



Customer Engagement Strategy

2020/24

Working together for you, your homes and your community.

Creating great homes and communities for the people of Barnsley



Contents

Section	Title	Page
1	Introduction and vision	3
2	Our Vision for Customer Engagement	4
3	The Objectives of this strategy	4
4	The profile of our customers	5
5	The National and Regulatory context and our model for co-regulation	8
6	The structure and resources for customer engagement	11
7	Who can get involved	14
8	The ways we engage	15
9	How we support customers to be involved	19
10	Monitoring the difference customer engagement makes	20
11	Our priorities over the coming years to ensure we deliver against this strategy	22

1. Introduction and vision.

Welcome to our Customer Engagement Strategy for the period 2020/24.

Berneslai Homes and our shareholder and landlord, Barnsley MBC, have a strong track record of working in partnership with and listening to our customers (tenants, leaseholders, applicants and residents on estates).

We want all of our homes and estates to be great places to live. Making that happen is a partnership between Berneslai Homes, our tenants and our customers.

This strategy sets out our commitment to working in a genuine partnership with tenants and residents, empowering and supporting them to have a strong and effective voice.

We began writing this strategy just before the Covid 19 pandemic of 2020, and we acknowledge that the shape of tenant engagement is changing. This strategy aims to reflect the changes and highlights the alternative ways our tenants can engage with us, whilst we continue to work under the current social restrictions. As the future remains uncertain, we will review our approach to tenant engagement, ensuring we provide safe and effective methods for capturing the tenants voice, should social restrictions continue.

In 2018 we worked with TPAS and customers, and reviewed our approach to ensure it was modern, value for money and genuinely offered opportunities for customers to:

- influence policies, procedures and changes to our services;
- test, monitor or give feedback about whether we are delivering against the promises we make;
- improve their neighbourhoods and communities; and
- scrutinise our services to ensure we are meeting all our obligations as a landlord, which are set out in the Social Housing Regulatory framework.

This strategy has been developed to meet the recommendations from that review and sets out our vision for customer engagement, our approach, and our priorities.

This includes the following:

- Our vision for customer engagement.
- The profile of our customers.
- The regulatory context and our model for co-regulation.
- The structure and resources for customer engagement.
- Who can get involved.
- The various ways customers can get involved.
- How we support customers to get involved.
- How we monitor the difference customer engagement makes.
- Our priorities over the coming years to ensure we deliver against this strategy.

2. Our Vision for Customer Engagement.

Our vision for customer engagement is that our customers are encouraged to and have the opportunity to engage with us and get involved in their community in a way that suits them, and that when they engage, we listen and respond to their voice, ensuring that we deliver and develop high quality, accessible and fair services.

The underlying principle to this strategy is that “every voice matters”.

3. The Objectives of this strategy.

The objectives of this strategy are as follows:

- Customers have the opportunity and support to be involved in a way that suits them.
- Customers are at the heart of the organisation and their voices are heard, valued and responded to.
- Managers and staff respect and work in true partnership with customers.
- There is an effective mechanism for co-regulation and tenant scrutiny and this offers Board and our shareholder assurance that we are delivering the right services, in the right way, and where tenants raise concerns these are recognised and responded to.

4. The profile of our customers.

Our customer engagement strategy is built around what we know about our customers and so aims to engage about things that matter most to customers in a way that's as accessible as possible and which ensures we have representative views when considering service wide issues, and local area views when we are engaging locally.

We deliver services to a diverse range of people and so it's important that we understand more about them so that:

- when we develop or review services, policies and procedures we can be sure that our services are accessible;
- when we plan engagement activities, we can develop methods that are of interest to relevant groups;
- when we test services, we do so from a wide range of perspectives; and
- when we ask for views and ideas, we do so from a wide range of perspectives.

4.1 So what do we know*?

Gender*.

We have more female tenants than male.

59% Female **41%** Male

Age*.

We do not have many very young tenants (under 25).

The majority of our tenants are working age, but a third are over retirement age.

Under 25	4%
26 to 55	46%
56 to 65	18%
66 to 85	28%
86+	4 %

Ethnic Background*.

The majority of our tenants are White British.

White other (includes Irish, Gypsy, Roma, other White backgrounds)	2.4%
White British	95.2%
Black/Black African/Black British/Black other	1.4%
Asian/Asian British	0.5%
Other	0.4%

Length of tenancy*.

The majority of our tenants are long standing tenants.

Under 2 years	15%
2-5 years	18%
Over 5 years	67%

*Source: Berneslai Homes Tenancy Records

Disability.**

More than half of our tenants have some form of disability.

33%	of tenants have a disability which limits day to day activities a lot (STAR survey 2019)
23%	of tenants have a disability which limits their day to day activities a little (STAR 2019)
40%	no disability
4%	no information

Digital Inclusion.**

70% of our customers are online, and even though an increasing number of older tenants are online we need to consider that the majority still aren't.

Age Band	% online
18-34	98%
35-54	88%
55-64	65%
65-84	41%
85+	19%

**Source: Berneslai Homes STAR Survey 2019

Some Barnsley indicators*.**

Compared to other local authorities, Barnsley residents have lower income, have a higher proportion of working age residents who are not working, have higher deprivation in terms of education, skills and training, have suffered more crime, and have a higher proportion of dying prematurely or having their day to day living affected by health issues. Barnsley ranks well in terms of access to good quality and affordable housing and the living environment.

We need to take account of these factors when planning and delivering engagement activities. In 2019, out of 316 Local Authorities across England, this is how Barnsley residents ranked on the Indices of Deprivation***



The IMD is a relative measure of deprivation. This means it measures how areas in England compare to each other. It is not an absolute measure of deprivation, so it doesn't tell us about the absolute numbers of people and households in poverty and how this has changed.

***Source BMBC.

4.2 How we try to get a representative view.

- We only use profiling where it is of statistical validity and soundness and we have the right to use the data for this purpose.
- We analyse the results of surveys by age, gender and health (where collected within the survey) to establish any difference of opinion. Where we can't do this we will highlight the limited representation in any finding reports and recommendations.
- We collect and update profiling data for our main strategic consultative groups including Tenant Voice Panel, Scrutiny Panel and Customer Panel. We target recruitment to these groups where we know they are not representative. But we know that some groups will always be underrepresented due to their size, meeting arrangements and so on. Our commitment to address this is to ensure we share the discussion topics and outcomes as widely as possible.
- When we plan consultation exercises we consider our profiling data to help us understand what a representative view would be.
- Where we want to consult with a specific demographic and we do not have data to identify people with those characteristics, we will advertise our consultation requirements or we will make use of the partnerships and networks we have with other existing groups, for example groups for visually impaired.
- We consult locally on neighbourhood matters and do this through TARAs, partnership meetings with other existing community groups or by direct contact with tenants in those areas.
- We make use of social media and electronic communications to widen the reach of our consultation or engagement requirements.

5. The National and Regulatory context and our model for co-regulation.

This strategy ensures all aspects of the national and regulatory context are incorporated within our approach to customer involvement.

5.1 Social Housing Green Paper 'A New Deal for Social Housing'.

The Social Housing Green Paper, published in August 2018 aims to rebalance the relationship between residents and landlords, tackle stigma and ensure that social housing can be both a stable base that supports people when they need it and support social mobility.

The following sets out how this customer involvement strategy will support the five themes emerging from the Green Paper. The strategy will be reviewed to ensure it addresses key changes in policy as the Green Paper progresses through its relevant stages.

Theme 1 How we tackle stigma and celebrate thriving communities.

- We support TARAs, community centre management committees, and other community groups who operate from our buildings or estates.
- Our local community engagement work and networks, including Barnsley Council, aim to develop and support thriving communities.
- We work in partnership with the National Federation of ALMOs, the Chartered Institute of Housing and other professional bodies to locally support national campaigns aimed at celebrating council tenants.
- We share positive stories and images of council tenants in our social media presence and other communications.

Theme 2 How we involve tenants in expanding supply and supporting home ownership.

- Our Tenant Voice Panel have members who attend strategic meetings with Berneslai Homes and Barnsley Council and so influence the strategic planning for supply and demand.

Theme 3 How we involve tenants in the effective resolution of complaints.

- Our Tenant Voice Panel receive regular information about the number, type and outcome of complaints and we agree with them our service improvements arising from complaints, or any changes needed to our complaints policy.
- We have a small pool of tenants who have received specialist training and who, along with our Board members, sit on our second stage appeal and review panels.
- We publish information about how to make a complaint, how we resolve them and the type, nature and outcome.
- We undertake satisfaction surveys on the close down of complaints. This ensures we are continually learning from feedback.
- We have a tenant led Customer Services Focus group who meet periodically to look at customer service issues.

Theme 4 How we empower residents and strengthen the regulator.

- The various sections in this strategy set out how we empower residents and ensure that regulation is strong.

Theme 5 **How we involve tenants in ensuring homes are safe and decent.**

- Our Tenant Voice Panel have strong links to our governance arrangements and attend Customer Services Committee to ensure that the tenant focus is considered in strategic and performance related meetings.
- Tenants are represented in our Property Repairs and Improvement Partnership, attending meetings where strategic and operational issues are presented and discussed.
- Our Tenant Voice Panel receive information relating to compliance measures we undertake.
- We issue regular information relating to repairs, safety using social media, our e-bulletin and our website as well as letters and other direct information.

5.2 **Our model for co-regulation.**

The Regulator for Social Housing sets out in the Involvement and Empowerment Standard the duties social landlords have to involve and empower tenants and residents.

Our duty is to give tenants a wide range of opportunities to influence and be engaged in:

- the formulation of our housing related policies and strategic priorities;
- the making of decisions about how housing related services are delivered, including the setting of service standards;
- the scrutiny of our performance and the making of recommendations about how performance might be improved;
- the management of their homes, where applicable the management of repair and maintenance services, such as commissioning and undertaking a range of repair tasks, as agreed with landlords, and the sharing in savings made; and
- agreeing local offers for service delivery.

The key focus of the regulatory standards is ensuring landlords work with their tenants to ensure they set and monitor performance against the Local Offers and Consumer Standards, this is called Co-regulation.

5.3 **The Tenant Voice.**

Our model for co regulation is called The Tenant Voice, which includes all aspect of tenant feedback, and company performance, including an annual self assessment against the full range of local offers and consumer standards. At the heart of our model is the Tenant Voice and Scrutiny Panel whose role is to challenge performance, influence service and policy development and offer assurance to our Board and shareholder.

The diagram over page demonstrates how the model works.

Tenant Voice

Our model for Co-regulation
- involving and informing tenants

Assurance to tenants that we are meeting the standards

Barnsley MBC

Barneslai Homes Board

Customer Services Committee

Scrutiny Panel

Tenant Voice

How YOU monitor and assess service delivery...

- Mystery shopping
- Surveys
- Spot checks
- Focus groups
- Your Community, Your Say
- Special interest groups
- Customer panel
- Complaints
- Compliments
- Estate Walkabouts
- Independent Living Schemes
- Property Repairs & Improvement Partnership
- Service Excellence Assessment Programme
- TARAs
- BH Quarterly Liaison

Tenant Voice Panel

Our Voice

How WE monitor and assess service delivery...

- Our system reports
- Your feedback
- Governance (Board)
- BMBC
- External assessments and comparison (benchmarking)
- Local Offer assessments
- Consumer standards

Policy & Service Development

The Tenant Voice Panel.

Made up of nine tenants from a diverse range of backgrounds, the panel ensure we remain compliant with the Regulator for Social Housing by assessing our performance against a range of Local Offers and Consumer Standards. They also have access to a suite of performance reports and Officers on hand to attend their meetings to provide further information on any aspect of the service. If they feel that we may not be delivering they are able to pass the area of service onto the Tenant Scrutiny Panel for further investigation.

To ensure that tenants' voices are represented within our governance and performance management arrangements we have the following in place:

- Two Tenant Voice Panel members attend our Customer Services Committee
- Two Tenant Voice Panel members attend the strategic liaison meeting with our shareholder, BMBC.

The Tenant Scrutiny Panel.

We have a pool of 12 tenants with a wide range of knowledge and interests that we pull together when they have a project to work on. We call this a "Task and Finish" approach. We may only use up to 6 members per project, which enables more than one project to be up and running at a given time.

6.0 The structure and resources for customer engagement.

6.1 The structure.

Engagement is a cross cutting responsibility throughout Berneslai Homes. All managers understand the importance of listening to tenants and are encouraged to work with their staff to develop effective ways to engage tenants in giving feedback about the service delivered by their teams.

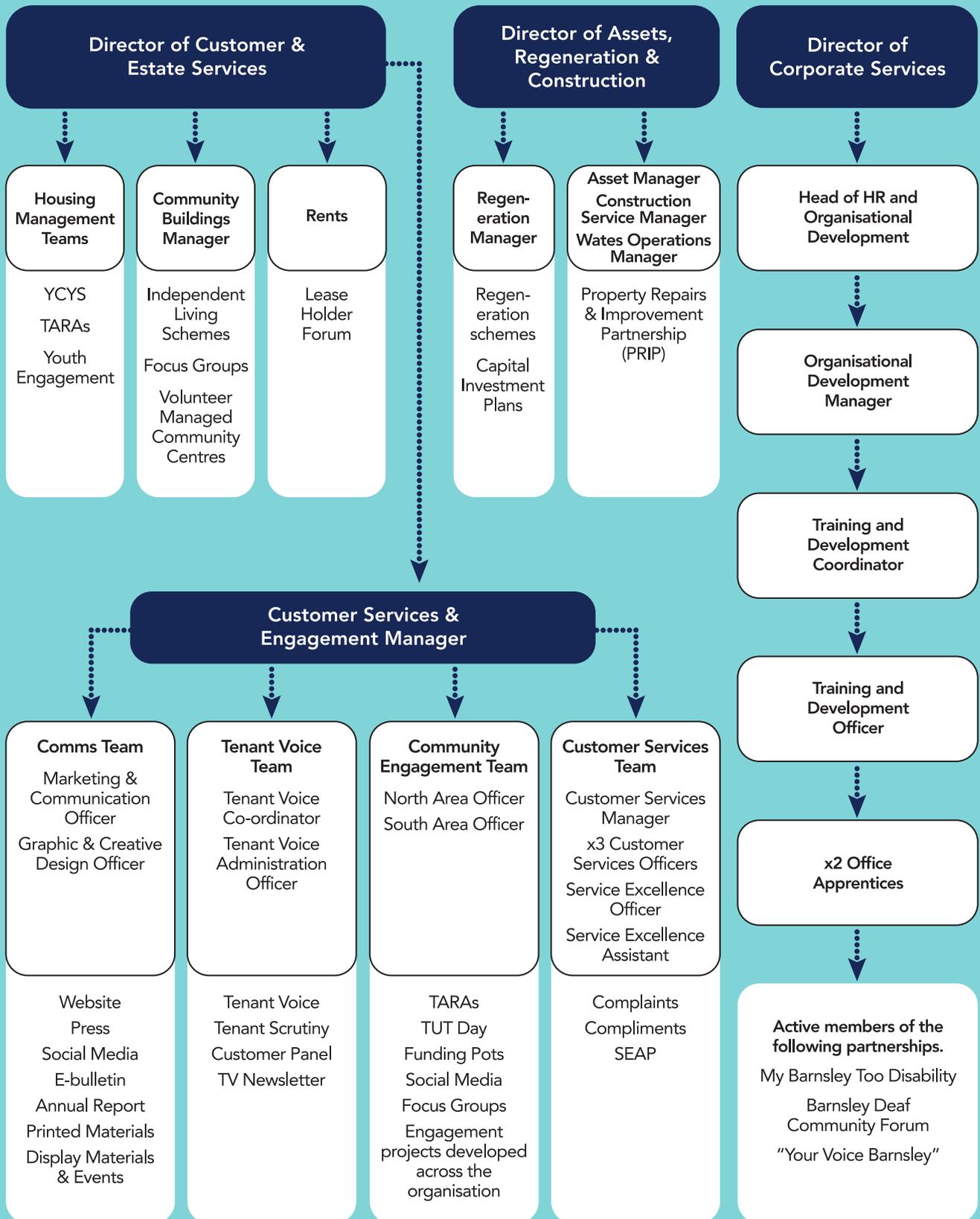
There is also a specialist central engagement team who:

- offer expertise and support to other teams;
- manage the co-regulatory framework; and
- work with customers on our tenant led quality checking process – Service Excellence Assessment Programme (SEAP).

The structure diagram below outlines our engagement activities and responsibilities across Berneslai Homes.

Our Staff Structure

for Customer Involvement



6.2 Resources for customer engagement.

We have specific budgets set aside to fund the customer involvement service. Some costs for customer involvement are met from the Housing Revenue Account (HRA) and some from Berneslai Homes' Management Fee.

The figures shown below represent our budgets as of 1st April 2020 and show (unless stated) only those budgets managed directly by the Customer Services and Engagement Team. The Berneslai Homes budget available for customer involvement is subject to an annual review. Any significant changes will be discussed and agreed with the council. We have indicated which are HRA budgets – all others are Berneslai Homes budgets.

- Tenant Voice budget £15,000 (HRA)
- We provide TARAs with a grant of £410 per year and cover the cost of room hire for meetings (HRA).
- We have a training budget of £1,700 per year.
- We have a budget of £3,000 for our Customer Panel.
- We have a budget of £5,000 to manage our Service Excellence Assessment Programme.
- We have a budget of £8,000 per year to undertake the tenant satisfaction survey.
- We have a budget of £20,000 per year to fund any special customer involvement projects. This budget can also be used to develop and implement service improvements.
- We have a budget of £16,000 for Youth Engagement, managed by The Housing Management Teams.
- We have £3,000 for the Berneslai Homes' Funding Pots, which is ring-fenced to affiliated groups.

7. Who can get involved.

Any tenant, leaseholder, resident on a Berneslai Homes managed estate, applicant on the housing register or any other person who has a connection with any of the previous people, for example a carer or relative. We may also on occasions involve other residents or existing community groups who don't have a connection with Berneslai Homes but who can offer certain skills, experience or perspective.

7.1 Who can't get involved?

With the exception of random surveys and other open events, we will not actively involve the following category of people:

- Any former tenant who was evicted from their Berneslai Homes property or who left owing money or having caused a serious breach of their tenancy agreement.
- Any current or former leaseholder who has breached the terms of their lease.
- Any applicant who is currently excluded from the Housing Register.
- Any person where we are made aware they are causing or have caused serious antisocial behaviour in their area.
- Any person, who during their involvement with us, acts inappropriately or is offensive and continues to cause offense despite being asked not to.

We do not routinely check this but rely on the involved customer being open and disclosing whether any of these restrictions apply to them.

We do however undertake an initial check for the following category of involved tenant as they are empowered to make more strategic decisions on behalf of tenants.

- Tenant Voice Panel
- Scrutiny Panel
- Service Excellence Assessment Panel

Where these checks highlight any of the above issues or where we become aware of any such issue or behaviour, we will advise the person of our decision not to involve them. This decision will be made by our Customer Services Manager or our Customer Services and Engagement Manager. This decision will be confirmed in writing and the individual will have a right of appeal to the Berneslai Homes Tenant Voice Panel.

8. The ways we engage.

Tenant engagement is a broad term that defines lots of different ways that tenants can get involved and make a difference on behalf of other tenants and residents. Our model of engagement reflects the fact that not everyone wants to, can, or has the need to get involved in the same way. Our model below recognises this difference.

Informing

We give our tenants information about our policies, events and services that may affect them.

We do this by;

- Publishing information on our website
- Sending out of E Bulletin
- Using our Social Media platforms
- Inviting our tenants to have their say on our policies via our Customer Panels
- Sharing and publishing a range of performance reports
- Holding local meetings
- Asking our TARAs to help spread the word in their localities

Consulting

We seek the views of our tenants in relation to service delivery, policy and procedure.

We do this by;

- Seeking views at our Customer Panels
- Involving our Tenant Voice and Scrutiny Panels
- Involving tenants on our Property, Repairs and Improvement Panel, (PRIP)
- Sending out surveys
- Using our social media platforms
- Asking our Service Excellence Assessment Programme, (SEAP), to test our services

Involving

We give our tenants the opportunity to influence the decision-making process, through our menu of involvement both at a local and strategic level.

We do this by;

- Involving our Tenant Voice and Scrutiny Panel
- Our TARAs
- Our SEAP
- Our Customer Panels
- Our Estate Walkabouts
- Our Local Community Meetings
- Bespoke Focus groups
- One off consultation events
- Involving tenants in our ALMO Liaison meetings with the Council
- Our Tenant Board representatives
- Involving tenants in our Customer Services
- Committee meetings

Supporting

We provide a range of support to our tenants to enable them to become actively involved in shaping services.

We do this by;

- Offering bespoke tenant training to ensure our tenants can take an active role
- Providing out of pocket expenses
- Providing equipment to ensure our tenants can fulfil their chosen role
- Providing our TARAs with Annual Grants

<p>Acting Together We work with our partners to tailor our services to the needs of our tenants.</p>	<p>We do this by;</p> <ul style="list-style-type: none"> • Involving our tenants at a local level • Working with our TARAs • Working with the Council via their Ward Alliances and Area Councils • Our links with other voluntary and statutory groups
<p>Power to Tenants We give our tenants the skills and tools they need to actively make a difference.</p>	<p>We do this by;</p> <ul style="list-style-type: none"> • Promoting the Right to Manage • Having 2 tenant Board members • Ensuring our Tenant Voice and Scrutiny panel have all the skills they need to effectively challenge us, ensuring we remain compliant

The table below gives more detail about the regular involvement activities we offer.

<p>Service Excellence Assessment Programme, SEAP</p>	<p>Our SEAP programme is a structured way of testing our services and giving feedback to influence our future service offer. We do this in a variety of ways:</p>
<p>Mystery Shopping</p>	<p>Our mystery shoppers test our services for us. It could involve visiting our offices, making phone calls, contacting us by e-mail or in writing to test that we deal with our customers in the most appropriate way. We use the results to help us improve our services.</p>
<p>Empty Property Spot Checks</p>	<p>Our inspectors check a random selection of empty properties to see if they meet the required standard. They produce a report which we share with the Tenant Voice Panel and Customer Services Committee.</p>
<p>Review and Special Interest Groups</p>	<p>We currently have 3 review groups, Complaints and Customer Services, Plain English and Website, who routinely get together, or go through information at home and who offer feedback and ideas.</p>
<p>Spot Checks</p>	<p>We have tenants involved in our regular spot checks for Grounds Maintenance and Communal Housing, giving their views on our performance in relation to the standards. This then feeds back into the Tenant Voice Panel.</p>

Tenant Voice Panel	We share our Quarterly Performance report and Local Offer self assessments, Annual Consumer Standards self assessments, as well as any new policies or proposed changes to how we do things. This ensures we get a tenants perspective on how we deliver our services, and if the Tenant Voice Panel thinks it needs wider consultation, we will do that as well.
Scrutiny Panel	The Scrutiny panel are there to look that little bit deeper into areas of tenant interest, concern or new initiatives. They make evidence based recommendations for improvement. All the scrutiny reports go to Board, ensuring the process is embedded in our governance arrangements.
Focus groups	We use bespoke focus groups to gather opinions. A great example of this is when we are planning environmental changes in an area, we will ensure the local community have their say by pulling a group together.
Questionnaires/Surveys	We send a variety of questionnaires and surveys out when we want feedback on our services or if we want to gather thoughts and opinions. It's a great tool for engaging a wide range of people.
TARAs	TARAs are our eyes and ears and play a vital role in ensuring our services meet the needs of our communities. We ask the TARAs for their thoughts on local issues and encourage them to pay an active role in the tenant scrutiny function and co regulation.
Local Community Meetings	We hold regular meetings for all tenants and residents to attend that are focused on local community issues and discussing local priorities for action.
Customer Panel	We hold events at regular times in the year where we ask attendees for their thoughts and feedback on how we deliver our services.
Estate Walkabouts	Each area has an Estate Walkabout on an annual basis, to which all tenants in the area are invited to attend. The aim of the walkabout is to pick up any estate based issues and for tenants to have the opportunity to meet with Officers on a multi agency basis.

<p>Special interest groups</p>	<p>From time to time we may set up groups that have a single focus relating to a target group for example we may want to meet disabled people to discuss our adaptations service. We often do this in partnership with the council or voluntary agencies or groups. The groups we work with are:</p> <ul style="list-style-type: none"> • Barnsley Together Forum for Race Equality • My Barnsley Too Disability • Barnsley Deaf Community Forum • The overarching group is, "Your Voice Barnsley", that is a partnership between, Berneslai Homes, BMBC South Yorkshire Police, South Yorkshire Fire and Rescue, Barnsley Hospital and Barnsley College all to support the development of a collective voice for diverse communities.
<p>Independent Living Schemes</p>	<p>We have a number of Independent Living Schemes and encourage the residents to give their views on our services. We also have a series of well being classes that help to combat social isolation and get the residents talking.</p>
<p>Property and Improvement Partnership (PRIP)</p>	<p>We have Tenant representatives on 2 of our PRIP panels that look at performance around the repairs service and partnership, all of which feedback into the Tenant Voice Panel.</p>
<p>Neighbourhood Services Group</p>	<p>We have 2 tenant representatives on the group alongside Officers to monitor the Service Level Agreement and performance.</p>
<p>Berneslai Homes Quarterly Liaison</p>	<p>We have Tenant Voice representatives on the meeting, along with BMBC and Berneslai Homes Officers, to discuss performance.</p>
<p>Customer Services Committee</p>	<p>We have 2 Tenant Voice representatives at the meeting, along with Board members and Officers, that receive reports and updates around compliance and performance.</p>
<p>Working with our partners</p>	<p>We work closely with Barnsley Council in line with their local engagement framework, Ward Alliances, Area Councils and we actively share their posts regarding the Spirit of Barnsley.</p>

9. How we support customers to be involved.

Delivering this strategy requires us to make sure that staff and involved customers have the necessary skills to be involved at a level that suits them. This is critical to making sure we can achieve our vision and deliver worthwhile involvement. This will include formal training sessions, seminars and workshops, and more informal techniques reflecting the needs of the customers and services. It will cover areas such as using plain English, improving accessibility and inclusion, and improving digital skills. This is crucial to make sure both staff and involved customers are able to use tools such as social media to support our new approach to involvement. We will also encourage networking opportunities with local partners, who are involved in community involvement, peer mentoring, reflective listening and review and share learning and resources.

How we give training and support.

- We will pay reasonable out-of-pocket expenses to cover the cost of travel; car parking; phone call costs; and carers' costs.
- TARAs also have a budget to cover out of pocket expenses for their members.
- We provide refreshments at events and if the meeting is longer than four hours, we will provide a light meal.
- We will arrange transport by taxi if public or private transport is not possible.
- We will choose venues which are as accessible as possible for people with disabilities; this includes physical and sensory disabilities. If the room does not have a hearing loop, we will use our portable loop and we'll make those attending aware of where the loop is located, ensuring health and safety is not compromised.
- We will provide a translator to help customers if needed. This could be either a BSL translator or a foreign language translator.
- We will arrange events at times suitable for most people and where needed, we will arrange alternative times or sessions.
- We will provide suitable child care arrangements if necessary.
- We provide any equipment or stationery you need.
- Some of the ways to get involved take up a lot of your time. In recognition of this and to say thank you we may provide vouchers for certain activities under our Service Excellence
- We offer training for any customer who wants to be involved and who feels that they would benefit from further knowledge and skills.
- The training we offer can be informal such as shadowing an officer or simply meeting us to talk about things.
- We also deliver or can arrange formal training in areas such as equality and diversity, confidence and assertiveness, minute taking, writing effective newsletters, managing meetings, basic IT skills and many more. We will arrange training such as this on an assessed needs basis.
- We will arrange information giving sessions for any customer who wants to know how parts of our service work. Again, this can be group or individual training.
- Our Customer Services and Engagement Team will assess the training needs of individuals or groups and will arrange any relevant training in a way that suits you.

10. Monitoring the difference customer engagement makes.

It's essential that we monitor and share the difference customer involvement has made. This demonstrates not only that we are listening to our customers, but also shows respect for those who have given their time to help make the difference, and highlights any engagement activities that need to be done differently.

To do this we produce and publish:

- An annual Customer Involvement Impact Assessment
- A range of performance reports
- An annual SEAP Programme summary
- An annual Your Comments Count report
- A Service Improvement log
- Various Tenant Voice Panel and Tenant Scrutiny reports
- Annual Report to tenants

Here's the detail;

<p>Customer Involvement Impact Assessment</p>	<p>We produce an annual Customer Involvement Impact Assessment, which details all our engagement activities and the difference that they have made. It is shared with our customers and published on our website. The document offers reassurance that we are using the right methods for our target audience/project, as it allows us to evaluate the impact in terms of both cost and outputs. We the use the detail to inform future engagement.</p>
<p>Performance Reports</p>	<p>We produce a range of performance reports that we share with the Tenant Voice Panel and other involved tenants through our monitoring groups, they include;</p> <ul style="list-style-type: none"> • Quarterly performance reports • PRIP reports • SEAP reports • Neighbourhood Services Reports • Local Offer self-assessment • Consumer Standards self-assessment <p>Sharing our reports ensures that we are compliant and that tenants have the opportunity to influence and hold us to account.</p>

<p>SEAP</p>	<ul style="list-style-type: none"> • We have a quarterly performance report for managers performance meetings • Annual SEAP report that is shared with our Customer Services Committee. • Repairs surveys are produced quarterly and discussed in PRIP meetings • The empty property spot checks are reported on each time and a feedback meeting is arranged with both customers and managers • We report on all other activities each time we carry them out • We record all compliments
<p>Service Improvement Log</p>	<p>We ensure we capture any service improvements by completing a Service Improvement log. Our Service Improvements can come from a complaint, tenant feedback, the Tenant Voice Panel, TARA, staff members or as a result of our performance reports. We carefully record them and assign them to a team, and a lead officer and track the progress. This helps ensure that we continue to provide the best service we can to our tenants. The log is updated as and when an improvement is identified and progress reported through our performance meetings.</p>
<p>Tenant Scrutiny and Tenant Voice Panel</p>	<p>We have agreed a series of measures with the Tenant Voice Panel that will help us assess the effectiveness of the process, for both the organisation and for the individual member. We will report against these measures on an annual basis and act upon any actions arising.</p>

11. Our priorities over the coming years to ensure we deliver against this strategy.

Over the next few years we have identified some key areas of development, which will improve how we engage with and respond to the views of customers.

Our Priority	We will achieve this by	Target Date
To encourage more diverse tenant feedback.	<ul style="list-style-type: none"> • Reviewing the impact of a quarterly involved tenant newsletter that will detail any outcomes from the Tenant Voice and Scrutiny Panel, TARAs, SEAP and other engagement activities. • Reviewing our e-bulletin as a tool to communicate with other tenants. • Increasing our social media presence by ensuring all our HMO teams have and actively use social media • Increasing and continuing to promote our digital offer, to ensure our customers have a range of opportunities to get in touch in a way that suits them 	<p>Year 1 - By March 2021</p> <p>Year 1 - By March 2021</p> <p>Year 1 - By March 2021</p>
Embed, develop and raise the profile of the Tenant Voice and Tenant Scrutiny model, ensuring it has a stronger impact on governance and service delivery.	<ul style="list-style-type: none"> • Set up, promote and monitor the effectiveness of a dedicated Facebook page, with a set of performance measures. • Ensure a bi monthly TVP summary is in the Berneslai Bulletin and on our website. • Publish TVP and scrutiny reports on our website • Two members of the TVP to attend Customer Services Committee. • Produce a quarterly summary for the TVP in our staff bulletin • Increase internal accountability by providing an update at the Leadership Forum 	<p>By March 2021</p> <p>Commenced and Ongoing</p> <p>Commenced and Ongoing</p> <p>Commenced and Ongoing</p> <p>Commenced</p> <p>By March 2021</p>

<p>Work with TARAs to develop a suite of local engagement priorities to support stronger communities.</p>	<ul style="list-style-type: none"> • Develop a dedicated social media presence for TARA groups, wanting to develop social media and promote existing TARA social media pages. • Support the work of TARAs, encouraging groups to embrace IT technology. • Support TARA groups to enable their outcomes and projects to be promoted to the wider community • Work with TARAs to strengthen local connections • Provide formal/informal learning opportunities to promote personal development, self-esteem and confidence building. • Work with TARAs to help promote Estate Walkabouts and encourage more tenants to attend. 	<p>By March 2021</p> <p>Ongoing</p> <p>March 2022</p> <p>March 2022</p> <p>Ongoing</p> <p>March 2023</p>
<p>We will review the changes to our engagement model.</p>	<ul style="list-style-type: none"> • We will work with our customers to measure the impact of the changes we have made to the engagement model by seeking their views via: <ul style="list-style-type: none"> • TARAs • We will commission TPAS to review our process • Tenant Voice and Scrutiny Panel • Local Engagement meetings • Customer Panel • Talk Up Tara day • E Bulletin • Involved tenant newsletter • Via social media • Via communication with staff 	<p>March 2022</p>
<p>To develop a stronger local engagement offer.</p>	<ul style="list-style-type: none"> • We will use local performance data and customer feedback to develop local engagement plans • We will review the use of mobile technology and IT to engage a wider range of local people including: <ul style="list-style-type: none"> • Facebook • Twitter • Instagram • Online meetings 	<p>March 2022</p> <p>March 2022</p>

If you need help understanding this information,
please ask one of our staff, or phone Customer
Services on 01226 775555.

আপনার যদি এই তথ্য বোঝার জন্য সাহায্যের প্রয়োজন হয়, তবে
অনুগ্রহ করে আমাদের কোন একজন স্টাফকে জিজ্ঞাসা করুন,
অথবা গ্রাহক পরিসেবায় যোগাযোগ করুন,
টেলিফোন 01226 775555

अगर आप इस जानकारी को समझने में सहायता चाहते
हैं तो कृपया हमारे किसी कर्मचारी से पूछें, या उपभोक्ता
सेवा, टेलीफोन 01226 775555 पर संपर्क करें

Jeśli nie rozumieją Państwo tych informacji i
potrzebują pomocy, mogą Państwo poprosić o
pomoc któregoś z naszych pracowników lub
zadzwońić pod numer telefonu:
01226 775555 (Biuro Obsługi Klienta)

Если вам требуется помощь в понимании этой
информации, обратитесь к нашим сотрудникам
или позвоните в Отдел обслуживания
клиентов по телефону 01226 775555

اگر برای درک این مطالب نیاز به کمک دارید، از یکی از
کارکنان ما کمک بخواهید، یا با بخش خدمات رسانی به
مشتریان ما تماس بگیرید، شماره تلفن 01226 775555

اگر آپ کو ان معلومات کو سمجھنے کے لئے مدد کی
ضرورت ہے، تو براہ مہربانی ہمارے عملے کے کسی رکن
کو پوچھیں، یا کسٹمر سروسز سے رابطہ کریں، ٹیلیفون
01226 775555

إذا كنت بحاجة للاستفسار عن هذه المعلومات، رجاء اطلب
المساعدة من احد الموظفين او اتصل بخدمات الزبائن على الرقم
01226 775555

如果您需要协助，以便更好地了解该信息，
请与我们的员工联系，或致电客户服务：
01226 775555



www.berneslaihomes.co.uk



**Corporate member of
Plain English Campaign**

**Committed to clearer
communication**

231



Berneslai Homes Limited is a company controlled by
Barnsley Metropolitan Borough Council. A company
limited by guarantee, registered in England and
Wales, number 4548803.

Registered office: 10th floor, Gateway Plaza, Off
Sackville Street, BARNESLEY, South Yorkshire S70 2RD.
August 2020

