



# Customer engagement and involvement strategy 2021 – 2025

## Introduction

At VIVID, customers are at the heart of everything we do.

We're proud of the way we engage and involve them – providing everyone with the opportunity to have their say and be listened to.

We've built a strong landlord-customer relationship, based upon trust and confidence.

In this strategy we will build on the great progress made in the last strategy 2019-21, where the main focus was to get more customers involved and incorporate the adaptations to customer engagement delivery we learnt from the restrictions imposed during the pandemic and the new requirements of the white paper and fire safety regulation.

Since the last strategy we have increased the number of customers who have said they want to be involved from 340 to over 1,000. Whilst the restrictions from the pandemic have meant we have not been able to fully implement all the initiatives we would have liked, it also provided opportunities to provide engagement in different ways.

By having a greater number of customers wanting to be more involved it has meant we can be more ambitious in the different involvement opportunities we can provide. This has already led to customers having places on our customer service committee and our charitable foundation, VIVID plus, board.

This strategy outlines our plans for the future and how we'll go about working pro-actively with our customers to achieve them.

We'll be

- making sure our customers continue to feel listened to by all of our teams at VIVID
  - ensuring that we at the very least meet the engagement requirements of the housing white paper and building and fire safety.
  - offering choice within our involvement opportunities
  - embracing the diversity of our customer base
  - co designing and delivering services with customers
  - ensuring customers scrutinise our performance, and
  - be open and honest in our decision making, ensuring customers know how they've made a difference.
  - using technology we will facilitate involvement and engagement in efficient, accessible and effective ways to further embed and expand our local, community based and interest specific activities
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This Customer Engagement and Involvement strategy will support us in achieving our ambitions, our aspirations and will maximise our involvement and engagement opportunities. The delivery of this strategy is monitored through our Board, Customer Services Committee (initially the Task & Finish Group), and departmental plans

### **Working in partnership with customers to co-design our services, scrutinise our performance**

- We have adopted the Together with Tenants (TWT) Framework and will continue to implement this
- Vivid Impact, our customer scrutiny panel will continue to assess performance and make recommendations for improvements against any specific area of service and feedback
- We will continue to provide a formal mechanism by which customers views on performance can be heard, listened to, taken forward and monitored by Board through the Customer Service Committee
- Customers will continue to have representation on the Customer Service Committee
- We will co-design services with customers, monitored through the Customer Services Committee and associated working groups
- We will continue to provide a wider range of opportunities for customers to engage with VIVID at strategic, operational and local level embracing the use of new technology and remote access to meetings
- Regularly publishing, at least annually, a wide range of information, policies, services standards and customer data, alongside the results from customer involvement and engagement activities to demonstrate how we are fulfilling the commitments
- Regularly publishing and updating contributing customers with the difference the customer voice has made and the reasons for our decision making, promoting honesty and transparency

### **2) To offer a range of methods to promote inclusive, accessible and meaningful involvement which reflects customers preferences, capacity and interests.**

Customers will have their say and get involved if they have capacity, are interested and can interact with us through their channel of choice. Our research clearly demonstrated customers prefer quick, time limited, informal opportunities, such as online polls, surveys, task and finish activities. A smaller number of customers can engage in formal opportunities which require regular physical attendance.

- Customers will be able to engage with us through their preferred communication channel on the topics that they choose
- We will offer a menu of options for engagement and involvement, which is flexible, to ensure we are inclusive and accessible; are able to engage and involve customer groups which works to ensure diversity and representativeness.
- We will improve the collection and use of customer data and insight to ensure our engagement and involvement activity reflects customer preferences and interests
- We will expand the use of digital methods of engagement to support more customers to have their say and to use technologies more widely to encourage more customers to get involved in and contribute to involvement virtually.

- There will be a formal involvement mechanism available to enable customers to engage with Board at a strategic level

We will:

- Provide timely feedback clearly showing the difference made and giving the reasons for our decisions
- Offer out of hours opportunities to engage and get involved which support physical attendance and face to face discussions.
- We will ensure there are a range of non-digital engagement and involvement activities available to customers who are unable to contribute digitally

### **3) Expand our supported engagement and involvement opportunities to improve local and community based and interest specific activities including building and fire safety and the requirements of the housing white paper**

To support meaningful engagement and involvement, particularly at a local and community level requires support from VIVID officers, partners and other stakeholders.

We will expand our:

- Neighbourhood Volunteers in numbers, geographical spread and in respect of fire safety monitoring activities
- Resident associations to enable local communities and neighbourhoods to meet and work together
- Interested in involvement resident list to enable more customers to engage in topics which matter to them
- Partnership working with external partners and stakeholders who can support us and our customers to improve their local communities and neighbourhoods e.g. through closer multi-agency working with the local Police, health service providers, voluntary and community sectors
- Pop up roadshow activities in local communities

We will continue to support:

- Ad-hoc resident group meetings where customer groups meet to present their issues to operational staff, action plan and monitor progress to improve neighbourhoods and communities
- Resident task and finish groups to act to address and improve the local neighbourhood and communities

We will continue to deliver listening exercises as required by regulation including:

- S.20 where major works are to be undertaken
- When planning developments or regeneration projects
- In respect of changes to service charges and local offers for service delivery

We will implement:

- New policies, procedures and practises to ensure customers are actively informed and involved in building and fire safety issues
- New training for neighbourhood volunteers to enable them to identify fire hazards and building safety issues



We will seek to develop new methods which can enable us to better engage and involve customer such as through the development of the online account, implementing virtual noticeboards and online community of interest forums, webinars, informal sessions with Board and Executive

**4) Invest in our systems, customers and staff to ensure involvement and engagement is accessible, efficient and effective**

We will invest in:

- Our systems to ensure we can deliver, capture and report on other involvement and engagement activity particularly the neighbourhood volunteer activity.
- Our customers to deliver effective involvement activities through providing guidance and training and through providing the tools and resources such as digital kit and connectivity where necessary
- Our staff to encourage them to take a proactive approach to customer engagement and involvement by providing them with: clear policies and procedures, guidance, training and technology; building staff confidence and a culture of 'nothing about customers without customers'
- Our website and customer communications to ensure customers are aware of the range of opportunities to have their say and get involved, can easily express an interest and are aware of the difference the customer voice makes

**5) Ensure our engagement and involvement activities are fit for purpose**

We will ensure our engagement and involvement mechanisms are fit for purpose through:

- Continually monitoring and evaluating engagement and involvement activities undertaken, their effectiveness to engage, the impact and outcomes that they achieved including any costs and any savings made
- Ensuring involved customer volunteers have clear roles and responsibilities, understand their remits and demonstrate competencies and behaviours to enable them to be effective
- Ensuring staff are aware of the flexible menu of involvement and engagement options available and are provided with the right options and level of support through the customer engagement team

**Strategy review**

This strategy will be reviewed every four years.