



**Housing &  
Neighbourhoods Service**

# **Customer Engagement Strategy**

**2020-2022**



## “We want customers to be at the heart of what we do.

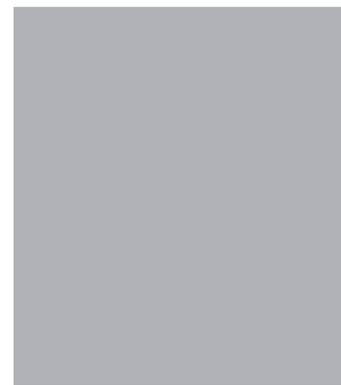
Your views really matter, and our aim is to deliver high quality services which our customers really value.

To do that, we want to work with you. You need to be able to influence what we do, to challenge us, tell us when we get it right and wrong and help us find better ways of delivering services. This already happens now, but we need to get much better at it.

This Engagement Strategy sets out how we are going to improve the way we engage with our customers. It explains our priorities for customer engagement over the next 3 years, and how we will make it easier for all of our customers to influence the services we deliver.

The Strategy has been developed by tenants, leaseholders and local Councillors from across the city. We consulted with a range of customers through surveys and discussions, and involved national tenant involvement experts TPAS (Tenant Participation Advisory Service) in that consultation.

I would like to thank everyone involved in the development of this Strategy, and I am committed to delivering its promises and to involving customers in making it a reality.”



### **Janet Sharpe,**

Director of Housing and Neighbourhoods Service

## Customer involvement at the heart of what we do

**We have high ambitions for your Housing and Neighbourhood Service** and want to be the best Landlord we can be. Our focus as a whole over the next three years will be on:

- Providing good quality homes which people want to live in.
- Making it easy for all of our customers to access our services.
- Being there for our tenants and offering effective housing support when needed.
- Ensuring people to feel safe in their homes and in their communities.
- Giving people a choice in where they live.
- Increasing our income so that we can achieve even more.

Customer involvement is vital in achieving these ambitions. It's crucial that we know what you think of our services & what you want from them so that we can design those services around you. Customer engagement must underpin all that we do. Your views, feelings and experiences must influence the services we provide.

This Strategy is designed to make sure that happens. To make sure that the customer voice – whoever that customer is, however they choose to make their voice heard – is at the heart of what we do.

## The Strategy

### **Priority One: To provide easy and convenient access to information and engagement / involvement opportunities**

Information about housing services and performance will be readily available for all customers.

We will aim to remove all barriers, as far as possible, to people being engaged and involved. We will use a variety of creative engagement methods. There will be opportunities for all customers to be involved.

### **Priority Two: To ensure that customers and their communities can influence what we do**

There will be an effective user friendly framework for customer scrutiny, influence and assurance. To support this, we will improve joint-working across our different forums and meetings.

Engagement activities and topics will be influenced by customers – topics and agendas being driven by what matters most to customers – and the voice of tenants and leaseholders will be heard by those making decisions affecting customers.

### **Priority Three: To engage effectively with local people and communities to improve what we do**

There will be more engagement opportunities at a local level. All communication and consultation will be done in a way which specifically suits the local people or community.

There will be specific focus on engaging with the young people within our communities, as their voice often goes unheard.

Local service partners and community organisations will be encouraged to work with us and to be involved in shaping services in their communities.

### **Priority Four: To make sure that all involved in our services recognise and value customer engagement**

Local Elected Councillors value customer engagement and will be encouraged and supported to become more involved in the Housing and Neighbourhood Service.

The outcomes of engagement will be communicated – to customers, staff, the services and external organisations who work with us. We will raise awareness of the benefits that customer engagement brings.

We will promote the opportunities to be involved, so that all of our customers know how they can make a positive difference.

### **Priority Five: To support and resource customer engagement work so that it delivers outcomes**

We will encourage, empower and support customers to be involved. We will help people to feel confident in engaging with us and to be involved in a way which suits them.

We will support Tenants and Residents Associations and other community groups to work as effectively as possible so that they can achieve the greatest benefits for the communities they serve. We will help to maximise joint-working opportunities.



# Evaluating the outcomes

We will regularly review the strategy to make sure it continues to reflect what we want to achieve. There is an Action Plan which details the actions needed to meet those commitments. The Action Plan will be regularly updated, and the latest version will always be available on our website.

We will regularly monitor and test how effective our customer involvement activities are, and set clear targets to measure our success.

## For more information, or to get involved....

Visit [www.sheffield.gov.uk/tenants](http://www.sheffield.gov.uk/tenants) for the latest information about how to get involved, and to see an up-to-date Action Plan which supports this Strategy.

For more information about the housing service as a whole, visit [www.sheffield.gov.uk/councilhousing](http://www.sheffield.gov.uk/councilhousing)

And keep up to date with all our latest news and views on our FaceBook page [@SheffHousingAndNeighbourhoods](https://www.facebook.com/SheffHousingAndNeighbourhoods)

You can also contact us in the following ways for more information about anything in this Strategy:

**Tel: 0114 293 0000**

**Write to us at:**

**Housing and Neighbourhood Service,  
PO Box 5967, Sheffield, S2 9GH**

This document can be supplied in alternative formats,  
please contact 0114 293 0000

Sheffield City Council  
[www.sheffield.gov.uk/councilhousing](http://www.sheffield.gov.uk/councilhousing)

