

Customer Engagement Policy

1. Introduction

This policy sets out how we plan to engage with our customers, how we listen to their feedback and how customer feedback drives our services.

This policy is underpinned by the expectations set by the Regulator of Social Housing (RSH) Transparency, Influence and Accountability Standard and the Tenant Satisfaction Measures Standard.

This policy links closely to our Service Standards, which outline our standards for customer service, estates and communal services repairs and maintenance and anti-social behaviour.

2. Purpose and scope

Grainger Trust is committed to ensuring that customers feel their voices are heard and that change happens when you share your views with us.

This policy has been developed following feedback provided by our customers to Grainger Trust about how they would like to be involved.

3. Knowing our customers

The first step in listening to our customers is to have a good understanding of our customer base so that we can take account of their characteristics, experiences and aspirations when designing services to meet their needs.

We are committed to using customer profile data alongside this policy to deliver fair access to and equitable outcomes for our customers.

When we agree a new tenancy with a customer, we gather data about the household. This includes information about the individuals within a household, what housing need is being met and the best communication methods with our customers. We will capture protected characteristics, language barriers and additional support needs.

We know that customer circumstances change from time to time, and we are committed to updating our knowledge about customers regularly. We will do this through interactions with customers and surveying, when required.

We will use the information we know about our customers to ensure that our communications with customers are accessible, relevant, and timely as well as appropriate to the diverse needs of our customers.

We are committed to using customer profile data in delivering this policy to ensure fair access to, and equitable outcomes of our services.

4. Information to support engagement

We will ensure that our customers can access information about our performance in delivering landlord service so they can challenge and provide feedback to our approach.

5. Engagement with customers - the current opportunities to have a say

Grainger Trust is committed to enabling our customers to have a say in a way that suits them and to better understand how our customers want to have a say, we asked customers in our 2022 Annual Survey the ways they would like to share their views with Grainger Trust. The top four ways customers wish to share their views were:

- Informal feedback – via email or through our website.
- Structured feedback – surveys about specific services.
- Estate inspections – joining our regular estate inspections.
- Consultation social media group – sharing information on upcoming projects and changes.

Our customers have told us that they have less interest in getting involved in more formal groups such as resident panels.

We are committed to facilitating the opportunities to have a say as follows:

Informal feedback

We welcome all types of feedback and welcome complaints, comments, and compliments through all of our communication channels as follows:

- By telephone: 0330 053 9998
- Via email: feedback@graingerplc.co.uk or directly to any member of staff
- Through third party review sites such as trust pilot and google home reviews (we regularly monitor this through the use of specialist software)
- Through our resident app (My Grainger)
- Through our short TouchPoint surveys carried out after every move in, repair and move out
- In our annual Customer Survey
- In person at our offices at Smith Dorrien House, Queens Avenue, Aldershot, Hants

Feedback from both formal complaints as well as comments and compliments will form part of our regular reporting to our Executive and our Board.

Structured feedback

Alongside feedback obtained through our Annual Survey we will also contact customers for direct feedback in relation to key services such as the lettings experience and repairs. We have embedded feedback requests to be sent to residents after:

- Repairs
- Moving in and out of a property

We will also use structured feedback at key points when we make decisions or have a particular concern, such as if we are reviewing a particular service or identify a concern through a complaint. Structured feedback will form part of our regular reporting to our Executive and our Board.

Estate inspections

We will invite customers in the locality to attend our regular estate inspections so they can share their experiences of living in a Grainger Trust property as well as their experiences of the local community. Estate inspections are a great opportunity for relationship building and for us to understand particular issues that we can address, we usually host estate inspections during our annual tenant open day.

Consultation group (our app and social media)

We will use social media and our app to create a platform where our customers can provide feedback in relation to changes, we may make as an organisation. We see this group as being flexible and easy to access, using channels that our customers are familiar with and that most find easy to use. The way in which we will engage with this group is outlined in our impact driven approach.

Accessibility to have a say

We will ensure that the options outlined above are accessible to a wide range of our customers as understood from the information formed in section 3 of this policy. If we identify accessibility requirements for individuals, we will ensure that appropriate adjustments are made so that our customers can have a meaningful say.

6. Our consultation approach

We are committed to consulting with our residents if we consider a change in management arrangements. Our consultation approach will:

- Shaped around our understanding of our customers as outlined in section 3 of this policy.
- Provide customers with adequate time, information, and opportunities to respond.
- Be transparent about the potential advantages and disadvantages (including costs) to customers in the immediate and longer term.

Feedback from consultations will be provided to our Executive and our Board alongside at the time of formalising a decision.

Upon making a decision we will:

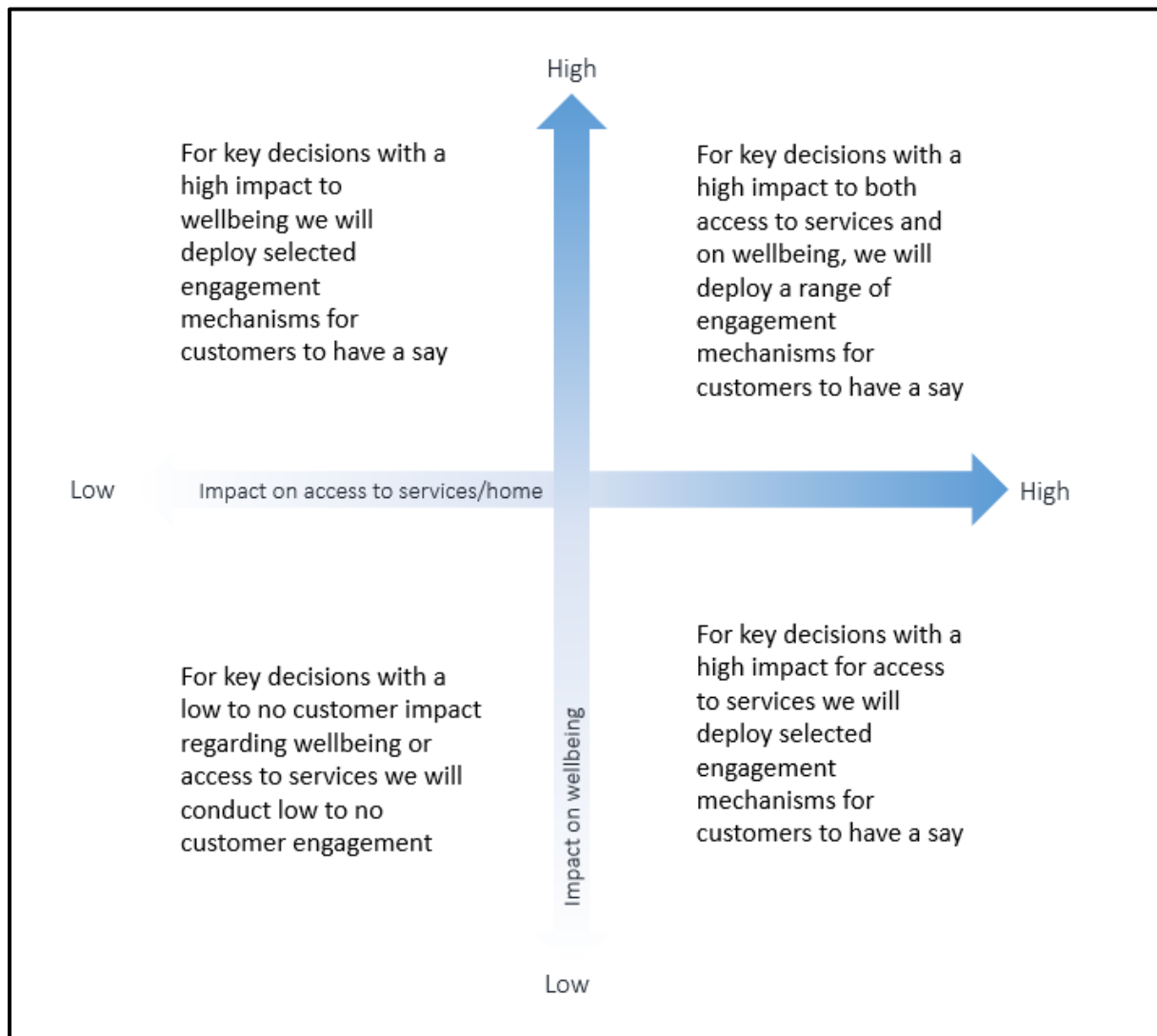
- Demonstrate to customers how the consultation responses have been taken into account in reaching a decision – we will do this by responding to customers in the way that we engaged with them during consultation.

7. Our impact driven approach

We want to engage customers for activity that is not captured as a requirement for formal consultation as outlined in section 6 of this policy. As a landlord, a significant number of decisions are made on a day-to-day basis and it is important that when a decision that has a significant impact on our customers is made, that customer views are taken into account and that there is an opportunity for customers to have a say.

We set out our impact driven approach in fig 1 below.

Fig 1: our impact driven approach



8. Assisting tenant-led activities

Grainger Trust is committed to assisting tenants who wish to implement tenant-led activities to influence and scrutinise our strategies, policies, and services. This extends to requests for the Right to Manage.

9. Review

This policy will be reviewed after 3 years or sooner, subject to changes in relevant legislation. When we review this policy in the future, we will ask residents for their feedback on the delivery of this policy and how they would like their voice to be heard in future.