

# Interim customer Involvement Impact report 2011

## Introduction

Derwent Living as an organisation is committed to customer involvement in order to improve the quality of life for all our residents and the community as a whole.

The purpose of this document is to assess the effectiveness of Derwent Living's customer involvement activities during early 2011, and to establish how well they met the intended aims.

## What is an impact report?

Housing associations produce an annual impact report to measure and review the differences to services that have been made as a result of customer involvement.

## Why is an impact report important?

It can be demonstrated that by involving customers, improvements to services and homes can be delivered.

## Value for money

Value for money (VFM) means getting the best results possible from the resources you have available, whether that is money or time. When organising any involvement activity Derwent Living consider carefully the results that are expected from the resources that are allocated. It is important that these resources are challenged as a result of involving customers to highlight their priorities and needs.

## Overall assessment

Each involvement activity has been assessed on the intended outcomes achieved against its initial aims. This is shown using a traffic light system.




**Good**





**Average**




**Poor**


Activity	<b>Local Offers</b>
Aim	Consult and involve customers to create Local Offers across all our operating areas.
Number of customers involved	600 (not open to leaseholders)
Time spent / hours	Customer 140 / Staff 120
Cost	Total cost £5,190 / per customer involved £8.67 per property affected £1.03 (based on 5000 homes)
Method	Customers were given the opportunity to be involved in creating the Local Offers through attendance at range of site meetings, via email, website and postal surveys.
Outcomes	A Derwent Delivers sent to all customers detailing the process, final local offers and the mechanism for reporting performance. Customers will receive quarterly performance information on the services they judge most important to their Local offer area. This also satisfies regulatory requirements of the TSA.
Evidence	The final set of Local Offers have been publicised and are available on our website and updated quarterly
Overall assessment	


Activity	<b>Resident Scrutiny</b>
Aim	Customers independently scrutinising the repair service
Number of customers involved	104
Time spent / hours	Customer 57 / Staff 20
Cost	Total cost £648.06 / per customer involved £6.23 per property affected 5p (based on 11000 homes)
Method	Four Scrutiny Team members conducted a review and compiled a report. Customers were consulted on the repairs service over the phone and face to face. The review also included; repairs reporting, the appointment process, pre-inspection, undertaking works, post inspection quality checking, communication with customers throughout the repairs process and customer satisfaction with the service
Outcomes	The final report contains 18 improvement recommendations.
Evidence	Repairs Review report by Scrutiny team which was presented to Operational Performance Committee on the 12th May. The recommendations will be monitored at OPC
Overall assessment	


Activity	<b>Derwent Life newsletter</b>
Aim	Use an effective involvement tool to gauge readership of Derwent Life
Number of customers involved	1088
Time spent / hours	Customer 3 / Staff 5
Cost	Total cost £254.90 / per customer involved 23p per property affected 4p (based on 6000 homes)
Method	A text survey was sent to customers with the responses then used to create a report on readership levels.
Outcomes	The results showed that 83% of customers read the magazine and the demographic profile was in line with wider customer base, taken from customer profiling data in March 2011.
Evidence	Readership and demographics report produced and publicised in June edition of Derwent Life, it will be discussed at Editorial Panel to further enhance the publication.
Overall assessment	


Activity	<b>Mystery Shopping</b>
Aim	Reality check anti-social behaviour services offered to customers and make recommendations to enhance performance
Number of customers involved	6
Time spent / hours	Customer 30 / Staff 50
Cost	Total cost £2,250 / per customer involved £375 per property affected 38p (based on 6000 homes)
Method	Customers were trained to conduct a Mystery shopping exercise on anti-social behaviour. The mystery shoppers contacted DL with 20 separate scenarios via phone, email and letter. The responses were then logged and assessed against performance standards.
Outcomes	A report by customers detailing their findings has been incorporated into an 11 point action plan, which is currently live. Recommendations included enhanced training for CSA's on ABS call handling and introduction of call recording as standard.
Evidence	Mystery Shopping report and action plan produced
Overall assessment	


Activity	Reading Panel
Aim	Ensure that customers influence the design and content of the communication they receive
Number of customers involved	5
Time spent / hours	Customer 20 / Staff 10
Cost	Total cost £160 / per customer involved £53.33 per property affected 3p (based on 6000 homes)
Method	The customer Reading Panel has reviewed a number of new documents and marketing materials, commenting on design, layout and use of language.
Outcomes	The reviewed and agreed documents include the Resident Association agreement form, myskills training brochure, Top Tips training sheets and the Resident involvement strategy.
Evidence	Documents approved by the Reading Panel are logged and recorded centrally and available on the website
Overall assessment	


Activity	Customer Training
Aim	Establish customer lead training programme and skills assessment framework
Number of customers involved	152
Time spent / hours	Customer 140 / Staff 120
Cost	Total cost £2,152 / per customer involved £14.16 per property affected 36p (based on 6000 homes)
Method	All involved customers were consulted on training needs using a new a skills assessment framework. The responses were then used to prioritise topics and areas for inclusion in a customer training programme.
Outcomes	A myskills training programme has been established to ensure that customers are given the support and training for involvement. The myskills programme has been publicised in Derwent Delivers to all customers. Involved customers now take part in an annual skills assessment to identify gaps. 'Top 10 tips' training sheets have been produced and are available for download on the website.
Evidence	Myskills brochure and skills assessment template has been produced and made available on the website
Overall assessment	

Activity	<b>Home Group welcome events</b>
Aim	Give Home Group customers an opportunity to engage with Derwent Living prior to the transfer of their homes
Number of customers involved	99
Time spent / hours	Customer 49.5 / Staff 36
Cost	Total cost £1,797 / per customer involved £18.15 per property affected £1.64 (based on 1098 homes)
Method	Four welcome events were held for Home Group customers involving staff from across the organisation. These events were held in Derby, Langley Mill and Lincoln x2.
Outcomes	Home Group customers have a better knowledge of Derwent Living and have a positive first contact with the organisation. The regulatory requirement of the Home transfer for customer consultation has been satisfied and the TSA representative highlighted the events as very positive.
Evidence	Feedback report on the events was produced with a copy sent to Home Group
Overall assessment	

Activity	<b>Resident Involvement Strategy</b>
Aim	Consult with customers to create a Resident Involvement Strategy for 2011-14
Number of customers involved	41
Time spent / hours	Customer 20.5 / Staff 18
Cost	Total £370 / per customer involved £9.02 per property affected 6p (based on 6000 homes)
Method	Consultations were held at a number of existing customer meetings and an email survey was conducted. The Reading Panel agreed the final document
Outcomes	Customers have been given a wider range of opportunities for involvement through increased use of technology and local area forums. A training programme is now also in place.
Evidence	A final strategy has been agreed with customers' that sets the involvement priorities and objectives for 2011-2014, incorporating TPAS recommendations.
Overall assessment	

Activity	<b>Challenge Hour area forums</b>
Aim	Establish Challenge Hour panels in Local offer areas allowing customers to challenge performance and delivery of services at a local level
Number of customers involved	29 (in 1 <sup>st</sup> round of meetings)
Time spent / hours	Customer 45 / Staff 244
Cost	Total £6,903 / per customer involved £238 Per property affected £1.42 (based on 4866 homes)
Method	Flyer to all customers inviting them to a Challenge Hour meeting in their area and webinar based on Local offers performance and local issues
Outcomes	29 customers attended Challenge Hour sessions competing consultation on the Transfer Policy and Business Plan. Challenge Hour forums were piloted in 9 areas and have now been established in Derby, Kirkby, Beeston and Lincoln
Evidence	Evaluation of the 1 <sup>st</sup> round of Challenge Hours has been completed and round 2 is currently underway incorporating changes
Overall assessment	

Activity	<b>The Big Get together</b>
Aim	Engage a greater number of customer at the AGM and gather feedback on a range of services
Number of customers involved	177 (including 30 watching on-line)
Time spent / hours	Customer 235.5 / Staff 363.5
Cost	Total cost £11,630.30 / per customer involved £65.71 Per property affected £1.94 (based on 6000 homes)
Method	Customers were invited to a pre-event in an accessible venue with a range of information and activities before the AGM business took place
Outcomes	147 customers attended the event and 30 customers watched on-line increasing knowledge and participation in the governance of the organisation. 21 households took part in business planning consultation, 16 households took part in website consultation and 16 households took part in responsive repairs consultation. Customers have increased knowledge of DL and partner organisations.
Evidence	The consultation results will feed into the Business plan, result in a revamped customer focused website and a repairs service that has been shaped by customer involvement
Overall assessment	

Activity	Involvement through text & email
Aim	Engage a wider cross section of customers using text messaging and email consultations
Number of customers involved	2613 (2483 text / 130 email)
Time spent / hours	Customer 6.9 / Staff 27
Cost	Total £1161 / per customer involved 44p per property affected 19p (based on 6000 homes)
Method	Using customer data gathered through the Community Census process a email database and bulk text messaging service have been set up for mass consultation and involvement
Outcomes	Customers have taken part in 11 separate consultations using text and email. These include Resident Involvement Strategy, Housing officer satisfaction, Customer Handbook, Business Plan, Breach of Tenancy Policy, Transfer Policy, website review and Derwent Life newsletter. The profile of responses to these new methods of consultation is far more diverse than using traditional methods
Evidence	A number of final policies and strategies have been produced and feedback on text and email involvement has been included in editions of Derwent life newsletter
Overall assessment	

### Examples of outcomes from involvement meetings

Where / Who	What	Outcome
North Notts Challenge Hour	Reported that CCTV on Southwell Close wasn't working	Issue reported and visits from IT and contractor have resolved the issue
Cavendish Court Residents Association	Residents requested action on unauthorised parking at Cavendish Court	Housing Management engaged Vehicle Enforcement Ltd who will operate at Cavendish Court. The permits will have car registration numbers. Open permits will be available for visitors.
Beeston Residents meeting	Residents complained that a dog was being kept in the flats and causing a noise nuisance	Housing officer enforced the pet policy and resolved the issue for residents
Lambourn Court Residents	Residents said the planned painting programme specification was unnecessary	After inspection with Asset Management a reduced specification was agreed, saving the leaseholders

Association	and should be revised.	£3000.
Kirkby Residents meeting	Residents reported that grit was being stolen from the grit bins on the estate and wanted action	Security locks were placed on bins to prevent a repeat
ASB Forum	Group thought the satisfaction survey was too long	Members suggested changes to the form that have been put into place. Returns have since increased.
Complaints Improvement Group	Complaints were being reopened as customers hadn't agreed / understood they had been closed	All complaints now closed by letter and supporting phone call
Admiral Close Residents meeting	Customers unhappy with cars parking on the corner of the entrance to the scheme causing an obstruction	Yellow lines have now been painted on the road in this area to deter parking
Bank Court Residents meeting	Customers requested the rotary dryers were moved to a better location	After a health & safety inspection the dryers have been moved
Christchurch Court Residents meeting	When a false fire alarm sounds, it can last for up to 40 minutes causing nuisance and distress for customers.	Health & Safety Officer contacted the servicing contractor to ensure the alarm will not sound for prolonged periods on false alarms.

### Activities currently underway and due for completion in 2011

Aim	Expected outcome	Due date
Establish a Strategic customer forum	A forum of elected and accountable customers has been formed to work with senior management to inform the development of strategy and policy for the organisation	30 <sup>th</sup> September
Increase the number of customers engaging with involvement opportunities	All 900 customers that replied to the Status survey and Local Offers survey stating an interest in involvement will be individually contacted to discuss options	31 <sup>st</sup> October
Reality check local offers performance and make recommendations to enhance performance	A Mystery Shopping exercise will be delivered by customers to check performance against Local Offers and recommendations made for improvements to the service	30 <sup>th</sup> November
Achieve collection of 90% customer profiling data including Home Group transfer customers	Profiling data for 90% of customers collected and regular reports will ensure it informs decisions through the Customer Insight Strategy. Customers will benefit as services will be tailored to meet individual needs.	31 <sup>st</sup> December

Increase opportunities for resident led co-regulation	The Resident Scrutiny team will have increased membership with accredited training provided. Two further services reviews will have been conducted during the year, with findings presented to Operational Performance Committee.	31 <sup>st</sup> December
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### Summary of activities so far in 2011

So far in 2011 2803 customers participated in involvement opportunities, 33 new customers are now regularly involved in forums and panels. 59 customers have taken part in training events, which were delivered both internally and externally.

A budget of £52,100 is in place to deliver resident involvement with current under spend of £38,732.

Our priorities for the remainder of 2011 will include TPAS identified areas for improvement:

- Establish an effective and accountable panel and forum structure
- Improved provision of information on the website
- Introduction of Webinar involvement and review its effectiveness
- Achieve 90% customer profiling
- Greater engagement with the wider customer base
- Increased demonstration of outcomes from involvement
- Increased customer satisfaction