



Customer Involvement Driving
Community Cohesion
Nicola Lemon

The Point of Customer Involvement



- ' By informing tenants how to challenge , influence and control how their housing services are delivered, we can improve tenants quality of life and help landlords operate more efficiently and effectively. With successful tenant involvement we can get housing practitioners and tenants working together to effect positive change in social housing and communities' TPAS

Genuine Customer Involvement



Key Principles

the housing association needs to be...

- Proactive in setting up opportunities
- Providing support through resources and training
- Open and responsive in order to establish trust and build long term relationships
- Actively remove barriers that might disempower tenants

Genuine Customer Involvement



Key Processes

- Information giving
- Consultation
- Participation
- Control
- decision making

Key arenas

- Individual level
- Policies and practices of the organisation (corporate)
- Issues affecting communities

Individual Involvement



- Surveys
- Complaints
- Web based interaction
- Customer profiling
- Social Enterprise

Corporate involvement



- Various Forums
- Procurement decision making
- Social enterprise
- Assistance in recruitment process
- Mystery shoppers
- Sustainable asset management
- Monitoring benchmarks
- Lettable standards
- Wheelchair user access testing
- policy and strategy development
- New Development design

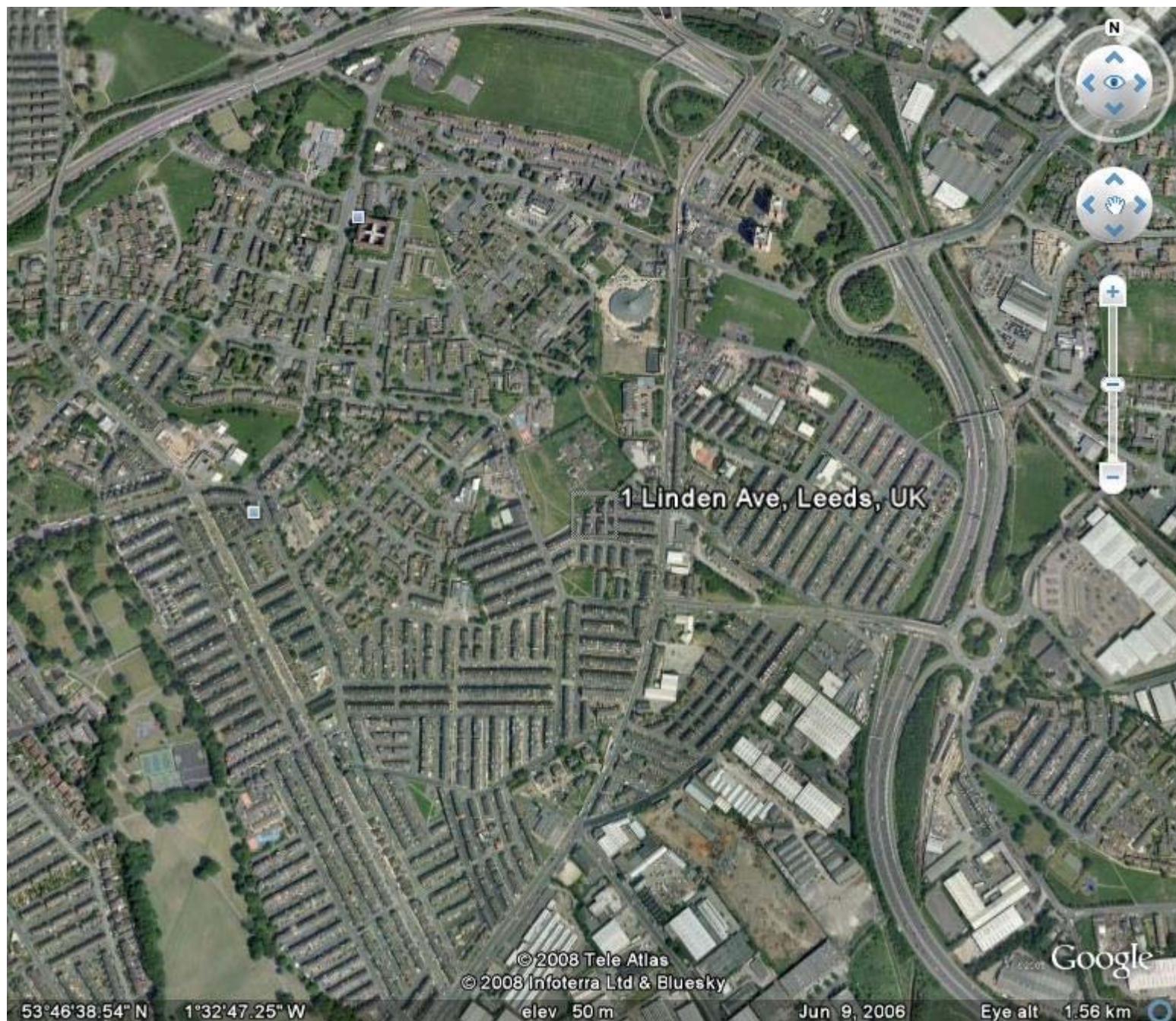
Issues affecting communities

A case study:



A Cohesive Community is one where..

- There is a common vision and a sense of belonging for all communities.
- the diversity of people's different backgrounds and circumstances is appreciated and positively valued
- those from different backgrounds have similar life opportunities
- strong and positive relationships are being developed between people from different backgrounds and circumstances, in the workplace, in schools and within neighbourhoods,



1 Linden Ave, Leeds, UK

© 2008 Tele Atlas
© 2008 Infoterra Ltd & Bluesky

Google

53°46'38.54" N 1°32'47.25" W

elev 50 m

Jun 9, 2006

Eye alt 1.56 km

Challenges



- Public perception
- PHC
- BNP
- Crime Levels
- Turnover of Tenancy
- Demand
- Choice Based Lettings
- Communal Space
- Segregation
- Extremism
- Uncertainty
- Lack of willingness and engagement
- Environmental
- Housing Design
- Defined Geographical Boundaries

Customer Driven Solutions



- Walkabouts
- Clean up days
- Youth Worker
- Midnight Basket Ball
- Hamara Centre
- Alleygating
- Smoothie Bar
- 16 Community Cohesion events
- ASHA- Debt Management
- Inter faith forums
- Oaks and Acorns
- Fish and Tea deliveries
- Intensive Neighbourhood Management Plans
- Accountable Action Plans.
- Neighbourhood Wardens
- Hate crime reporting.
- Local Lettings Policies

Outcomes



- Sustainability
- Lower Turnover
- Decreased Void Times
- Decreased Arrears
- Decreased Abandonment's
- Increased Customer Satisfaction
- Improved Health outcomes
- Increased employment opportunities
- Better educational or vocational attainment
- Reduced levels of Anti-social Behaviour
- Solid Reputation
- Changed perceptions
- Reduced Stigma
- Increased Commercial Investment
- **Genuine Customer Involvement**

Vision



Imagine the communities of the future. Thriving and prosperous places where people from different backgrounds are equal and where everyone matters. **Where people themselves are the catalysts for change in their local community.** Where people recognise that while there will always be a difference, it need not always be divisive. Where there is strong civic spirit and mutual respect.

Points for Consideration



- Who in your organisation is responsible for community cohesion and customer involvement and how large a part does that play in your core business?
- How do you combine individual need and corporate requirements with community cohesion?
- Do you have a clear customer involvement and or community cohesion strategy?
- How genuine is your customer's involvement?

Useful Websites



- www.housing.org.uk
- www.communities.gov.uk
- www.tpas.org.uk
- www.tenantservicesauthority.org
- www.insidehousing.co.uk