

Progress Housing Group		Housing Operations			
Title:	Customer Voice Shaping Services Strategy				
Ref No:	GRSTRHM09	Reviewed:	01/03/2023	Version:	1



STRATEGY DOCUMENT

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1. Introduction

This strategy sets out the approach of Progress Homes and Reside with Progress (RWP), to listening to the views of tenants and customers and ensuring their comments and feedback is used to shape service delivery. The strategy places the voice of tenants and customers at the heart of decision making.

This strategy refers to customers rather than tenants as it is inclusive of people who receive services, but are not exclusively tenants, for example leaseholders and shared owners.

Progress Housing Group's (the Group's) vision is to have a positive impact on people and communities by providing high quality homes, supporting independence and creating opportunities.

This vision is underpinned by the Group's three strategic aims;

- Providing more and better homes
- Supporting individuals and communities to achieve independence
- Creating opportunities

This strategy links directly to the Group's cross-cutting theme of putting customers at the heart of everything we do and supports the delivery of the business plan for Progress Homes and RWP.

The Regulator of Social Housing sets out the standard for Tenant Involvement and Empowerment as follows;

1. Customer service, choice and complaints – by giving customers a real voice and opportunities to be heard.
2. Involvement and empowerment – by providing a wide range of opportunities to influence and be involved.
3. Understanding and responding to the diverse needs of tenants – by utilising customer insight data to understand the different needs of our communities.

The implementation of this strategy will help the Group to deliver the requirements set out in this standard. It will also ensure that our customers have a strong voice and that the Group, in turn, listens to what their voice is saying and acts on what is being said.

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2. Aims of the strategy

The aims of this strategy are to:

1. Provide a range of opportunities for customers to have their voice heard.
2. Ensure that processes are in place to ensure the customers' voice is listened too.
3. Ensure mechanisms are in place to demonstrate what action is taken as a result of listening to the customers' voice.

3. Where are we now?

The Group owns and manages in excess of 11,000 housing rental and low cost home ownership units across 181 different local authorities with nearly 20,000 people living in these households.

The Groups stock includes approximately 4,300 supported living tenancies predominantly for people with a learning disability and, or autism. These tenancies sit within the RWP business stream, making RWP the largest provider of supported living properties in the country.

Due to the needs of this tenant group, RWP has a separate engagement strategy which aims to involve the voice of support providers, families and tenants.

We currently hold data for 33% of the Group's households. This data tells us

- 49% are male and 51% female.
- The average tenancy holder is 51.8 years young
- 82% have a disability
- 4.2% are from minority ethnic backgrounds

Satisfaction from tenants is high with tenants of Progress Homes and RWP as the figures from the STAR survey in 21/22 show;

	Progress Homes	RWP
Overall satisfaction	82.3%	74.5%
Neighbourhoods as a place to live	82.9%	88.9%
Quality of home	81.9%	82.4%

In 2021 / 2022 we received 5,667 transactional surveys, with customers informing us of how they felt after receiving a service directly. These surveys showed 90.8% of customers are satisfied with the services provided to them.

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During the year we received 654 complaints and 244 compliments. Of the 654 complaints received, 568 were responded to in the target timescales.

Even though we have high levels of satisfaction, we are not complacent and continue to use feedback from customers to help us identify areas for improvement, below are the 4 main themes identified.

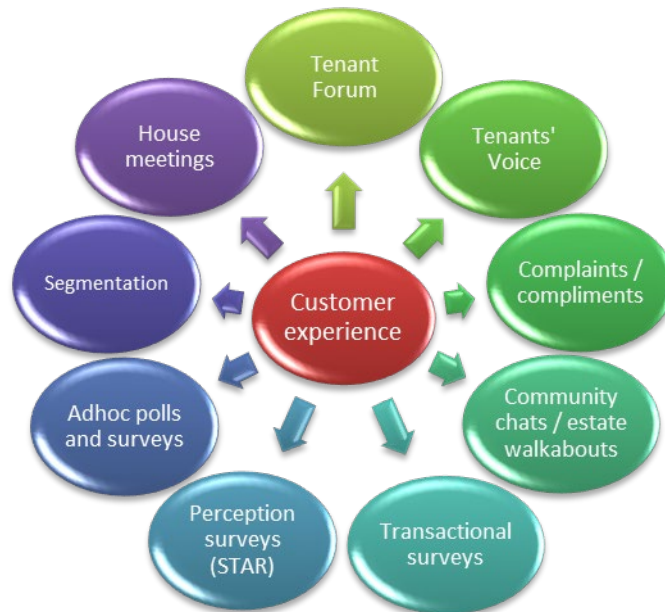
- Communication and information – when we do receive dissatisfaction it normally stems from ineffective, absent or lack of empathic communication.
- Unresolved - this relates to time issues, communication is also central to this improvement theme.
- Quality of service – a customer feels they have received a service that was delivered to a poor standard or quality of work. Often this theme overlaps with other improvement themes, as customers would see a timely response or effective communication as part of a good quality of service.
- Time and response - the majority of customers experience a quick and efficient service, although there are instances where customers experience time delays or a slow response which can cause frustration or inconvenience.

In order to enable customers to get involved and have their voice heard we provide a range of options. This includes:

- completing surveys
- making a complaint or compliment
- attending tenant meetings
- community Chat
- scrutiny activity
- writing an article to share
- annual events i.e. Progress in Bloom

The customer insight model below shows the different options for customers to tell us about their experience.

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The information provided by customers using all these options is used to develop a rich source of data identifying positive themes of where the Group is performing well as well as areas of improvement. These themes are used to drive improvements across the Group using the lessons learnt from listening to the customer voice.

4. What do we need to do to achieve our aims?

The action plan below sets out actions required to achieve the aims of the strategy during 2023-24. The action plan will be refreshed annually to ensure continuous improvement in the way we listen to, and act on the customer voice.

5. Monitoring, reporting and review

Progress on actions included in this strategy will be monitored and reported using the following mechanisms;

- Quarterly report provided to the management team of Progress Homes and RWP.
- Annual report provided to Tenants' Forum
- Annual report provided to Executive Board and Group Board
- Annual report provided to RWP Committee included within the Community Engagement Strategy update

The reports will include an update on progress against the action plan, including examples of changes and improvements made as a result of listening to the customer voice.

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In addition to the above reporting mechanisms, service contextual information, performance data and 'spotlight' case studies gathered will be used to ensure Non-Executive Directors (NEDs) have the opportunity to hear the customer voice at each Board meeting.

The strategy document and action plan will be reviewed annually to ensure the customer voice continues to be central to all activities.

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Action Plan – 2023 – 2024

Aim	Action	Lead	Target date	Desired outcome	Specific measure
Provide a range of opportunities for customers to have their voice heard.	Enhance and develop a range of opportunities including; Surveys Community Chat events Community tidy Community Facebook group Tenants' Voice Tenants Forum Tenants' Talk Community Investment Fund Consultation Complaints and compliments House meetings Estate walk abouts RWP Community Engagement Strategy	Housing Operations	March 2024	Increase in number of customers providing feedback	Number of customers providing feedback. Increase in % who feel that views are listened and acted upon
	Opportunities provided to NEDs to hear the customer voice, including; Reporting mechanisms Invitations to events and activities	Housing Operations and Governance	March 2024	NEDs increased awareness and understanding of the customer voice	An increase in the number of NEDs attending events and activities

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	Campaign to increase data held for customers.	Housing Operations	March 2024	Improved quality of data held for customers.	Increase in data held for customers.
	Learning from peers; Review activities delivered by other organisations that successfully involve customers i.e. reading groups and youth rangers.	PIT	March 2024	Implement good practice	New initiatives and pilots implemented
Processes in place to ensure the customers voice is listened to.	Co-create a set of customer promises that can be measured and performance reported on.	Senior Leadership Team and Business Intelligence Team	March 2024	Publish performance on Customer Promises linked to consumer standard and tenant satisfaction measures, including action plan for improving any areas of underperformance.	Increase in satisfaction and performance measures.
Mechanisms in place to demonstrate what action is taken after listening to the customer voice.	Produce annual insight report showing themes received from the customer voice to be used as basis for change and improvement	Business Intelligence Team and Housing Operations	March 2024	Demonstrate changes and improvement made following customer voice.	Improved satisfaction and performance measures.

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	Promotion of “You Said – We Did” for changes made following feedback from customers	All	March 2024	Demonstrate changes and improvements made following customer voice.	Increase in satisfaction and performance measures.