

Customer Involvement Framework

May 2025

Date	May 2025
Planned Review Date	July 2026
Reactive Review Date & Reason	Framework needs revising to suit business needs
Revised Review Date	May 2028
Author (Job Title)	Head of Touchpoints
Owner (Job Title)	Director of Experience & Estate Services
Directorate	Customer Services

Policy Review History

Version	Action & Changes	Author	Date
1	Added Tenant Satisfaction Measures to the list of Regulatory Standards	BU	July 2023
2	Removed The Academy information as this is no longer offered	BU	July 2023
3	Re-format Framework to suit business changes and methods of engaging with customers.	MY	April 2025

Governance Information

Equality and Diversity	An Equality Impact Assessment has been completed and has not identified any equality and diversity issues. All aspects of the framework have been considered.
Customer Involvement and Consultation	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.
Environmental Sustainability	An environment impact assessment will be completed to consider all aspects of this framework.
Monitoring and Review	The customer performance group will monitor the progress against the Framework and will report on any areas of concern.

Responsibility	<p>Head of Touchpoints – Overall implementation of the policy.</p> <p>Customer Experience Manager - Operational delivery of the policy and associated procedures.</p>
-----------------------	---

Relevant Regulations

Regulation / Consumer Standard	Code of Practice
Regulator of Social Housing Transparency, influence and Accountability Standard 2024	This section of consumer standards is reflected within this framework to allow us to use the customers voice to support and develop our services with customers being included at all levels.

1 REFERENCE MATERIAL

1.1 The following information has been used when developing this framework:

- Regulator of Social Housing (RoSH) Consumer Standards, including the Transparency, influence and Accountability Standard 2024
- Thirteen's Strategic Plan
- Social Housing White Paper

2 WHY WE NEED THIS FRAMEWORK

- 2.1 As we are committed to involving customers to use the tenant's voice to scrutinise services and performance, consult on policy, framework and strategy development.
- 2.2 To provide assurance of compliance with the regulatory consumer standards to the Leadership Team, committees and Board from a customer's perspective and scrutiny.
- 2.3 This framework has been written to help us achieve our vision, mission and strategic priorities.

3 HOW WE DO THIS

3.1 The Framework provides a flexible, adaptable approach designed to support the delivery of the Strategic Plan objectives and emphasise the importance of the customers voice through customer involvement, 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 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
- Using insight & research from the involved customers to develop better practices and services.

The Regulatory Standards

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

- Safety & Quality Standard
- Tenancy Standard
- Neighbourhood Standard
- Transparency, Influence & Accountability Standard
- Tenant Satisfaction Measures
- Decent Homes Standard
- Awaab's Law

3.3 The full standards are included in section 1 of the supporting documentation.

3.4 Our model ensures we meet the requirements of the Regulatory Standards: specifically, the Transparency, Influence and Accountability standard, which requires that tenants are given a wide range of opportunities to be involved to influence and scrutinise:

- 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

Strategic Plan

- 3.5 Our involved customers are an integral part of forming, challenging, influencing and agreeing our business strategy and direction to help us to benefit our customers.
- 3.6 **Vision: The most trusted housing association with happy customers**
- 3.7 **Mission: Fantastic homes and services by brilliant people**
- 3.8 **Strategic Priority 1 – Happy customers** - we want to ensure we know our customers, enhance customer experience and work with our partners.
- 3.9 **Strategic Priority 2 – Fantastic Homes** – we want to invest in our homes, develop our homes for customer needs, grow what we offer our customers and look after the environment.
- 3.10 **Strategic Priority 3 – Brilliant People** – we want to build strong foundations with customers, have a brilliant culture by ensuring colleagues have the right skills to support our customers.
- 3.11 The Framework allows involved customers to support us in delivering our Strategic priorities, 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 Responsibilities

- 3.12 All Thirteen customers and those residing in a Thirteen area, 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, for example, through:
- giving feedback on services,
 - documents and publications,
 - attending meetings (in person or online),
 - carrying out surveys
 - being involved in task and finish project groups.
- 3.13 Groups or streams will be created to support our business needs and development through customer insight. A full list of current involved customer roles and responsibilities can be seen in section 2 of the supporting documentation.
- 3.14 Customer involvement is not a route to raise personal concerns. The group acts as a voice for all customers. Any individual service requests or issues should be raised through the existing touchpoint channels.

Regulatory Standard Assurance

- 3.15 Customers rigorously review the requirements of the Consumer Standards to provide assurance to customers and Thirteen Board that Thirteen are compliant with the standards from a customer perspective by:
- undertake checks,
 - evidence scrutiny and
 - mystery shopping
 - job shadowing
 - Customer Journey Maps
 - Document checks
 - Meet with staff members
 - surveys

Policy, Framework and Strategy Development

- 3.16 Customers are consulted before any customer facing policy is sent to committee or board for approval, customers are asked to give their perspective to judge if the content of the document is fair, reasonable, transparent, and understandable. Using their constructive feedback to inform us. Feedback is reviewed by the author and the document amended if necessary before it is referred to for approval. Feedback will be provided to the customers detailing any changes made to the policy.
- 3.17 We work with our involved customers to consider these documents from a customer's perspective to judge if our documents are fair, clear and transparent and consider the needs of our customers.

Performance Monitoring and Service Improvement

- 3.18 Customers review operational performance information, and complaints to identify any areas of concern. The group will hear what action we 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.
- 3.19 This group are responsible for monitoring the implementation of customer involvement action plans and any recommendations resulting from involvement activity.
- 3.20 Customers also review reports from the Housing Ombudsman using them to make recommendations following any service failures. Alongside this, involved customers review our complaints self-assessment handling code which is set by the Housing Ombudsman, annually and have sight of our learning report.
- 3.21 As part of service improvement, customers support 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.

Community Fund

- 3.22 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.

Customer Involvement Chair

- 3.23 The Chair of the Customer Involvement Framework has oversight of all activities and is the customer representative at Thirteen Board and Customer Committee. The Chair is responsible for communicating Board information to involved customers.
The Chair monitors development and delivery of customer training, external conferences and networking and any feedback to inform future training plans and presides over the Involvement Open Events.

Involvement Opportunities

- 3.24 The Involvement Open Events are led by customers and give the opportunity for the involved customers to promote their involvement within Thirteen. Involved customers to set the agenda and identify the topics for each event.

During each event the work of the involved customers will be promoted, encouraging recruitment for any new customers.

- 3.25 The Thirteen Involved Customers have the opportunity to choose which activities they are involved in and their time commitment. Project groups undertake longer term involvement activities, with a customer being given the opportunity to be elected by other involved customer to be a stream lead for the year.
- 3.26 Customers are supported in their involvement 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
- 3.27 The Customer Involvement Terms of Reference detail who can be involved, terms of duty, recruitment, disputes, equality and diversity and confidentiality.
- 3.28 Customers will sign up to the Code of Conduct, which is aligned to Thirteen's Values and considers behaviours and conduct at meetings.
- 3.29 Customers can refer to section 3 of the supporting documentation for more information about how they can share their voice and/or becoming an Involved Customer.

4 HOW WE MEASURE THE EXPECTATIONS AND OUTCOMES OF THIS FRAMEWORK

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

- 4.1 Monitor the number of actively involved customers and how our involved customers engage with us and the understanding it provides.
- 4.2 Review progress against the Involvement Activity Plan.
- 4.3 Monitor feedback from involved customers to improve customer voice.
- 4.4 Use involved customer feedback to inform change within the business.
- 4.5 Monitor the impact of involved customers feedback and the understanding it provides.

- 4.6 Monitor our performance against the business strategy with support from our involved customers.

5 CONSIDERATIONS FOR OUR CUSTOMERS.

- 5.1 We endeavour to understand who our customers are and any specific needs they may have to underpin our service delivery and ensure our customers are treated fairly and with respect.
- 5.2 We consider the expectations of the consumer standards when considering how we communicate; especially with regard to customers' diverse needs and how we inform them in an appropriate way that is clear, accessible, relevant and timely.
- 5.3 We take into account the diverse needs of customers and ensure that we minimise any barriers preventing customers from being involved, contacting or engaging with us.
- 5.4 We ensure that all customers wanting to influence and scrutinise our strategies, policies and services have equitable opportunities to do this, using a range of different methods and contact styles, to support our customers and their diverse needs.
- 5.5 Use involved customers' voice, knowledge, lived experiences, reflections and opinions to help shape and form our services.
- 5.6 We have used our involved customers to consider this framework from a customer's perspective to judge if our framework is fair, reasonable, transparent, and understandable and use their constructive feedback to inform us.
- 5.7 We listen and learn from our customers, through the review of their feedback to help inform further service improvements.
- 5.8 Work with customers to support us achieving our strategic goals from the business strategy.
- 5.9 Involving our customers to support us to grow within areas of the business where weaknesses have been identified, such as specialised streams.
- 5.10 Offer training and support to customers that want to become involved to develop their skills.

6 TRANSPARENCY ARRANGEMENTS ASSOCIATED WITH THIS FRAMEWORK.

We will ensure transparency in relation to this framework by:

- 6.1 Publication of this framework and supporting documentation in all relevant forums and accessible formats.
- 6.2 Publishing relevant performance information and involved customer reports.
- 6.3 By responding to any enquires in an appropriate and timely fashion.
- 6.4 We will let customers have access to reliable and accurate information about our performance as a landlord which can be found in our annual reports ([Click Here for Annual report for customers](#))
- 6.5 For a copy of this framework in an alternative format, such as large print or a translation, please contact us.

7 SUPPORTING DOCUMENTS AND GUIDANCE.

Contents of supporting documentation	
1.	The Regulator of Social Housing (RoSH) Consumer Standards
2.	Involved Customer Responsibilities

3.	Involved Customer Streams
4.	Useful links <ul style="list-style-type: none"> - Get involved - Annual Report
5.	How customers can contact us
6.	Related Policies, Frameworks and Strategies

1. The Regulator of Social Housing (RoSH) Consumer Standards

[Neighbourhood and Community Standard](#)

[Safety and Quality Standard](#)

[Tenancy Standard](#)

[Transparency, Influence and Accountability \(including Tenant Satisfaction Measures\)](#)

2. Involved Customer Roles and Responsibilities

Roles and Remits for Customer Involvement Framework

Chair

To support the Customer Experience Team in delivering an involvement framework that is fit for purpose

To oversee the activities that monitor and test Thirteen's compliance with Regulatory Standards

To oversee all involvement activities to ensure consultation is meaningful and timely

To support the Stream Leads to fulfil their role effectively

To monitor progress against the Customer Involvement workplan

To be lead customer, organising and delivering the Customer Involvement Open Days

To ensure updates from the Customer Involvement Framework are presented to Customer Committee

To ensure Board & Customer Committee updates are delivered to the Stream Leads

To hold regular meetings with the Experience Manager and all other Stream Leads to provide updates

Publicise the opportunities of involvement to other customers and help recruit to the framework

Stream Lead

Agree remit of the project with the Customer Involvement team and relevant service manager

Develop an action plan to ensure the project is completed within timescales

Be the first point of contact for the project group and relevant Thirteen colleagues during the life of the project

Keep the project/activity to agreed timescales

Ensure Thirteen is providing relevant, timely information to support the project

Develop the end of project report (if required)

To communicate with the Chair to highlight any concerns with a project or customer

Ensure Thirteen's feedback on the results/recommendations of the project is provided to the project team following completion

To understand the various other streams of the Customer Involvement Framework and the mechanisms of involvement

To publicise involvement opportunities to other customers and help recruit to the framework

Seek the views of customers via various methods to inform their project

Project Team

Complete the work allocated to them, within agreed timescales

Seek the views of other customers via various engagement methods to inform their project

Work as a team to reach their objectives with the support of the stream lead

Use research, job shadowing and reality checking to inform investigations

Be open to new ideas that are presented

Ensure the views and ideas of other customers are communicated into the project - even if they disagree with the view or idea

Publicise involvement opportunities to other customers and help recruit to the framework

3. Involved Customer Streams

Specialised Streams	Role
Community Fund	reviewing applications from Thirteen's community fund, which supports projects in local communities
Youth Group	ensuring young people's voices are heard when scrutinising and improving services for all customers

Consumer standards	reviewing how Thirteen is performing against the standards that housing associations need to meet
Performance and complaints monitoring	monitoring how our services are performing, as well as customer complaints, and making recommendations for improvements
Repairs & Investment	review satisfaction, performance and benchmarking information, as well as implement and contribute to projects.

4. Useful Links

[Get Involved - Thirteen](#)

[Annual report for customers - Thirteen \(thirteengroup.co.uk\)](https://thirteengroup.co.uk)

5. How customers can contact us

[Contact Us - Thirteen \(thirteengroup.co.uk\)](https://thirteengroup.co.uk)

6. Related Policies, Frameworks and Strategies

Business Strategy 2024 – 2035

Annual Report

Complaints, Compliments and Feedback

Customer Code of Conduct