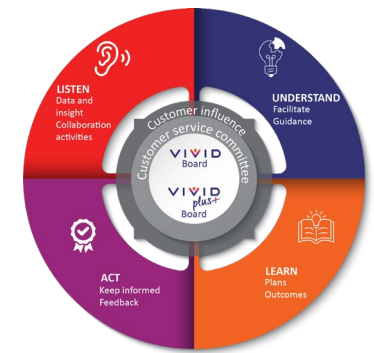




Customer Influence Strategy 2024-2028

Roadmap – Key milestones we want to reach for each year of the strategy



2024-2025	2025-2026	2026-2027	2027-2028
<p>Customer Influence Strategy launched with staff and customers</p> <p>Toolkits, calendar and guidance to support collaboration, use of data and insight and impact and equality assessment in place</p> <p>Service priorities programme and service standards review started</p> <p>Work to develop roles for customers across governance initiated</p> <p>Work plan and training plan for VIVID Impact in place</p> <p>Clear view of consumer standards compliance, aims and actions communicated</p> <p>Customers influenced Customer Annual report 2023/24, customers included in Heads of service interviews</p> <p>Customer Engagement Team resources and roles reviewed</p> <p>Staff who are customers groups re launched</p> <p>Tpas Landlord Accreditation in resident engagement achieved</p>	<p>Impact and equality assessment framework to assess effectiveness and influence of collaboration activities embedded</p> <p>Customer Influence performance dashboard developed and promoted</p> <p>Service Priorities programme and service standards reviews completed</p> <p>Customer collaboration rewards and incentives established</p>	<p>Approach to using data and insight firmly embedded to underpin collaboration</p> <p>Application of Together with Tenants principles measured and demonstrated</p>	<p>Improvements in customer influence measures and success stories reported</p> <p>Customer Influence Strategy evaluated and renewed</p>



Customer Influence Strategy Delivery plan for 2024-2025

What we plan to do this year to achieve the aims of the Customer Influence Strategy 2024-2028 to listen, understand, learn and act on customers' voices. Working together with customers to demonstrate customers are influencing and shaping the services that they receive and decisions that affect their homes, communities and neighbourhoods.

Aim	Actions	Desired Outcomes	Lead	Timescales
Listen – We will listen to understand customers' voices using feedback in everything that we do				
Develop our use of data and information held about customers	Roll out staff awareness of the psychographic segmentation insights	Services and decisions will reflect wider customers voices and insight, improvements and changes are reflective of lived experience and customer demographics	Performance and Insights Team	Q2, Q3, Q4
	Support service areas analysing and interpreting existing customer data prior to developing targeted consultation and collaboration activities.		Customer Engagement Team	From Q3
	Review how all service review activities and outcomes will include customer voice and insights from data and collaboration		Performance and Insights team	From Q3
Develop our forward plan of collaboration activities, aims and areas for influence	Work with service areas to capture timescales and priorities for key policy, strategy and service standard reviews	Customers will feel that their views are taken into account and that they are listened to as a result of us demonstrating this in our actions and performance	Emma Flynn	Q2 July
	Develop and promote a calendar of collaboration activities for the year ahead		Emma Flynn	Q2 August
	Develop equality impact assessments for use in all collaboration activities and service reviews		Emma Flynn, Customer Engagement Team, Head of Operations	Q4
Establish a service priorities programme for customer collaboration, based on services customers told us are a priority for them.	Work with existing repairs and maintenance transformation group to increase customers voices and influence across the service and co create service standards	Customers will feel that service standards meet their needs and expectations that we are more accountable and take ownership of issues.	Sarah Smith, Carolyn Munn, Mark Churcher	Already established group
	Develop a service priority programme of customer collaboration for improvements to homes to contribute to Asset Management Strategy and VIVID Home Standard, related service standards.		Emma Flynn, Mark Gittos, Asset Team	Q3



Understand – We will assist customers and staff to be able to contribute, understand customer feedback and to build inclusive customer influence opportunities

Develop a menu of collaboration activities for customers and staff toolkit	Conduct impact assessment of current activities to assess influence and to inform customer menu of collaboration	Customers and staff will be clear and confident about the purpose and intended outcomes of all collaboration activities, clear understanding of time needed and level of influence through feedback	Emma Flynn with Customer Engagement Team	Q2
	Develop and promote customer menu of collaboration activities		Emma Flynn with Customer Engagement Team	Q2-Q3
	Develop and promote staff toolkit, workshops and briefings to be able to deliver collaboration activities and feedback to customers where services have been influenced		Emma Flynn with Customer Engagement Team	Q2-Q3
Work with customers in governance roles to ensure needs are met and customers are effectively assisted in their personal and professional development	Review needs of VIVID Impact, develop and deliver training and mentoring to support their work plan	Customers will be satisfied with guidance and assistance and where appropriate, effective mentoring provided.	Emma Flynn, VIVID Impact and Customer Engagement Team	Q2
	Develop an annual work plan of scrutiny reviews, encouraging wider customers voices to contribute		Emma Flynn, VIVID Impact and Customer Engagement Team	Q3
	Review all supporting documentation for VIVID Impact, ensuring effective part of our governance structure and strong links with the Customer Services Committee (CSC) and board		Emma Flynn, VIVID Impact and Customer Engagement Team	Q3
Develop how we reward and incentivise collaboration with customers	Review how we incentivise and reward customers who collaborate with us beyond housing perks	Customers will feel valued and respected demonstrated by feedback and satisfaction.	Customer Engagement team	Q3
	Promote incentives and rewards available to customers who collaborate with us		Customer Engagement Team	Q4

Learn – We will learn from insight and collaboration activities and share with customers what we are learning to facilitate a culture where everyone at VIVID can demonstrate customers are at the centre of everything we do

Increase communication about collaboration activities and feedback	Launch staff and customers awareness of Customer Influence Strategy aims and actions	Customers will know our plans and activities for customer influence	Emma Flynn, Customer Influence project team (CIPT)	Q2 on 24th July
	Review and update 'get involved' section of website to reflect customer influence – ensure consistency in		Emma Flynn, Sam Sinclair	Q2 July



	customer newsletters and highlight what we are learning					
	Communicate forward plan as a calendar of activities and opportunities, alongside a new form for customers to sign up				Emma Flynn, Sam Sinclair	Q2 August
	Increase communication about VIVID Plus, VIVID Impact, CSC				Emma Flynn, Sam Sinclair	Q2 September
Increase information provided to customers about action plans, performance and compliance to assist learning	Assess against Regulatory expectations that we are enabling access to relevant information, include access to information requests	Customers will know our plans for meeting regulatory expectations	Emma Flynn, relevant service area lead	Q3 October		
	Make the changes and updates to the website			Emma Flynn, Sam Sinclair	Q3 October	
Promote all opportunities for customers to be involved in national and local opportunities	Conduct quarterly review of opportunities and include in calendar of collaboration activities	Customers will develop confidence and apply awareness of wider sector challenges and external good practice in collaboration activities	Customer Engagement Team	Quarterly from Q3		
Act – We will demonstrate we act on customer feedback and influence through increased communication, keeping customers informed about how we are achieving our ambitions						
Increase customer voice reporting content to include influence and impact	Quarterly updates on Customer Influence to Executive, CSC, staff and customers	Increased awareness with staff and customers of how we demonstrate customer influence	Emma Flynn, Customer Engagement Team	Quarterly from Q3		
	Develop a customer influence performance dashboard (success measures)	Customers will be more satisfied that their views are influencing decisions and are kept informed	Emma Flynn, Michael Stacey/Lisa Brenchley	Q4		
	Consistent updates across website and newsletters and VIV regarding influence and impact	Customers will feel our communication is inclusive and representative	Emma Flynn, Customer Engagement Team, Communications	Quarterly		
	Highlight and share with customers and staff our influence success stories		Emma Flynn, Customer Engagement Team, Communications	Quarterly		
Increase customer voice information for all service related strategy and policy	Review strategy and policy templates to include a customer voice section	Service reviews will demonstrate how customers voices have influenced them and decisions will be informed by customer influence contribution	Emma Flynn, Governance	Q3		
	Ensure all strategy and policy reporting is challenged if customer voice information is absent		Everyone making decisions, EXEC, CSC, Board	From Q2		



Achieve Tpas landlord accreditation in resident engagement	Share regular updates with staff and customers on themes and requirements	Demonstration that our vision and purpose is embedded and reflects our collaborative culture	Emma Flynn, CIPT	From Q2- Q3
	Conduct a traffic light gap analysis to prioritise evidence development to meet standards		Emma Flynn	For Executive, CSC in August
	Establish leads from CIPT to support evidence gathering		CIPT	Q2
	Complete self assessment report and provide to Tpas for feedback after Tpas interim assessment		Emma Flynn, Tpas	Q3 by November
	Plan reality checking schedule as required by Tpas (Tpas to conduct reality checking in January 2025)		Emma Flynn, CIPT, Tpas	December
	Review interim report and findings from Tpas prior to accreditation		Emma Flynn, Tpas	February-March 2025
Measures of Success– reduced complaints, improvements across customer satisfaction, customer influence evidence is demonstrated within services				