

**POLICY**

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**CUSTOMER ENGAGEMENT  
AND PARTICIPATION**

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## **Wellhouse - The Place to Be**

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Date of Next Review: December 2025

Reviewed by: Housing and Customer Service  
Manager

**We can produce this document in different formats, for instance, in larger print, Braille or audio-format; we can also translate this document into specific languages, as appropriate.**

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### **Linked Policies/Procedures**

1.	Equality and Diversity Policy
2.	Openness and Confidentiality
3.	Tenant Participation Strategy and Action Plan

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## 1. Vision and Values

### Wellhouse – the Place to Be

Our customer engagement and participation policy supports our vision of Wellhouse as an attractive place where people feel safe, benefit from having a good home and an attractive environment and feel proud to be part of a vibrant community. It does this by setting out how we will engage and work with our tenants and a range of different customers.

The policy is underpinned by our strategic values of Trust, Honesty, Integrity, Excellence, Accountability and Sustainability.

## 2. Governance

Wellhouse HA is a community controlled Registered Social Landlord and is managed by our Management Committee.

Our customer engagement and participation policy has been approved by the Management Committee. and they will monitor its implementation, to ensure that it delivers against our strategic aims, promotes our strategic values, delivers against our agreed service standards and tenant participation action plan objectives.

## 3. Policy Aims

The Customer Engagement and Participation Policy sets out how we will work with all of our customers to make sure that they can influence and participate in decisions on services, standards and policies.

The Customer Engagement and Participation Policy links to the tenant participation action plan and agreed priorities to improve engagement. It also describes how customers can become involved; clarifies the resources available; and sets out how the tenant participation action plan will be monitored and evaluated.

## 4. Equal Opportunities Statement

We aim to ensure that all our services provide equality of opportunity. We will not discriminate against any individual for any reason, including age, disability, gender re-assignment, marriage, civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation, or other status.

We will promote equality and diversity throughout our Customer Engagement and Participation Policy and related procedures by:

- providing accurate and clear information to customers on how they can work with us by offered a range of opportunities that make it easy for them to participate at a level they feel comfortable with

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- using interpreters for people from black and minority ethnic groups, or for disabled people, as appropriate, to support participation and engagement
- responding to the different needs and service requirements of individuals (including those with protected characteristics)
- monitoring opportunities and methods of engagement both to prevent any form of discrimination, as well as promoting awareness of equal opportunity matters

## 5. Legislation

The following legislation is relevant to this policy:

- The Housing (Scotland) Act 1987 (as amended)
- The Housing (Scotland) Act 2001 & 2010
- The Housing (Scotland) Act 2014
- Equality Act 2010
- Equality Act 2010 (Specific Duties) (Scotland) Regulations 2022
- Data Protection Act 2018
- Human Rights Act 1998
- Freedom of Information (Scotland) Act 2002

## 6. Scottish Housing Charter

The Scottish Government's Social Housing Charter came into force in April 2012, was reviewed in 2019 and 2022. The Charter sets out the standards and outcomes that Registered Social Landlords should achieve.

There are 3 outcomes under the Charter that are especially relevant to our Customer Engagement and Participation Policy. These are:

### Outcome 1 Equalities

Social landlords perform all aspects of their housing services so that:

- they support the right to adequate housing
- every tenant and other customer has their individual needs and rights recognised, is treated fairly and with respect, and receives fair access to housing and housing services

### Outcome 2 Communication

Social landlords manage their business so that:

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- tenants and other customers find it easy to communicate with their landlord and get the information they need about their landlord, how and why it makes decisions and the services it provides

### **Outcome 3 Participation**

Social landlords manage their businesses so that:

- tenants and other customers are offered a range of opportunities that make it easy for them to participate in, and influence their landlord's decisions at a level they feel comfortable with

## **7. Our Principles and Standards**

- We make it easy for customers to give us their comments and views - face to face, by telephone, e-mail, online or in a letter.
- We commission formal independent customer satisfaction surveys on a continuous monitoring basis carried out every three months.
- We consult our Customer Opinion Panel
- We publish the targets we set
- We publish how we have performed against those targets

## **8. The Policy**

We have set 4 outcomes to make sure that we meet what customers want:

### **Outcome 1**

Build and strengthen opportunities for customers to be actively involved in our service delivery.

### **Outcome 2**

Develop engagement opportunities and partnership working.

### **Outcome 3**

Foster a positive engagement ethos

### **Outcome 4**

Strengthen and develop communication methods

### **Consultation on Changes to Policy**

We will consult with our customers in respect of any major changes to policies that directly affect them. We think it is especially important to consult on these strategic policies and plans:

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- Allocations
- Rents
- Neighbourhood Management and Anti-social Behaviour
- Complaints
- Our Tenant Participation Action Plan

## **Working with our Partners**

We will develop more effective working relationships with Glasgow City Council, other neighbouring housing providers (including collective bodies such as EHRA) and third sector organisations locally and nationally in order that opportunities for customers are maximised.

## **Action Plan**

We have developed an action plan for tenant participation with our Customer Opinion Panel and will continue to work with them to deliver the outcomes we have set for our customer engagement and participation activities.

## **Funding our Customer Engagement and Participation Policy**

We will allocate a set amount each year in our budget to help ensure customers are involved and can participate in the improvement of our policies and services.

## **9. Monitoring and Performance Management**

### **9.1 Monitoring**

We have monitoring systems in place to track our progress against our action plan and on customer satisfaction rates. This enables us to demonstrate our compliance with legislation and regulatory standards.

### **9.2 Performance Management**

Staff will provide quarterly reports to committee in respect of the following:

- continual monitoring of satisfaction survey
- review of performance against the action plan

Committee will also be provided with an annual performance review against the following Charter indicators.

### **Indicator 2**

Percentage of customers who feel their landlord is good at keeping them informed about their services and decisions.

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## **Indicator 5**

Percentage of customers satisfied with the opportunities given to them to participate in their landlord's decision making processes.

## **10. Consultation**

We aim to deliver excellent services, which respond to local needs and reflect what is most important to our customers.

To do that we need our customers to tell us how well our policy is working and help us to make the changes which will improve it. This is done in line with our Tenant Participation Strategy.

## **11. Complaints**

We have a separate complaints policy and procedure. Leaflets and copies of the complaints procedure are available from the Association's office and on our website. We also provide information on how our customers can make a complaint to the Scottish Public Services Ombudsman, Bridgeside House, 99 McDonald Road, Edinburgh, EH7 4NS, telephone 0800 377 7300 or 0131 225 5300 and how to contact the Scottish Housing Regulator.

The Ombudsman will not normally deal with complaints unless customers have followed the Association's complaints' procedure.

## **12. Review Timeframe**

The policy will be reviewed every three years, or sooner, in response to a change in legislation or circumstance.

## **13. General Data Protection Regulations - UK**

The organisation will treat your personal data in line with our obligations under the current GDPR regulations and our own policy. Information regarding how your data will be used and the basis for processing your data is provided in Wellhouse HA's Fair Processing Notice.