



Customer
involvement
impact
assessment
report **2020**

Introduction

Welcome to our Customer Involvement Impact Assessment 2020 report, which shows how our customers have made a huge difference by being part of our involvement activities which include scrutiny, procurement and complaints during 2019-20.



The report highlights the positive impact our customer involvement has made to the way in which we work across Home Group at a local, regional and national level.

You can also see the social value created by our involved customer activity as well as the results of our customers' assessments on value-for-money across six involvement activities.

This year we have involved over 3,757 customers in hundreds of activities, creating a phenomenal social value of £2,086,302 - something that we are very proud to have achieved.

We hope you find the report informative and inspiring.

Nusheen Hussain

Executive Director of Business Development

This year...

...we have involved

3,757
customers
in hundreds
of activities



...with an overall

social
value of
£2,086,302



...we've surveyed

12,371
customers
this year



Impact of involvement on customers

68%
reported feeling more confident

61%
have increased their volunteering time

58%
reported feeling more valued and involved

55%
said their involvement has increased their physical activity

55%
said their mental health and wellbeing has improved

55% feel their relationships with their friends and families has improved

48%
said their happiness has increased

42%
said they feel more a part of their community

42%
said they feel more in control of their lives

32%
said their physical health has increased

“Customer Forum shows me that senior leaders want to hear from us and that they want us to be involved in decisions, they aren’t just bosses in the ivory tower, they are people who we work alongside.”

Emma - Customer Forum member



Customer scrutiny

Customer assessors across England and Scotland measure how well we're doing at delivering our promise to customers.

52 customer assessors spoke to **900** customers in **59** neighbourhoods, **4** leasehold schemes and **30** services between April 2019 and March 2020.

The total cost was **£15,567** with an average cost of **£167** per assessment



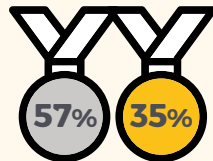
Results

In our neighbourhoods and leasehold schemes

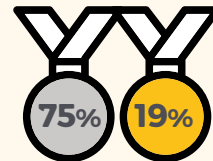
- **8%** achieved gold (12% in 2018-2019)
- **78%** achieved silver (63% in 2018-2019)
- **14%** achieved bronze (20% in 2018-2019)

Neighbourhoods are rated highly for

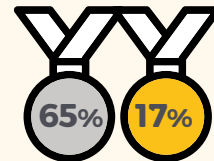
a safe place to live



where your money goes



care about you



As in previous years, reliable repairs continue to be the lowest scoring standard with **11%** no standard, **41%** bronze, **40%** silver and **8%** gold.

Impact



Improvement plans completed for **59 neighbourhoods**, **4 leasehold schemes** and **30 services**



Value for money feedback and scores used in Home Group's value for money statement with our regulators in England and Scotland



Customer feedback contributed to the **implementation of new community patches and dedicated Housing Managers**



Successful pilot to assess leasehold schemes including the development of leasehold specific questions



National consultations on communities, payment methods, exercise classes and waste management.



Informed the Executive team on Health and Safety performance from a customer perspective



Feedback helped shape;

- website content
- service improvement in maintenance and repairs
- fly-tipping project
- damp project
- Complaints policy review and new process
- Anti-Social Behaviour policy review

£1 = £58
spent in social value



Our social return on investment calculation shows that for every £1 we spent on customer promise assessments we generated £58 in social value.

Customers rated customer promise assessments as high value for money.

“If I can help even one person, it makes what I do worthwhile!”

Stevie – Customer involvement volunteer



“The assessments this year have helped me and my team to put improvement plans in place based on real customer feedback and provide an excellent feedback loop to customers.”

Jo – Home Group Head of Service Delivery,
East Region



Results

In our supported services

63%

achieved gold
(increase from 48%
last year)



27%

achieved silver



10%

of services
scored bronze



Overall our services are rated very highly for helping communities grow with **83%** of services achieving gold and we have made improvements in providing customers with a safe place to live, **77%** gold compared to **63%** last year.

Viewpoint teams

Customers monitor Home Group's performance, carry out service reviews, contribute to national consultations, test new services and ensure Home Group is implementing customer promise assessment recommendations.

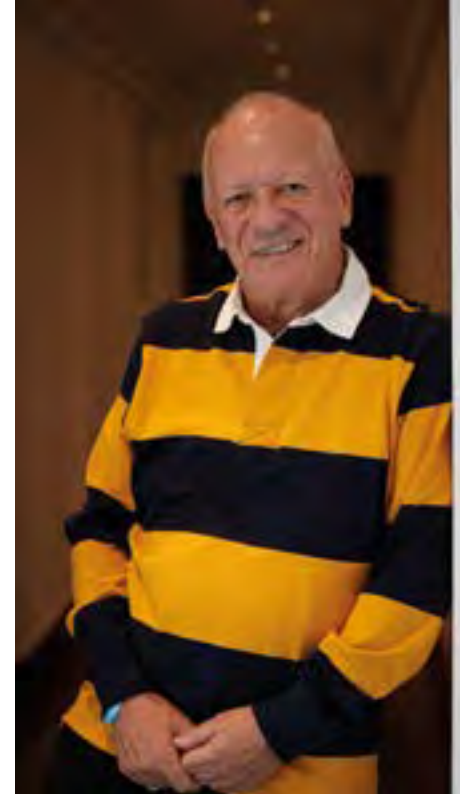
In 2019-20 we involved
115 customers from
11 viewpoint team in
44 meetings and
**5 grounds maintenance
scrutiny meetings.**

The total cost was
£12,071
with an average
cost of
£274
per meeting



“It has opened my eyes to the running of the business with my input as a leaseholder contributing to it.”

John - Customer
South Leasehold
Viewpoint member



Impact



Viewpoint members are holding Home Group to account and **improving the level of service customers receive**



Viewpoint teams and customer scrutiny reviews support Home Group to **meet our regulatory requirements and deliver our operational plan**



Involvement of Viewpoint team members at high profile events and external conferences

raised Home Group's profile within the housing sector, influencing wider national debate and consultations on social housing





“Viewpoint meetings give me a break from being a full-time carer, helps me be who I am and share my views to help others.”

Angie – London and South East Viewpoint customer member

£1 = £120
spent in social value



Our social return on investment calculation shows that for every £1 we spent on Viewpoint team meetings we generated £120 in social value.

Customers rated Viewpoint teams as high value for money.

Complaints

Home Group's Independent Complaints Panel investigate and make recommendations to resolve customer complaints that have exhausted our internal process.



Last year **17 customers** investigated **15 complaints**. **9 Home Group complaints** were upheld, **2 complaints** were disagreed on and **4 complaints** were partially disagreed with .

Home Group customers made **94 recommendations**, raised further works to rectify repairs and maintenance and improved communication with customers on key issues such as planned works, landscaping services, parking restrictions and anti-social behaviour.

“Since becoming a panel member, my self-esteem and confidence has dramatically improved. I hope that my involvement has helped to bring some measure of closure to those who've made complaints.”

Luke – Independent complaints panel member



Impact



Home Group is listening to customers and acting on Panel recommendations to resolve complaints



Just one complaint investigated by the Panel has been referred to the **Housing Ombudsman**



Supports Home Group to deliver Together with Tenants Charter
www.housing.org.uk/our-work/together-with-tenants/



Influenced business decisions including improvements to our planned works process and repairs and maintenance contracts



Developed their role and remit to include **undertaking wider reviews of issues raised in customer complaints**



£1 = £93
spent in social value



Our social return on investment calculation shows that for every £1 we spent on the Independent Complaints Panel we generated £93 in social value.

Customers rated the Independent Complaints Panel as medium value for money.

Customer Forum

Customers from our Viewpoint teams hold the Executive and Senior Management teams to account on the delivery of the Customer Promise at the Customer Forum. They scrutinise performance, make recommendations for improvements nationally, track and quality check outcomes and decide areas of priority for the business to measure.

In 2019-20 we involved
25 customers and
25 colleagues
including **5 Executive
team members** and
9 Directors at
7 meetings.

The total cost was
£7,829
With an average
cost of
£1,118
per meeting



“Being involved has been life changing for me. I’m part of a really important team on Customer Forum and I can see the difference I am making in other people’s lives.”

Gary – Customer Forum member



Impact



Reviewed and improved the Customer Promise



Increased target for number of Customer Promise assessments



Scrutiny of all standards of the Customer Promise



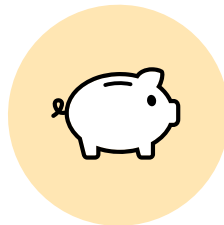
Helped shape the On Board training programme



Increased senior leaders face to face involvement with customers



£1 = £111
spent in social value



Our social return on investment calculation shows that for every £1 we spent on Customer Forum we generated £111 in social value.

Customers rated Customer Forum as medium value for money.

Procurement

Customers are involved in procuring supplies, services and contracts; review and improve contract specifications to meet customer needs, develop qualitative questions for tender documents and score contractor responses as part of procurement processes.

In 2019–20 we involved **154 customers** delivering the sessions digitally or locally with no expenses incurred.

Customers influenced the procurement of services for:

- Lifts and servicing contract
- Grounds maintenance and communal cleaning contract
- Repairs and maintenance contract

“There are some really positive outcomes which reflect what customers said is important to them.”

Sheila – Customer involved in procurement



Impact



Customers receiving **improved lift services**



The Procurement Panel implemented 11 customer recommendations to **improve the contract specification to improve service to customers and reduce complaints**



Increase in the number of customers involved in procurement using a more structured approach developed by customers



Customers rated procurement as **high value for money**



“Being involved has been the biggest changing force in my life, things have got so much better.”

John – South West
Viewpoint team member



On Board

The On Board training programme is for customers interested in joining Home Group Board or playing a bigger role in local communities such as a trustee of a local charity or governor at their local school.

We ran it for the first time in 2019–20, involving **25 customers** and **17 colleagues** in **7 training sessions**.

The total cost was **£10,052** with an average cost of **£1,675** per session or **£402** per customer



“I really enjoyed the On Board training; the training was clear and covered things I didn’t expect, the way it was presented was really good.”

Linda – On Board customer graduate



Impact



Home Group now has a **comprehensive training programme** to prepare customers for being on the Board



Customers have **improved knowledge** of how a Board works



Supports Home Group's **organisational culture**



Eight trainees applied for Board positions in 2020



It has given colleagues from across the organisation the **opportunity to interact** with customers



Customer Board members can now **continue taking part** in other Involvement activities at Home Group



£1 = £79
spent in social value



Our social return on investment calculation shows that for every £1 we spent on On Board training we generated £79 in social value.

Customers rated the On Board as medium value for money.

Did you know there are over 30 ways to get involved at Home Group?

Our customers are our experts which is why we love to listen and learn from you. It's also why we want you to get involved. You could start making a real difference to your community and getting involved could be as big or as little a thing depending on your time.

For more information and to help improve your neighbourhood, service or scheme:
email us at **involvement@homegroup.org.uk**
or call us on **0191 594 8140**