

Making a difference

Customer Involvement Strategy



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Mansfield
District Council

Customer Involvement Strategy 2015 - 2018

Introduction

Mansfield District Council (MDC) has always been strongly committed to customer involvement having recognised the benefits of involving customers both individually and collectively.

However, whilst the benefits of effective customer involvement have been established, MDC struggled to develop and deliver effective customer involvement activities.

A number of national changes have also been implemented that have had an impact on the delivery of customer involvement, in particular the concept of co-regulation which forms the corner stone of a new, less intrusive and more outcome focused approach where landlords are accountable to their tenants and not the regulator.

MDC therefore took the decision in 2015 to undertake a review of all its involvement activities to ensure a more outcome focused and value for money approach is achieved. This strategy therefore builds on the recommendations of the review in order to ensure the delivery of a more modern and effective approach to customer involvement.

Our vision for customer involvement

Customer involvement will be based on a mutual partnership between Mansfield District Council and its customers. By empowering customers and ensuring they are at the heart of everything we do we can deliver a truly customer focused service aimed at improving our customers quality of life and the communities they live in.



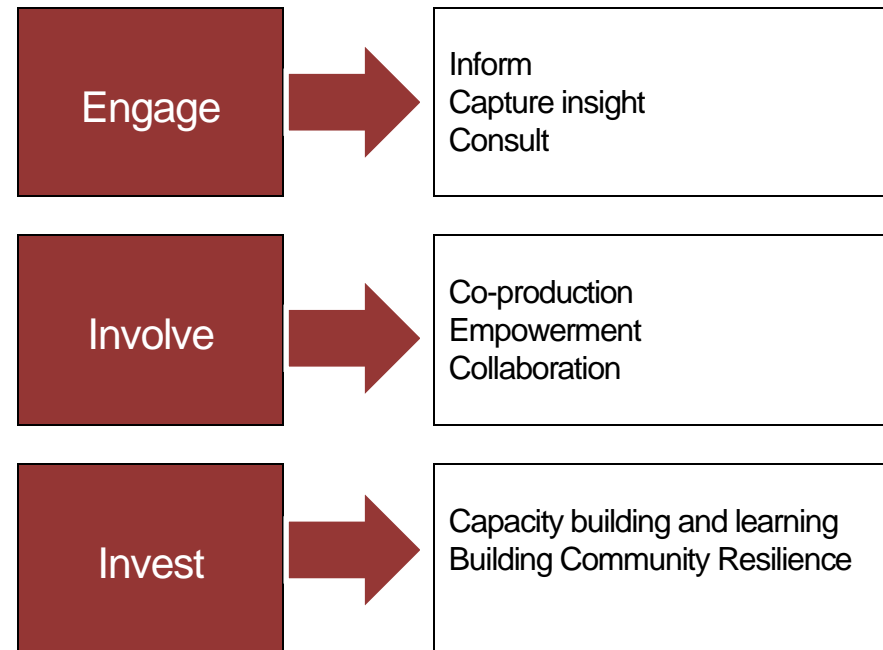
Our aims

This strategy therefore aims to:

- Promote and embed the benefits of customer involvement and ensure it becomes an integral part of our business
- Provide a range of opportunities to ensure customers are able to provide feedback and get involved in a way they choose
- Ensure we understand our customers, find out what is important to them and make better use of what they tells us
- Work with our customers and the wider community to improve and build sustainable communities building on what is strong rather than what is wrong
- Ensure we are open, honest, transparent and accountable in all our involvement activities
- Meet all statutory and regulatory requirements
- Ensure learning, support and development opportunities are available for customers who wish to be actively involved

Our challenges

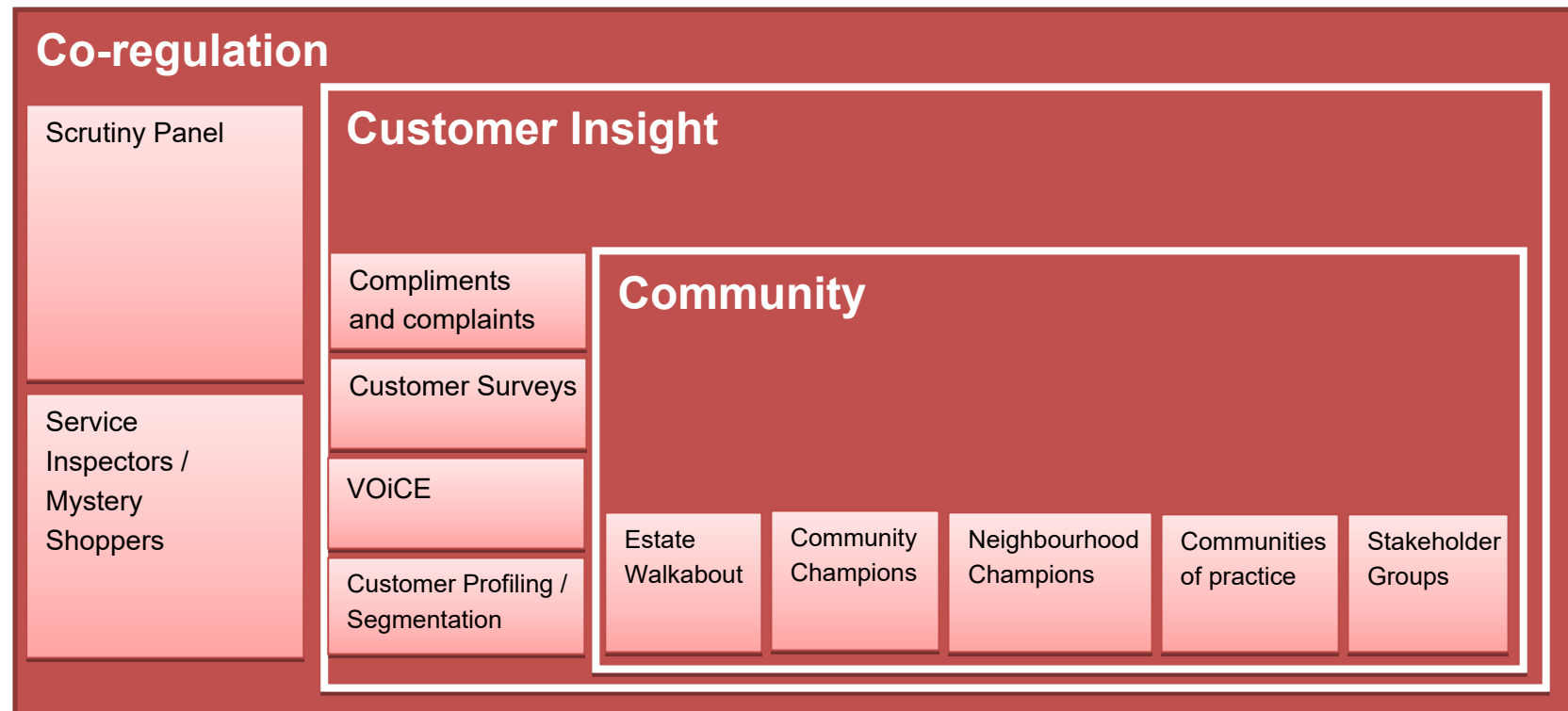
One of the key challenges facing MDC is how our involvement activities serve to operate effectively across a spectrum of functions aimed at engaging, involving and investing in individuals and communities.



Housing and co-regulation

The new regulatory framework for Social housing sets out the commitment to co-regulation. Co-regulation aims to move the focus of decision making and performance management away from the regulator towards service users themselves and their own locally defined needs and priorities.

The diagram below gives an overview of the involvement opportunities that provides the mechanisms for co-regulation, customer insight and community involvement.



Review and monitoring

We will monitor and evaluate customer involvement to make sure that the strategy and action plan is helping us to achieve our agreed vision and aims.

Mansfield District Council will review all involvement activity annually and carry out an impact assessment to give an overall picture of how involving customers has added value, helped us to improve services and influenced outcomes.

By tracking progress we are also able to identify any gaps in involvement or consultation and therefore the effectiveness of the strategy.

The strategy will be reviewed every three years, in consultation with our customers



Customer Involvement Action Plan

Our Customer Involvement Action Plan will ensure we address our challenges and deliver our vision for customer Involvement over the next three years



Objective one

Promote and embed the benefits of customer involvement and ensure it becomes an integral part of our business

Action to be taken	By Whom	By When
Ensure the business case for customer involvement is understood by all parties	Policy Unit Manager	June 2016
Ensure the objectives set out in the Customer Involvement Strategy are explicitly linked to MDC's business plan objectives	Policy Unit Manager	April 2016
Ensure clear roles and responsibilities for delivering customer involvement activities are communicated and understood by all	Policy Unit Manager	June 2016
Provide training for all officers and elected members on the revised customer involvement structure	Policy Unit Manager	June 2016

Objective two

Provide a range of opportunities to ensure tenants are able to provide feedback and get involved in a way they choose

Action to be taken	By Whom	By When
Take advantage of technology to allow as many customers as possible to share their views and shape services	Research officer / Marketing and Communications Officer	July 2016
Develop a bank of interested customers in becoming Service Champions, Community Champions, Neighbourhood Champions and Scrutiny members	Tenant Involvement Officer	September 2016
Review the Communication and Consultation Strategy	Policy Unit Manager	August 2016
Develop a consultation tracker to provide feedback on all consultations	Policy Unit Manager / Research Officer	July 2016
Review all transitional surveys	Research Officer	January 2016

Objective three

Work with our customers and the wider community to improve and build sustainable communities

Action to be taken	By Whom	By When
Develop a Community Engagement Strategy	Policy Unit Manager	August 2016
Review the role of Tenant and Resident Groups	Tenant Involvement Officer	April 2016
Develop guidelines for facilitating Sheltered Housing Groups	Tenant Involvement Officer	March 2016
Develop the role of Community Champions	Tenant Involvement Officer	March 2016
Develop the role of Neighbourhood Champions	Tenant Involvement Officer	March 2016
Develop an understanding of the external context through community insight (Neighbourhood Index)	Policy Unit Manager	Completed
Develop Communities of Practice	Policy Unit Manager	September 2016

Objective four

Ensure we understand our customers and what is important to them

Action to be taken	By Whom	By When
Develop a Customer insight framework	Policy Unit Manager	December 2015
Publicise all feedback channels to customers and staff	Policy Unit Manager	July 2016
Highlight the importance of a customer insight ethos across the Council	Policy Unit Manager	May 2016

Objective five

Ensure we are open, honest, transparent and accountable in all our involvement activities

Action to be taken	By Whom	By When
Identify and report on key performance indicators for customer involvement	Policy Unit Manager	June 2016-ongoing annually
Undertake an annual impact assessment of all involvement activities and publicise the findings	Policy Unit Manager / Housing Services Panel	March 2017

Objective six

Ensure learning, support and development opportunities are available for customers who wish to be actively involved

Action to be taken	By Whom	By When
Develop and deliver a training programme for involved customers	Tenant Involvement Officer	July 2015
Develop a staff training folder which will be populated and updated with relevant training materials and information	Tenant Involvement Officer	July 2015

Objective seven

Meet all statutory and regulatory requirements

Action to be taken	By Whom	By When
Undertake an annual self-assessment against the Consumer Standards	Housing Services Panel	June 2016
Publicise the opportunities for the wider body of tenant to scrutinise and challenge MDC service standards	Tenant Involvement Officer	March 2016 - ongoing
Review the way in which we involve our tenants in scrutinising and challenging MDC service standards	Policy Unit Manager / Housing Services Panel	March 2018