

## Customer Involvement Framework. (BRICKS Framework)

July 2023

<b>Lead Manager</b>	Customer Experience Manager
<b>Date of Final Draft and Version Number</b>	July 2023
<b>Review Date</b>	July 2026
<b>Officer Responsible for Review</b>	Customer Involvement Team Leader

### Policy Review History

<b>Version</b>	<b>Action &amp; Changes</b>	<b>Author</b>	<b>Date</b>
	Added Tenant Satisfaction Measures to the list of Regulatory Standards	BU	July 2023
	Removed The Academy information as this is no longer offered	BU	July 2023

## The Thirteen Customer Involvement Framework

Thirteen are committed to involving customers to scrutinise services and performance, consult on policy and strategy development and provide assurance of compliance with the regulatory consumer standards to the Leadership Team and Board.

The Framework provides a flexible, adaptable, value for money approach designed to support the delivery of **Strategic Plan** objectives, and business priorities, built on the following **principles**:

- Customer Involvement is embedded in the organisation and is an integral part of organisational culture and development
- Customers are supported and trained to participate in activities based on interest and skills
- Customers are at the heart of decision making
- Providing a wide range of flexible opportunities for customers to be involved to reach a wider range of customers and engage with hard to reach groups to influence and shape the services they receive
- Locality support and community investment that supports tenancy and community sustainability
- Maximising and reporting on the effectiveness of customer involvement activities
- Ensuring that we meet **regulatory requirements** in relation to customer involvement
- Develop and maintain a sense of ownership and responsibility specifically for building safety and regulatory compliance

## Reference Material

The following information has been used when developing this framework:

- Regulator of Social Housing (RoSH) Consumer Standards, including the Tenant Involvement and Empowerment Standard
- Thirteen's Strategic Plan
- Social Housing Green Paper Consultation
- Building a Safer Future – Independent Review of Building Regulations and Fire Safety: Final Report

## The Regulatory Standards

This framework enables customer involvement to have a role in informing and helping provide assurance on all the consumer standards, which are:

- Home Standard
- Tenancy Standard
- Neighbourhood Standard
- Tenant Involvement and Empowerment Standard
- Tenant Satisfaction Measures
- Building Safety Regulator (This is a reformed building safety regulator under development following the Governments response to the 'Building A Safer Future' consultation)

The full standards are included in **Appendix 1**, where applicable.

### **Tenant Involvement and Empowerment Standard 2017**

Our model ensures we meet the requirements of the Regulatory Standards: the Tenant Involvement and Empowerment Standard 2017 (TIES), which requires that tenants are given a wide range of opportunities to influence and be involved in:

- the formulation of their landlord's housing-related policies and strategic priorities;
- the making of decisions about how housing-related services are delivered, including the setting of service standards;
- the scrutiny of their landlord's performance and the making of recommendations to their landlord about how performance might be improved;
- the management of their homes, where applicable;
- the management of repair and maintenance services, such as commissioning and undertaking a range of repair tasks, as agreed with landlords, and the sharing in savings made; and
- agreeing local offers for service delivery.

### **Strategic Plan: Homes, support and opportunities to grow**

**Strategic Priority 1 – Great Customer Experience** - We want to ensure our customers see us as the housing association of choice. We believe that everyone should get the same quality of service, no matter where and how they come into contact with us.

**Strategic Priority 3 – Being Team Thirteen** – working collaboratively to ensure systems and processes support great customer service, supported by co-regulation.

The Framework will involve customers in delivering the following Strategic Plan principles, to:

- Understand our customers' needs and desires so that they inform Thirteen's business decisions, shape services and help us become more efficient.
- Focus our resources based on intelligence and insight – capturing the customer experience is key to ensuring efficient service design and delivery.
- Help build sustainable neighbourhoods by supporting and empowering our customers to create neighbourhoods and communities that are sustainable and safe places where they want to live.
- Deliver co-regulation compliance through customer involvement.



### **Thirteen's Involved Customers**

All Thirteen customers can be involved in any way they choose, giving the amount of time they can and selecting to be involved in areas of specific interest: e.g. through giving feedback on services, documents and publications, attending meetings, carrying out surveys and being involved in task and finish project groups.

### **Keeping in Touch**

All customers will be invited to an Open Day twice a year to hear about the external environment and what's going on in the wider housing sector; learn from specialists and other organisations; discover what customers have been involved in and what changes Thirteen have made as a result of customer involvement. We will produce an update on customer involvement video four times a year which will be shared with Thirteen Board and uploaded to the website and a quarterly newsletter which will be distributed to all involved customers.

### **Digital Involvement**

Customers can influence policy and services, regulatory assurance and monitor performance online, giving feedback to information provided to them via email, Thirteen's website or social media.

### **Regulatory Standard Assurance**

Customers rigorously review the requirements of the Consumer Standards and undertake relevant reality checks and mystery shopping to provide assurance to customers and Thirteen Board that Thirteen are compliant with the standards.

### **Building Safety and property compliance**

Involved customers living in high risk or complex residential buildings will review recommendations and support the implementation of the building safety standards recommended by the Building Safety regulator.

## **Policy Development**

Customers are consulted digitally before any customer facing policy is sent to board for approval, they will be asked about the content of the policy and whether it is easy to understand. Feedback is reviewed by the author and the policy amended if necessary before it is referred to board for approval. Feedback will be provided digitally to the customers detailing any changes made to the policy.

## **Performance Monitoring**

Customers will review operational performance information, value for money and complaints to identify any areas of concern. The group will hear what action Thirteen are taking to improve in these areas and gain the groups views and their ideas for improvements. If the group are concerned about poor performance they can refer to another customer group to use other involvement tools to carry out a more in-depth review of the service.

This group are responsible for monitoring the implementation of customer involvement action plans and any recommendations resulting from involvement activity.

## **Community Fund**

The Community Fund is Thirteen's commitment to adding value to the local area and economy, supporting local initiatives and individuals. The Panel reviews applications and allocates funds, ensuring that all conditions of the fund agreement are adhered to including post project evaluation.

## **Service Improvement**

The Service Improvement group supports the development of services across Thirteen, being a consultation panel for proposed service and system changes, seeking the views of other customers when necessary. The group also undertake post project reviews to ensure the objectives have been achieved.

## **Customer Involvement**

The Chair of Customer Involvement has oversight of all activities and is the customer representative at Thirteen Board meetings and communicates Board information to the Customer Involvement Framework after Board meetings.

The Chair monitors development and delivery of customer training, external conference's and networking and any feedback to inform future training plans and presides over the twice-yearly Involvement Open Day.

The Customer Involvement Open Day is led by customers, who set the agenda, identifying the topics and speakers for the event. The customer lead of each group will present feedback on the activities they have been involved in, along with the findings, recommendations and outcomes.

## All events

All events will be available to customers through virtual events and digital media.

The Thirteen Involved Customers have the opportunity to choose which activities they are involved in and their time commitment. Task and finish groups will undertake longer term involvement activities, with a customer lead being selected at the beginning of each project.

Involvement activities are published on the website to allow customers the opportunity to choose what they would like to be involved in, in a way that suits them and at convenient times.

The Customer Involvement Terms of Reference detail who can be involved, terms of duty, recruitment, disputes, equality and diversity and confidentiality.

Customers will sign up to the Code of Conduct, which is aligned to Thirteen's Values and considers behaviors and conduct at meetings.

## Customer Support

Customers will be supported in their involvement with Thirteen through the provision of:

- Training
- Conferences
- Networking
- Facilities and resources
- Travel and transport as required
- Support from a member of the Customer Involvement Team for all activities

## Measuring and monitoring Customer Involvement performance

The effectiveness of the Customer Involvement Framework will be measured by:

- Monitoring the number of customers actively involved.
- Progress against the Involvement Activity Plan.
- Satisfaction of involved customers with opportunities to be involved as they wish.
- Satisfaction of involved customers with the ways in which they are involved.

<b>Equality and Diversity</b>	An Equality Impact Assessment has been completed and has not identified any equality and diversity issues. All aspects of the framework have been considered.
<b>Customer Involvement and Consultation</b>	Framework was initially co-created with involved customers and discussed with necessary colleagues. Customers have been consulted with regarding minor changes during most recent review.
<b>Monitoring and Review</b>	The customer performance group will monitor the progress against the Framework and will report on any areas of concern.  The Framework will be reviewed in June 2026.

<b>Responsibility</b>	<p>Customer Experience Manager – Overall implementation of the policy.</p> <p>Customer Involvement Team Leader - Operational delivery of the policy and associated procedures.</p>
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***For use by the Governance team***

<b>Date agreed at Leadership Team/Board</b>	
<b>Date added to Channel</b>	
<b>Linked policies/procedures</b>	
<b>Date added to policy tracker</b>	