

CABINET

Date of Meeting	Tuesday, 19 th December 2017
Report Subject	Customer Involvement Strategy
Cabinet Member	Deputy Leader of the Council and Cabinet Member for Housing
Report Author	Chief Officer (Community and Enterprise)
Type of Report	Strategic

EXECUTIVE SUMMARY

This report introduces for approval the revised Customer Involvement Strategy (2017 -20) and action plan for Flintshire County Councils' tenants and residents. The review has taken account of tenant's views, legislation and best practice.

This is the fourth Customer Involvement strategy that has been produced. Flintshire County Council's Community and Enterprise teams have a strong history of delivering successful customer involvement, however we are delivering housing and customer services in a continued challenging external environment, decreasing financial resources and with internal staff teams that have been the subject of restructure and change.

It is important, therefore, that the methods by which we engage with tenants and residents are both cost effective and easy to access for all sections of the community. The strategy and action plan have been developed to ensure that Flintshire County Council's customer involvement service gives opportunity for all customers to influence and challenge service development and delivery in a way that best suits their needs and secures maximum outcomes from resource investment.

RECOMMENDATIONS

1	Approve the implementation of the revised Customer Involvement Strategy and Action Plan 2018 – 2021.
---	--

REPORT DETAILS

1.00	CUSTOMER INVOLVEMENT STRATEGY (2017 – 20) AND ACTION PLAN (2017/18)
1.01	<p>The key aims of this Strategy are:</p> <ul style="list-style-type: none"> • To develop effective and efficient housing services through the involvement of tenants, leaseholders, staff, the wider community and other stakeholders. • To support those who want to challenge and influence by developing methods and opportunities that meet the needs of customers but also provide value for money.
1.02	<p>These aims will allow us to focus on the current priorities set out by Welsh Government for tenant participation under the two headings of “Tenant Empowerment” and Training and Information” These are:</p> <p>Tenant Empowerment</p> <ul style="list-style-type: none"> • More opportunities to engage with their landlord about local services • More opportunities for tenants to participate in the decision making process • Tenants helping to resolve issues that affect them and helping to ensure tenant satisfaction on the quality of services • Participation in, delivering improvements with the residents of the wider community • Building a genuine partnership between staff and residents, “empowering” residents to challenge for change • To improve tenant participation through scrutiny panels, monitoring of performance, service standards, repairs and quality accommodation (WHQS) <p>Training and Information</p> <ul style="list-style-type: none"> • Development of a programme of training that enables participation, supports the decision making process and may bring progression to people’s lives/ communities • Increase digital inclusion amongst tenants • Promote involvement to tenants who are not currently involved • Provide advice and support for future development of involvement on a community level • Provide staff training on involvement best practice
1.03	<p>In order to ensure that our implementation plan activities are aligned with these priorities the plan has been structured around the following themes and objectives:</p> <ul style="list-style-type: none"> • Involvement – to provide a variety of opportunities for customer and stakeholder involvement in developing and monitoring service

	<p>standards to ensure they are delivered in an efficient and effective way.</p> <ul style="list-style-type: none"> • Training and Development –to develop and promote training opportunities for customer involvement at a level that will suit the individual / group • Mainstreaming – To develop a culture of embedded customer involvement across the whole service, where staff involve customers in developing and monitoring services as part of their day to day work. • Customer Feedback – To monitor, evaluate and provide appropriate feedback of our customer involvement and community development activities. • Partnership working- To improve the environment and communities where our residents live through fostering partnership working with tenants ,leaseholders and key stakeholders working within those communities • Communication – Provide effective and timely communications in a variety of formats for all tenants on service delivery issues and resident involvement opportunities.
--	--

2.00	RESOURCE IMPLICATIONS
2.01	The Strategy and action plan will be delivered within exiting budget and staffing resource.

3.00	CONSULTATIONS REQUIRED / CARRIED OUT
3.01	Consultation with Tenants’ Federation and other engaged customers was carried out as part of the strategy review process.

4.00	RISK MANAGEMENT
4.01	If the Council does not engage with tenants there is a risk that services will not meet the needs of customers and therefore not provide value for money.
4.02	There is also a medium risk of reputational damage and a drop in customer satisfaction levels if the Council do not have an effective Customer Involvement Strategy and action plan in place.

5.00	APPENDICES
5.01	Appendix 1 - Customer Involvement Strategy and Action Plan 2018 – 2021.

6.00	LIST OF ACCESSIBLE BACKGROUND DOCUMENTS
6.01	Contact Officer: Steve Agger Telephone: 01352 701658 E-mail: steve.agger@flintshire.gov.uk

7.00	GLOSSARY OF TERMS
7.01	Housing Revenue Account: Local authorities with housing stock are required to record all income and expenditure in relation to these dwellings in their Housing Revenue Account (HRA).