing publications including; leaflets, letters and web based information to ensure they are clear and easy to read. Information that has been reviewed and approved by the Customer Publicity Group is given the 'Tenant Approved' stamp.

4. Our approach to customer involvement

- 4.1 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. Appendix 2 highlights the range of ways to get involved. The flexibility of our approach enables customers to engage in ways which best suit their circumstances, either on a collective or individual basis.
- 4.2 Since 2002, the South Lanarkshire Tenant Development Support Project (SLTDSP) has played a key role in ensuring that comprehensive independent information and advice is provided to customers to allow them to consider their position and give views on important housing and related issues. The options for the provision of independent advice are appraised taking into consideration the strategic outcomes in this strategy and the views of customers.
- 4.3 The key strengths of our approach are summarised below:

Structures for engagement

- good structures developed in consultation with customers
- local engagement through the local housing forums
- good partnership working and links between the TPCG, sub groups, local housing forums and tenant and resident groups
- focused engagement with tenants with particular needs through the South Lanarkshire Disability Partnership Housing Sub Group
- clear and innovative approach to engagement with sheltered housing tenants, highly commended by the Care Inspectorate
- clear and agreed approach to engagement with gypsy/travellers, viewed as very positive by this group of customers and also by the Scottish Government and SHR

Annual programme of consultation and involvement

- customer engagement priorities agreed with TPCG
- policy/strategy review programme agreed with customers
- customer priorities in service and policy reviews reflected in the service 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
- local housing area participation plans developed and agreed annually with customers setting out the opportunities for customers to become involved at a local level

Neighbourhood Boards

- regular engagement with local residents to discuss and progress issues relating to their community and to influence and shape services including housing services

Involvement in the budgetary process

- Budget Scrutiny Group (BSG) provides a vehicle for discussion with customers on the budgetary process and the financial issues facing the housing service on an ongoing basis. This includes overseeing the annual process for consulting on the rent levels.

Customer-led scrutiny

- Development and implementation of a Customer Scrutiny Framework in partnership with customers and Tenant Information Service (TIS). This framework provides customers with a key role in evaluating how well housing services are performing as well as working with us to achieve change. More information on our approach to customer scrutiny is provided in Section four.

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
- 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 us.

5. Customer scrutiny

- 5.1 As highlighted at 2.4, and in addition to giving customers greater influence, scrutiny provides many benefits for us and customers including, service improvements, efficiency savings and enhanced customer satisfaction.
- 5.2 During 2016/17 a Customer Scrutiny Framework was developed which further embeds customer scrutiny into the way we deliver housing services. The framework is customer led and gives customers the opportunity to examine aspects of the housing service in detail, assess performance and work with us to achieve change.
- 5.3 The Customer Scrutiny Framework:
- sets out our approach to customer-led scrutiny
 - sets out the role of customers, staff and elected members in working together to deliver self-assessment and service improvement
 - puts customers in the driving seat to evaluate how well housing services are performing and to work with us to achieve change
- 5.4 To enable an effective approach to scrutiny, we will ensure our customers:
- know where we are performing well
 - can identify areas for improvement
 - are able to compare our performance with other similar councils
- 5.5 During 2017, through the scrutiny framework and in partnership with the Customer Scrutiny Group, we undertook our first scrutiny activity on the council house letting standard. We will continue to work closely with the Customer Scrutiny Group to progress the agreed recommendations from this exercise and to develop an annual programme of scrutiny of the service areas they identify.
- 5.6 Progress on the annual programme of scrutiny will be reported in the Housing News, on the council website, social media platforms and through reports to senior officers and elected members.

6. Our Strategic Outcomes

- 6.1 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.
- 6.2 As highlighted at 1.11 there are four strategic outcomes. These are 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 numbers of associated actions which will be progressed over the next four years.
- 6.3 The strategic outcomes are:

Strategic Outcome 1 - Customers are informed and knowledgeable

Key objectives

- Work with the Customer Publicity Group to assess and approve communication intended for distribution to tenants and other customers including 'Housing News', information leaflets/booklets, application forms, questionnaires, standard letters, performance and service standard information.
- Ensure 'Housing News' and 'Sheltered Housing News' articles continue to be relevant and of interest to customers, with a particular focus on performance and service improvement plans.
- Continue to report on landlord performance and provide comparisons in relation to 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.
- Develop the use of social media to encourage greater knowledge and understanding of housing services and performance and to encourage more customer feedback.
- Promote customer awareness of opportunities for customer involvement.
- Co-produce an annual calendar highlighting customer involvement activities and events on the council website.

Strategic Outcome 2 - More customers are involved

Key objectives

- Develop and implement annual local area participation plans to reflect local needs and priorities.
- Encourage involvement and feedback from less engaged groups of customers.
- 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 and to encourage customer participation in them.
- Deliver and further develop engagement opportunities with gypsy/travellers.
- Develop and improve engagement opportunities with young people
- Develop and improve engagement opportunities with homelessness service users
- Continue to provide appropriate learning and training opportunities for customers to improve knowledge and confidence to assist them to become effectively involved.
- Develop a programme of local estate walkabouts and encourage customers to participate.

Strategic Outcome 3 - Customers help to drive continuous service improvement

Key objectives

- Deliver an annual programme of customer scrutiny through the Customer Scrutiny Group.
- Explore the option to establish a scrutiny panel for older people.
- Encourage establishment of customer panels as an important source of feedback from customers.
- Ensure reports to Housing and Technical Resources Committee highlight the contribution and influence of customers in developing recommendations.
- Service Improvement Plans to confirm the involvement and influence of customers in prioritising actions and tasks.

Strategic Outcome 4 - Customers help to shape change and make a difference

Key objectives

- Establish regular 'You Said, We Did' feedback to customers via 'Housing News', the council website, social media platforms and annual report to tenants highlighting the difference made by customer involvement.
- Communicate outcomes of local estate walkabout programmes to customers.
- Analyse and report on feedback from customer satisfaction surveys and ensure that it is used to influence service planning and delivery.
- Explore and implement a system to track and evaluate customer involvement activities and the resulting effect.
- Further develop customer involvement in identifying local priorities to be progressed through dedicated estate budgets.

7. Resourcing and supporting customer involvement

- 7.1 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.
- 7.2 Set out below is a breakdown of direct spend in relation to tenant participation in South Lanarkshire for the financial year 2016/17. This figure does not include costs for council staff resources.

	£
Annual grants paid to tenants and residents groups and other customer groups	6,123
South Lanarkshire Tenant Development Support Project	90,502
Tenants Information Service and Tenant Participation Advisory Services national conferences	10,080
Production of Housing News and Sheltered Housing News	13,151
Tenants Information Service membership	2,000
Other expenditure incurred in relation to customer involvement*	13,941
Homelessness service user engagement	584
Contracted consultant (surveys and quantitative/qualitative research)	32,004
Total expenditure	<u>168,385</u>

Notes

*Other expenditure incurred in relation to customer involvement includes:

- meeting costs - room hire, catering, equipment etc
- printing costs

8. Monitoring, evaluation and review

- 8.1 The strategy action plan (Appendix 3) outlines how the strategic outcomes that guide our vision for success will be delivered over the next four years.
- 8.2 Effective monitoring and evaluation is essential if we are to assess the success of the strategy and ensure that we achieve the required outcome.
- 8.3 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.
- 8.4 The TPCG will also monitor and review the financial spend in relation to the strategy.
- 8.5 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
 - Local Housing Forums
 - Tenants groups
- 8.6 We will also publish annual customer involvement and participation achievements in Housing News, on the council website and through social media platforms.

Appendix 1: Links to other plans and strategies

Community Plan

The new community plan for South Lanarkshire sets out local outcomes the Community Planning Partnership will prioritise for improvement.

Neighbourhood Plans

The plans set out local priorities for improving outcomes in areas of South Lanarkshire that are experiencing the poorest outcomes.

Community Engagement Framework

Priorities set within our Customer Involvement Strategy link to the council wider approach to community engagement and the national standards.

Connect 2017-2022, South Lanarkshire Council Plan

The Council Plan sets out the council's vision, 'to improve the quality of life for everyone in South Lanarkshire'.

Local Housing Strategy 2017-2022

The strategy sets out how the council and its partners will ensure South Lanarkshire has good quality housing of the right tenure, type and size in the right places to meet the range of needs and aspirations of residents.

Housing and Technical Resources Resource Plan

The Resource Plan sets out the key strategic factors which influence the housing and property service.

Customer Scrutiny Framework

Sets out the role of the council and customers to deliver and self-assess a service improvement.

Appendix 2: 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	Attending tenant group meetings	Tenant Participation Co-ordination Group and associated sub groups
Rent consultation	Continuous Improvement Groups	Customer Scrutiny Group
Annual sheltered housing meetings	Local Housing Forums	Publicity Group
Local estate walkabouts	Neighbourhood Boards	
Consultations	East Kilbride Sheltered Housing Forum	
Open meetings on “standalone” issues	Ad hoc focus groups	
Comments, compliments and complaints		

Appendix 3: Action Plan 2018-2022

Strategic Outcome 1			
Customers are informed and knowledgeable			
	Objective	Action	Timescale
1.1	Work with the Customer Publicity Group (CPG) to assess and approve communication intended for distribution to tenants and other customers	<ul style="list-style-type: none"> • Programme of documents/publications to be considered for Tenant Approved Stamp to be agreed and linked to the Areas for Customer Involvement • CPG to meet as required to assess publications 	2018-2019 onwards
1.2	Ensure 'Housing News' and 'Sheltered Housing News' articles continue to be relevant and of interest to customers with a particular focus on performance and service improvement plans	<ul style="list-style-type: none"> • Agree arrangements to ensure customer involvement in each edition of Housing News and Sheltered Housing News • Carry out survey to determine tenant satisfaction with the content, frequency and format 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 	2018-2019 onwards
1.3	Continue to report on landlord performance and provide comparisons in relation to other social landlords	<ul style="list-style-type: none"> • Produce 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 October 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 • Consider ways to promote customer feedback using 'real time' surveys and by developing more self serve options for customers • Undertake online consultation where appropriate 	2018-2019 onwards
1.5	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"> • Establish new ways of communicating with and involving customers through use of text, email and social media 	2018-2019 onwards
1.6	Promote customer awareness of opportunities for customer involvement	<ul style="list-style-type: none"> • Publicise and encourage attendance at events to raise awareness and promote networking opportunities 	2018-2019 onwards

Strategic Outcome 1

Customers are informed and knowledgeable

	Objective	Action	Timescale
1.7	Co-produce annual calendar highlighting customer involvement activities and events	<ul style="list-style-type: none"> Publish Annual Participation and Communication programme on Council website 	2018-2019 onwards

Strategic Outcome 2

More customers are involved

	Objective	Actions	Timescale
2.1	Develop and implement annual local area participation plans for each housing management area to improve engagement	<ul style="list-style-type: none"> Develop local area participation plans reflecting local needs and priorities Monitor and review plans annually and identify actions to be progressed 	April 2018 onwards
2.2	Encourage involvement and feedback from less engaged groups of customers	<ul style="list-style-type: none"> Use customer profile information to identify less engaged customer groups Identify opportunities to target specific engagement with these groups of customers Review, update and promote interested individual database 	2018-2019 onwards
2.3	Establish customer panels	<ul style="list-style-type: none"> Promote customer involvement, feedback and comments through a range of digital channels 	2018-2019 onwards
2.4	Undertake an awareness raising programme for 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 	2018-2019 onwards
2.5	Deliver and further develop engagement opportunities 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 	2018-2019 onwards
2.6	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 Establish Young Persons Housing Forum 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 	2019-20 onwards
2.7	Develop and improve engagement opportunities for homelessness service users	<ul style="list-style-type: none"> Explore key ways to make involvement effective 	2019-2020 onwards

Strategic Outcome 2 More customers are involved			
	Objective	Actions	Timescale
2.8	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 	2018-2019 onwards
2.9	Develop a programme of estate walkabouts and encourage tenants and other customers to participate	<ul style="list-style-type: none"> Arrange and publicise a programme of local estate walkabouts Develop an action plan to address issues identified and feedback - 'You Said, We Did' 	2018-2019 onwards

Strategic Outcome 3 Customers help to drive continuous service improvement			
	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 two scrutiny activities each year encourage active participation in the scrutiny activities 	2018-2019 onwards
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 	2020-2021 onwards

Strategic Outcome 4 Customers help to shape change and make a difference			
	Objective	Actions	Timescale
4.1	Establish regular 'You Said, We Did' feedback to customers via Housing News, the council website and annual report to tenants highlighting the difference made by customer involvement	<ul style="list-style-type: none"> Produce 'You Said, We Did' report annually 	2018-2019 onwards
4.2	Communicate outcome of estate walkabout programme to customers	<ul style="list-style-type: none"> Develop an approach to publish and report on the outcomes of estate walkabouts 	2018-2019 onwards
4.3	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 	2019-2020 onwards
4.4	Develop a 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 Develop and implement system 	2019-2020 onwards

Strategic Outcome 4

Customers help to shape change and make a difference

	Objective	Actions	Timescale
4.5	Further develop customer involvement in identifying local priorities to be progressed through dedicated estate budgets.	<ul style="list-style-type: none">Review options to ensure effective community involvement in identifying estate priorities, including scope to move to a participatory budgeting approach	2019-2022 onwards