



Home From Home Customer Engagement Strategy 2025 - 30



OUR VISION FOR CUSTOMER ENGAGEMENT

Engaging customers in shaping services ensures that our aspirations align with their needs and assists in evaluating our performance. The Social Housing (Regulation) Act 2023 specifies the engagement requirements for Registered Providers. At Home From Home, customer engagement extends beyond regulatory obligations; it is an integral part of our values, mission, vision, and history, representing our moral responsibility.

Our Customer Engagement Strategy embeds our customers voice in the decisions made in meeting these ambitions. It demonstrates how our customers can influence services and the quality of our communities.



Our mission is to provide high quality services guided by our customers' voices

Regulatory Context

The focus on listening to customers' voices has always been a priority for HFM, and recognised by the early adoption of the National Housing Federation (NHF) Together with Tenants Charter. There have been significant changes in the sector to highlight and enforce its importance.

The Social Housing (Regulation) Act 2023 provides the regulator with powers to set standards relating to consumer matters that registered providers must meet. The Regulator for Social Housing has introduced revised Consumer Standards:

The Safety and Quality Standard – requires landlords to provide safe and good quality homes and landlord services to tenants.

The Transparency, Influence and Accountability Standard – requires landlords to be open with tenants and treat them with fairness and respect so that tenants can access services, raise complaints when necessary, influence decision making and hold their landlord to account.

The Neighbourhood and Community Standard – requires landlords to engage with other relevant parties so that tenants can live in safe and well-maintained neighbourhoods and feel safe in their homes.

The Tenancy Standard – sets requirements for the fair allocation and letting of homes and for how those tenancies are managed and ended by landlords.

The Ombudsman's Complaint Handling Code aims to enable a positive complaints culture across the social housing sector. Compliance is demonstrated through the Code being embedded in policy and practice, and a learning from complaints culture. Landlords must report back to customers and stakeholders on wider lessons learnt.

A positive complaints culture is part of HFM's values, and we strive to make it easy for customers to make a complaint and feel supported through the process. We will ensure our policies continue to meet the expected standards of the Complaint Handling Code and report on our performance.

These standards are designed to drive change and places the needs of customers at the heart of government reforms which improve the quality of life for those living in social housing across the country. In addition, it introduces a standardised set of Tenant Satisfaction Measures (TSMs) that landlords must

report against. It gives customers the ability to hold their landlord to account, which promotes transparency and builds trust.

HOW THE REGULATOR MEASURES OUR STANDARDS

The regulator has set out 22 tenant satisfaction measures, covering 5 themes. 10 of these are measured by landlords directly, and 12 are measured by landlords carrying out tenant perception surveys. In relation to resident and community engagement, measures include:

- **TP06:** Satisfaction that the landlord listens to tenant views and acts upon them
- **TP07:** Satisfaction that the landlord keeps tenants informed about things that matter to them
- **TP11:** Satisfaction that the landlord makes a positive contribution to neighbourhoods

The new 'Awaab's Law' also requires social landlords to investigate and fix dangerous damp and mould within a set amount of time as well as repair all emergency hazards within 24 hours.

OUR CUSTOMERS have been consulted at various stages during the development of this strategy. Their priorities align with those of OUR organisation, and we aim to achieve them through effective and relevant engagement.

NB this section needs to be continued with the outcome of involvement in developing this strategy - also be useful to have a picture showing engagement

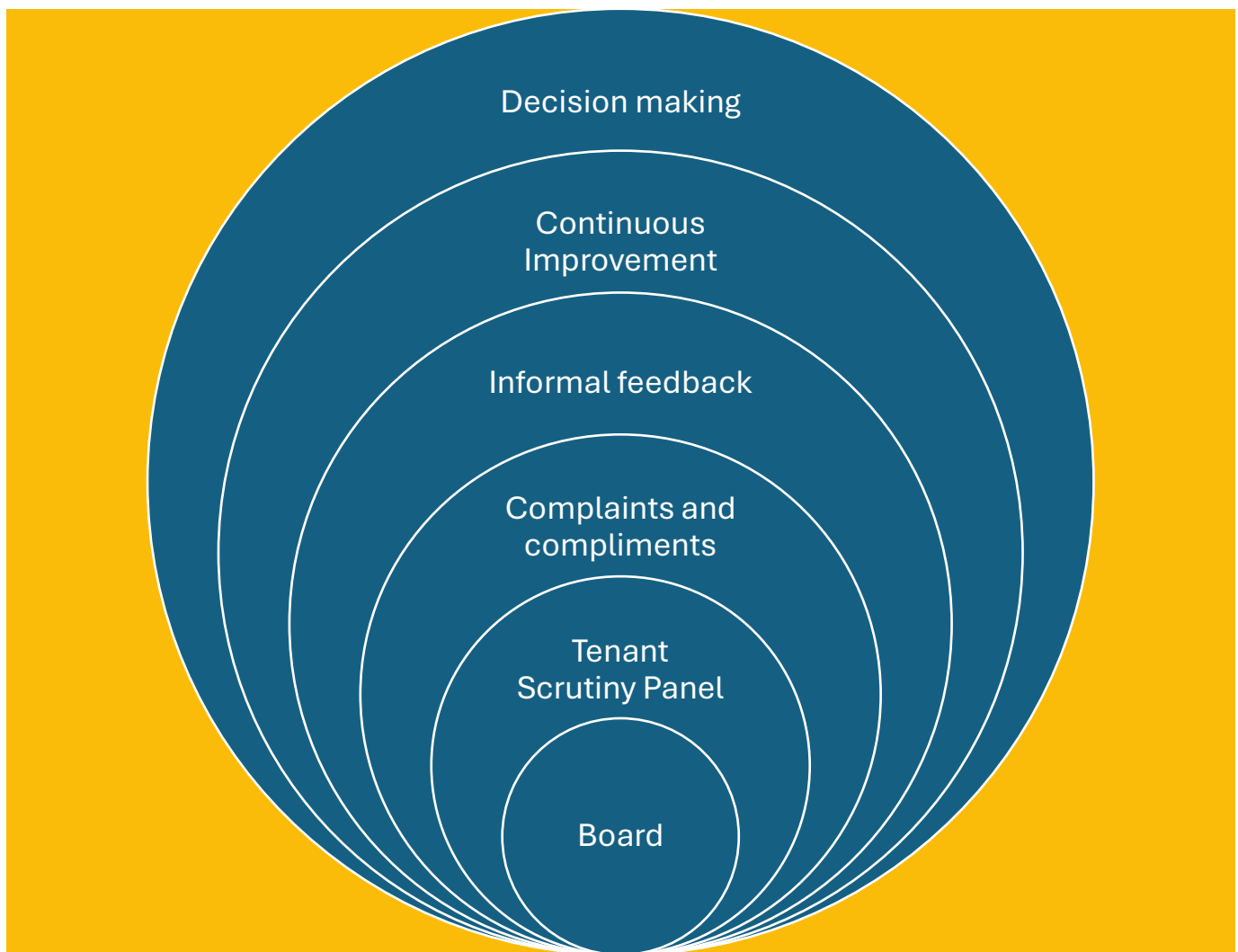
HOW WE GATHER CUSTOMER INSIGHT

HFH gathers information from customers through formal engagement methods and various interactions, such as repair requests and advice inquiries. Our mechanisms for reporting on key performance indicators

captures the outcomes of these interactions. Additionally, continuously improving customer insight alongside customer engagement will help us understand the daily challenges our customers encounter.

We will capture customer insight through monitoring communications and complaints, collating feedback received by our staff, and effective analysis of qualitative and quantitative data received via customer consultations.

Customer insights will be assessed at the highest level, with updates provided to the Board and Customer Scrutiny Panel. This approach will feed into our decision-making processes and help us to better position our services to the needs of our Customers'.



Delivering Customer Engagement Action Plan

Suggested outcomes for further discussion with customers:

Prioritisation and allocation of HFH resources are informed by customer insight.

SMART Actions? What when and how

e.g. receiving feedback on organisational spend

Direction of travel for HFH informed by customer insight

SMART Actions? What when and how.

e.g. input into strategic decisions on growth

Inclusive customer engagement projects and activities built on a true understanding of customers, and HFH customer' demographic.

SMART Actions? What when and how

e.g. Involve customers in the design of resident engagement opportunities, and in assessing the effectiveness of the methods.

Increase in the number and diversity of customers engaged, to achieve a representative customer voice involved in influence and service improvement.

SMART Actions? What when and how

e.g. ensuring diversity on the Scrutiny panel - ensuring events meet the diverse needs of customers e.g. times/places

All service standards are fit for customer needs and set collaboratively.

SMART Actions? What when and how

e.g. - Customer Scrutiny Panel - feedback on organisational Key Performance Indicators and Service Standards (policies/procedures etc)

All customers wishing to participate are supported to do so

SMART Actions? What when and how

e.g. via advocacy and/or support by staff

Building skills for customers engaged in community projects and groups.

SMART Actions? What when and how.

E.g. signposting or facilitating appropriate skills training for people

Targets for customer engagement consultation

E.g. KPI 50% customer feedback via formal consultation e.g. surveys

Monitoring and Measuring Success

We will monitor and measure success in the following ways:

Monitoring:

- ***Annual resident engagement update at Annual General Meeting***
- ***Delivery against Customer Engagement Strategy objectives reported annually to the Customer Scrutiny Panel and Board.***
- ***To include delivery against NHF Together with Tenants Charter***
- ***Tenant Satisfaction Measures are included in annual report to our Customers***
- ***Achievement of Customer Scrutiny Panel reported to Board***
- ***Compliance with Regulatory Standards***

Measuring:

- ***Comparison of the engaged customer's profile with HFH' customer profile to ensure service improvement and change is based on a representative voice.***
- ***Annual performance targets i.e. KPI's***
- ***Achievement of top quartile performance for TSMs relating to customer engagement.***
- ***Increase in resident satisfaction with resident engagement opportunities.***