



Customer Involvement Strategy

2009 / 2010

One Support Customer Involvement Strategy 2009 / 2010

Key Successes

Our Customer Involvement Strategy for the coming year builds on the achievements we have made during 2008. Amongst the targets we met last year are;

- establishing our **Customer Panel** to ensure that customers have direct access to the One Housing Group Board, and are consulted at a strategic level
- developing and piloting a **Customer Satisfaction Survey** to enable us to effectively measure our customer's satisfaction with the service they get from us
- reinstating our **Links Newsletter**, and getting customers involved in editing and contributing articles
- involving customers in the monitoring of our services by engaging them in our **QAF Monitoring Inspections**
- developing a clear **Communication and Consultation Policy** to set a framework for consultation with our customers
- undertaking **Focus Groups** in developing our approaches to young people, gangs and knife crime
- developing our **Customer Involvement Database** to ensure that those who want to be involved in specific events are fully included
- ensuring our services are holding **House Meetings** and **Come and Go Days**
- increasing awareness of the opportunities to get involved by reviewing our **Guide to One Support**, and asking each customer to complete a **Customer Involvement Form** when they join our service

Of these the Customer Panel has been a key success with nine customers involved. With its first meeting in June 2008, this has met three times during the year and has contributed greatly to changes in policy and procedures, in how we communicate with customers, and in monitoring our performance in delivering a range of targets across our services. We are committed to ensuring that the role of the panel is genuine and meaningful. To ensure this all panel members have received a variety of training about the organisation, and about participating in meetings. Building their confidence to contribute, their belief that we will listen, and their awareness of our services has ensured the successful start of the panel, and we will look to build on this further in the coming year.

Asking everyone what they want to be involved in when they first start receiving our support has been an invaluable way of ensuring we can reach those who are keen to contribute and have their voice heard. We have 159 customers registered on our database keen to get involved with a range of activities and this enables us to contact them quickly when opportunities arise.

The re-launch of our Links Newsletter has provided a great opportunity for customers to contribute articles, keep up to date on news and events, and get involved in editing. We aim to develop this further in the coming year with opportunities for formal training, guest editors, and hopefully even more contributions.

Our recent focus groups with many of our young people have given us an invaluable insight into the issues they face growing up in inner London and making the transition to adult life. We are in the process of developing a Youth Engagement Strategy and looking at specific ways to support our young people when they are affected by knife and gun crime, gangs and violence. Their input into these strategies will be highly significant in finding meaningful, relevant responses that ensure we can steer our young people towards achieving their aspirations. The development of our Peer Mentoring Scheme, in conjunction with Community Action will be a key component in this process.

A further set of focus groups were run in the early part of the year which were pivotal in guiding the development of the Customer Satisfaction Survey. Giving customers the opportunity to tell us what they want to be asked about was crucial in developing a relevant and meaningful survey.

Work In Progress

Not all the things we hoped to achieve during the year were completed. We have been very successful in developing the Customer Panel but less so in engaging some of our young people in it. We are already in the process of addressing this, and these efforts will bear fruit in the coming year.

Whilst we have developed and tested a new Customer Satisfaction Survey we have not had the chance to roll this out to *all* our services. This will be happening in April / May with our independent market research company surveying all 3000 of our existing customers.

We hoped to host a Customer Conference during the year, and whilst there is on-going support for this we are continuing to look at how we can make this relevant for a wide range of customers.

New Opportunities

There are a range of initiatives already planned for the coming year that will afford new opportunities for customer involvement, and these will be a key feature of the new strategy. These include;

- **Youth Engagement Strategy** - building on our focus groups we are developing a strategic approach to engaging our young people in all the work we do. This will support the new Young Peoples' Toolkit developed to provide a good practice framework for supporting young people, including a strategy to address gangs and knife crime
- **Best Practice Working Groups** - these will be led by the Service Development Team and involve staff and customers. With financial backing they will provide an opportunity for us to develop new and innovative schemes to promote best practice and customer choice across three key customer groups;
 - young people
 - older people
 - those who have mental health problems

A further group will be looking at more generic themes such as substance misuse, social inclusion, diversity, and other key issues affecting our customers.

- **Volunteering** - One Support is piloting a number of volunteering opportunities including befriending and mentoring schemes which will be running during the year, and if successful, may be rolled out further

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Key Themes

Development of the Customer Involvement Strategy for 2009 / 2010 has been an evolving process throughout the year with ideas and suggestions coming from a range of sources including;

- Customer feedback during service inspections
- Stakeholder Surveys
- Complaints
- Customer Panel
- Staff
- Best Practice

The final strategy detailed below was developed in conjunction with the Customer Panel, whose comments and ideas have been invaluable.

One Support has committed a range of new resources to this strategy in demonstration of the importance and significance it places on what our customers have to say about how we are doing, and how we can improve. The aims for the coming year are fully resourced and represent new and exciting challenges in our drive to make our services responsive and truly able to meet the needs of our customers.

The Customer Involvement Strategy will focus on achieving ten key outcomes;

1. To develop the Customer Panel to ensure new members and on-going support
2. To ensure the representation of young people to the OHG Board
3. To explore and establish customer involvement in the recruitment and selection of staff
4. To create a mechanism for supporting best practice and customer involvement through our new Best Practice Working Groups
5. To complete an independently-managed Customer Satisfaction Survey
6. To lay out plans for completing an internal Customer Satisfaction Survey for 2011 and 2012
7. To provide new opportunities for customers to be involved with, contribute to, and edit our customer newsletter, Links
8. To fully implement the Communication and Consultation Policy to ensure consultation is planned and meaningful
9. To enhance the involvement of customers in service monitoring
10. To review the effectiveness of local customer involvement methods including House Meetings and Come and Go Days

Key Resources

All our customer involvement initiatives are backed up by our Service Development Team, and the roll out of the strategy will involve the team taking a lead on many of the activities, whilst involving staff across all our services. Furthermore One Support has committed significant financial resources to ensuring the delivery of the strategy. Nevertheless, our key resource is our customers and we look forward to the invaluable contribution they will make to refining and developing our services over the coming year.

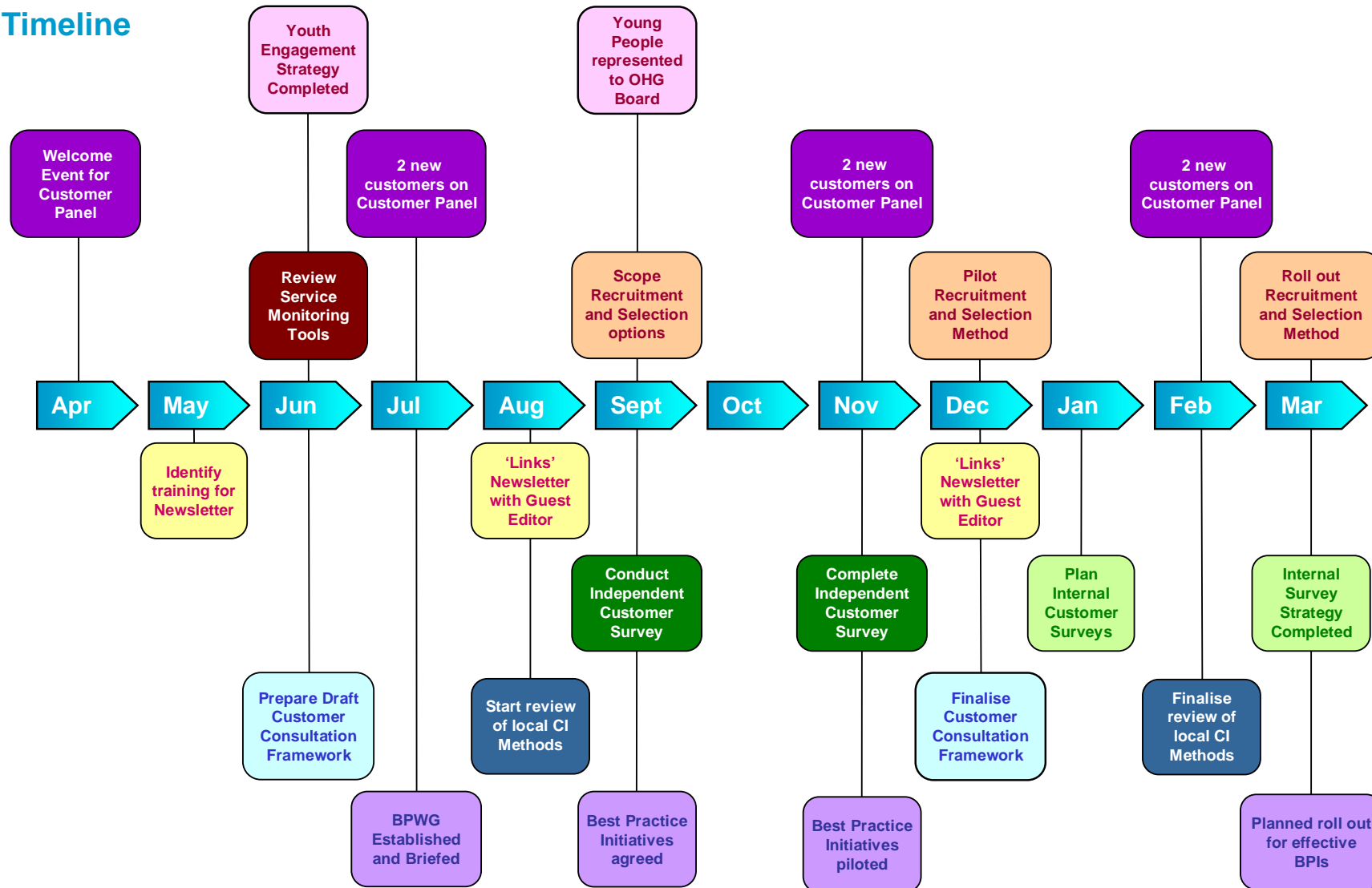
Customer Involvement Strategy 2009 - 2010

Aim	Actions	Outcome	Person Responsible	Start Date	Completion Date
To develop the Customer Panel to ensure new members and on-going support	Welcome and Information events will be held three times in the year, involving existing panel members to attract and keep new panel members	The Customer Panel will maintain or grow its numbers with at least 50% new members	Service Development Officers	In Progress	March 2010
To ensure the representation of young people to the OHG Board	Our Youth Engagement Strategy will incorporate plans for ensuring young people are represented on the Customer Panel, or are linked to it by other means	Young People in One Support services will be represented to the OHG Board	Service Development Officers	In Progress	September 2009
To explore and establish customer involvement in the recruitment and selection of staff	We will agree a clear strategy for when and how customers can get involved in the recruitment and selection of staff, ensuring they have a genuine say in the process	Following the completion of the strategy, customers will be involved in all relevant recruitment	Service Development Manager	September 2009	March 2010
To create a mechanism for supporting best practice and customer involvement through our new Best Practice Working Groups	We will establish and resource these working groups providing them with a clear brief. This will include the development of innovative customer involvement methods to support best practice initiatives	Each working group will have established at least one new method for involving customers in the promotion of best practice across our services	Service Development Manager	July 2009	March 2010
To complete an independently-managed Customer Satisfaction Survey	We will commission PRL Research to conduct, analyse and report on a satisfaction survey across all our services	PRL will complete and report on a service-wide Customer Satisfaction Survey	Service Development Officers	In Progress	November 2009
To lay out plans for completing an internal Customer Satisfaction	We will finalise plans to repeat the Customer Satisfaction Survey internally during 2010 / 2011 and	Plans and agreed resources will be in place for repeating the survey in subsequent	Service Development Officers	January 2010	March 2010

Aim	Actions	Outcome	Person Responsible	Start Date	Completion Date
Survey for 2010 / 2011 and 2011 / 2012	2011 / 2012 across all our services	years			
To provide new opportunities for customers to be involved with, contribute to, and edit our customer newsletter, Links	We will promote involvement in the Links Newsletter, both in contributing articles and editing, and will offer recognised appropriate training to ensure customers benefit from this in clearly identifiable ways	Each Newsletter will feature customer articles At least two newsletters will have had customers involved in editing and publishing	Service Development Officers	In Progress	March 2010
To fully implement the Communication and Consultation Policy to ensure consultation is planned and meaningful	We will set out a <i>practical</i> framework, in conjunction with the Customer Panel to clarify when, how, and on what we will consult customers	There will be an agreed mechanism and timetable for customer consultation on key aspects of service provision	Service Development Manager	June 2009	December 2010
To enhance the involvement of customers in service monitoring	We will review our service monitoring tools to improve customer involvement in service monitoring and inspections, ensuring QAF and KLOE compliance	All full service reviews will incorporate customer feedback	Service Development Manager	June 2009	March 2010
To review the effectiveness of local customer involvement methods including House Meetings and Come and Go Days	We will assess the level of engagement in existing local customer involvement methods, exploring alternatives if required	Local customer involvement methods will be able to evidence their impact on service improvements	Service Development Officers Team Managers	August 2009	February 2010

Customer Involvement Strategy (2009 – 2010)

Timeline



Further Information

Peter Keelan is the Service Development Manager and is responsible for the Customer Involvement Strategy. More information on the strategy, how it is going and how to get involved is available from him.

Peter can be contacted via the details below, or, if you are a customer, you can speak to your Support Officer or their Team Manager who can put you in touch with him.

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