



CUSTOMER INVOLVEMENT STRATEGY

2021 - 2024



cairn

ancho

cairn
LIVING



cairn
HOUSING GROUP

OUR VALUES

CUSTOMER FIRST



Our customer always comes first and we will always aim to achieve high quality outcomes for customers.

EXCELLENCE



We value excellence and quality and aim to achieve high standards in all we do. We always strive to be the best that we can be.

ACCOUNTABILITY



We are accountable for our actions and we take responsibility and ownership for outcomes.

ONE TEAM



We work as one team and build excellent working relationships to achieve our goals.

RESPECT



We value high standards of fairness, treating everyone with consideration and dignity. We show this through our words and actions.

INTRODUCTION

Cairn Housing Group places a big emphasis on involving customers. Across Cairn Housing Association, Ancho and Cairn Living, we believe it is important that we have a robust, coherent corporate approach to helping us achieve this. Working with tenants, residents and other customers is essential to delivering better services and ensuring customers are able to influence decisions on the development of their homes and services.

We recognise that times are changing and people interact with service providers differently. We aim to continually review our approaches and experiment with new

opportunities for involving customers which are effective, meaningful and achieve good value for money. As a result of this we are placing greater emphasis on digital services to enable our customers to engage with us quickly and efficiently. We also appreciate that not everyone uses or wants to use online methods to engage with us, so we will continue to explore other ways of getting people involved, where those approaches meet our objectives.

We look forward to building a better Cairn Housing Group with our colleagues and customers. We are open to change. Lets get to work.



LINKS TO OUR BUSINESS PLAN

Great Homes

1

We have
high quality
homes

2

We have
thriving
neighbourhoods

Great Services

3

We have
customer focused
services

4

We are efficient
and provide value
for money

Great People

5

We have
skilled and
engaged people

6

We have
sound
governance

Our Customer Involvement Strategy will support the six outcomes of our Business Plan by setting out how we will involve customers in the development and delivery of our services.

OUR STRATEGY DEVELOPMENT

Cairn Housing Group was successful in a bid to the Scottish Government funded Next Steps Programme, which aimed to help landlords and tenants who want to review, improve and develop their current tenant participation and scrutiny arrangements.

The Next Steps Programme comprised a series of participatory workshops in Glasgow, Perth and Inverness alongside interviews and a desktop review. The programme and workshops were facilitated by the Tenant Participation Advisory Service for Cairn and Ancho tenants, staff and Board members.

The detailed and comprehensive consultation and outcomes of the Next Steps programme has formed the basis of this development of Cairn Housing Group's Customer Involvement Strategy, the first joint strategy since the constitutional partnership between Cairn Housing Association and Ancho.

Cairn and Ancho tenants were consulted on the draft strategy in September 2020. The majority of those that responded had a preference for participating online.

Feedback during this phase of the strategy development also identified some additional opportunities for better face-to-face consultation events, which is reflected in this strategy.

We are grateful to all the customers and colleagues who participated in the Next Steps programme during 2019, and the strategy review in 2020.



OUR CHECKLIST FOR CUSTOMER INVOLVEMENT

LEGAL DUTIES, INCLUSION AND EQUALITY

We will focus on the legislative requirements of the Housing (Scotland) Act 2001, the Scottish Social Housing Charter and General Data Protection Regulation (GDPR). Our practice for customer involvement must meet the requirements of Equality and Diversity legislation. Wherever possible, barriers must be removed that prevent people with any form of disability or who are in a minority group from taking part.

DECISION MAKING AND FEEDBACK

We will ensure that customers are able to meaningfully influence the delivery of services and, where appropriate, they will be involved in pre-decision consultation. We will report back to customers how they have influenced the decision making process.

CULTURE OF PARTICIPATION

We will actively encourage a culture of mutual trust, respect and partnership between our staff and customers. We will prioritise new and engaging approaches to ensure that involved customers are broadly representative of the wider tenant body.

NEW APPROACHES AND 'DIGITAL FIRST'

The way that people interact and communicate is continually evolving. We will have an emphasis on utilising technology to ensure that the way we communicate and interact with you meets your needs. In doing so, we will embrace change and experiment with new approaches.

VALUE FOR MONEY

We will continually review and assess whether our approaches to customer involvement can demonstrate good value for money, with the outcome of events, consultations and other activities resulting in real improvements to homes and services.

DIGITAL INVOLVEMENT

We understand that the way customers interact with service providers is changing at a rapid pace. The internet is allowing us to connect more quickly and efficiently than ever before.

In 2020, 96% of adults in the United Kingdom have internet access, 76% use internet banking and 87% have shopped online in the last 12 months. This supports our own findings, where 84% of tenants surveyed said they used the internet, and 69% said they'd use Cairn's services online.

Our Digital Strategy sets out the direction of travel for us over the next few years and we will use this as a focus for how we involve customers. Cairn Housing Group has a focus on utilising technology to modernise services and this strategy will compliment our aim to a 'digital first' approach across services and interactions with customers.



ACCESS TO INFORMATION

CAIRN FOCUS AND ANCHO NEWS

During the course of this strategy we will develop new digital bulletins, distributed more frequently than paper newsletters, which will offer more timely news and information and regular online questionnaires and surveys to facilitate customer involvement.

TENANT HANDBOOK AND INFORMATION LEAFLETS

A handbook is provided for all our new tenants. It was developed in consultation with tenants and provides important information on our homes and services. We produce a range of leaflets about the services we provide. Leaflets are available at local offices and on our website.

WEBSITE AND SOCIAL MEDIA

We will continue to develop our websites and social media channels. Our websites contain a range of useful information relating to a tenant's home and the services we provide. Customers are increasingly interacting with us through social media,. We will continue to develop useful content and opportunities to interact and influence services through social media.

CUSTOMER ENGAGEMENT PORTAL

We have launched a new online portal for Cairn and a new portal is in development for ANCHO customers. Users can access information and request services, as well as offering feedback and participating in online consultation events.

OUR PERFORMANCE

We produce annual performance reports, which details how Cairn and ANCHO has performed against the indicators of the Scottish Social Housing Charter. Over the years these have evolved to short summary printed documents, complimented by more detailed and engaging performance information published online.

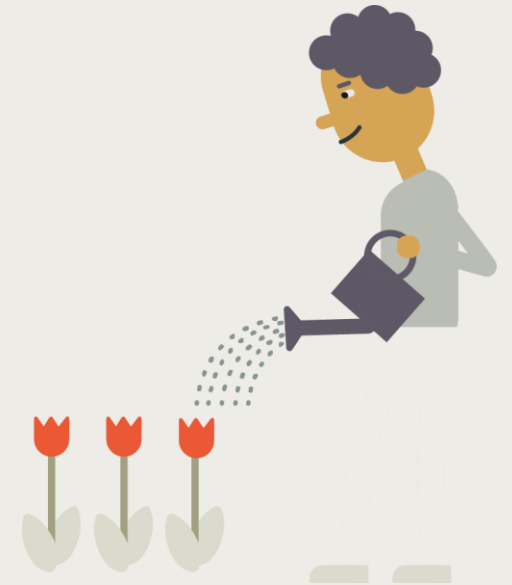
OPTIONS FOR GETTING INVOLVED

Through the lifetime of this strategy we will continually review our existing opportunities for participation and explore new and innovative solutions to facilitate customer involvement.

We acknowledge the challenges of getting people involved, whether that might be because of accessibility, perceptions of how much influence customers can have, pressures on time, or the quality of events and interactions.

Our aim is to create opportunities for customers to influence decision making processes at a level that suits them, from Board membership to scrutinising the quality of services to offering feedback through satisfaction surveys. In developing new approaches, and reviewing our existing options for getting involved, we will ensure they fully meet the checklist for participation, set out in this strategy.

We will be flexible and creative with our approach to developing opportunities for getting involved. This will mean the options for participation will continually change, as we experiment with new approaches and adapt to changing preferences and new opportunities for utilising technology.



TRAINING, ADVICE AND SUPPORT

Cairn Housing Group is committed to empowering our communities and will provide advice and support where the outcome of events and activities benefits our tenants. This includes the availability of detailed guides and training to support the development of Registered Tenant Organisations or more informal community groups.

We will aim to ensure that tenants will have training available to them to ensure they have the necessary skills and resources to allow them to get involved with confidence.

Training needs will be assessed on an ongoing basis. We have a tenant participation budget which can be used to cover the cost of training.

Our Community Fund is available to support tenant groups and community organisations to develop projects and services in our communities. A guide is available which includes the funding criteria for the Community Fund,

Tenants and other customers can contact the Tenants Information Service and the Tenant Participation Advisory Service, for independent advice and support.



PROVIDING FEEDBACK

Wherever possible and appropriate, and in particular where significant service changes are proposed, we will seek feedback from affected customers before decisions are made. We recognise that an area for improvement is in how we report back to customers on how they have influenced decisions.

OUR COMMITMENT TO FEEDBACK

We understand that it is critically important that tenants and other customers are given clear and honest feedback on how their views have influenced the way we have taken decisions. Wherever possible we will plan and agree with tenants on the method of consultation and feedback in advance. Reports on consultations will be included in our newsletters and bulletins, and published on our websites.

COMPLAINTS, COMPLIMENTS AND SUGGESTIONS

We have a Customer Feedback Policy for complaints, compliments and suggestions. Feedback gives us the chance to monitor the quality of service we provide so that we can continually make improvements to our services.

We have a complaints leaflet that outlines our procedure and includes a complaints form, this is available from our area offices and our website. A complaint can also be made in person at any of our offices by phone, in writing, email or online.

OUR PLAN

Our Aim	How we'll do this	What success looks like	When we'll do it
To demonstrate customer influence	Updates to the 'You said – We did' page on our website and publicise through email bulletins	Transparency of meaningful influence and changes to services	2021
To involve interested tenants	A programme of Armchair Expert reviews	Bi-monthly invitations to participate on service reviews or pulse surveys	2021
To improve customer satisfaction with opportunities to participate	Measure customer satisfaction with opportunities to participate in the decision making process	Housing sector average, as published by the Scottish Housing Regulator's summary of ARC returns	2023
To improve customer satisfaction with quality of information	Customer satisfaction with how good landlords are at keeping them informed about their services and outcomes	Housing sector average, as published by the Scottish Housing Regulator's summary of ARC returns	2023
To involve customers in scrutinising services	We will pilot facilitated one-day scrutiny events and bring the current Customer Panel to an end	Higher number of customers participating, increased influence and better value for money	2021
For customer involvement to be embedded in our culture	Staff training	Training programme delivered	2021

Our Aim	How we'll do this	What success looks like	When we'll do it
Better management of service reviews to involve customers meaningfully	We will develop a process map for consultations	Documented evidence of customer involvement	2021
To provide more immediate, flexible and informal ways of getting involved	We will utilise technology to provide more opportunities to participate online	Higher number of customers participating and better value for money	2021
To respond to customer feedback on format and frequency of newsletters	We will reduce paper newsletters and introduce bi-monthly email bulletins alongside better use of social media	Cycle of consultation and feedback through email bulletins, increased value for money and higher customer satisfaction	2021
To offer quicker and easier ways to participate	We will utilise short surveys and to gather customer feedback through outbound calling by contact centre team, email and text bulletins and via the self service portal.	Higher number of customers participating, better value for money and improved reporting back on influence over services.	2021
To learn from complaints	Our Customer Feedback Group will meet regularly to review the outcomes of complaints, identify trends and opportunities for improvements to services.	Annual report on learning from complaints published	2021



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