



Trident Group



Customer and Resident Engagement

This policy forms part of the Customer and Resident Engagement Strategy

Department: Trident Group

Version:	7
Author:	Head of Social Care and Inclusion & Customer Engagement Manager
Issue Date:	June 2024
Review Date:	June 2027
Access Reference:	SharePoint
Staff Affected:	All
Approved By:	Helen Litherland
Lead Officer	Joanne Spence

Uncontrolled version if printed or emailed.

If you are viewing this document from your personal drive or as a hard copy it may not be the latest version.

Contents

Section Number	Section Name	Page Number
1.	Policy Statement	3
2.	Our Approach	3-4
3.	Listening to Customers & Residents	4 – 5
4.	Formal Gathering of Feedbacks	5- 7
5.	Induction & Training	7
6.		
7.		
8.		
9.		
10.		
11.		
Appendices		

1. Policy Statement

This policy, sets out the values, principles and procedures underpinning Trident Group (Trident) approaches to communicating with customers and residents, learning from their experiences and views about Trident and using their feedback to improve our service quality. All Trident staff are expected to know and understand their role in encouraging customer engagement and using their feedback to improve the services we offer.

1.1. Governance

Customers and residents will have the opportunity to engage with and influence key groups and individuals who govern and manage Trident Group, including the Senior Management Team (SMT), Executive Team and Board. We will provide customers and residents with the opportunity to influence Trident Group's policies and service delivery at a strategic level, encouraging customer led scrutiny and assurance of compliance with the Consumer Standards and Social Housing Regulation Act 2023, throughout the organisation.

1.2. Our Aims

Our aim is for Trident customers and residents to have every opportunity to engage with us at all levels and be constructive in evaluating and improving our services. Engagement activities will be delivered creatively and in a variety of ways, enabling participation, connection, engagement, collaboration, and involvement by all.

We will continue to modernise and be flexible in our approach and will build on our digital engagement opportunities to ensure efficient and easy access to all. Outcomes of our engagement activities will be clear, and communicated effectively both internally to staff, and to residents and customers.

1.3. Communication

To communicate how customers and residents help Trident Group deliver service improvements, encouraging more customers/residents to get involved and create a broader range of views and opinions for us to consider and to work. with. Improving communications to customers and residents, making sure the most appropriate methods are used at the right times, taking into account those that are digitally excluded, and information is tailored to individual customers' needs as well as being easily understood.

2. Our Approach

Trident actively enable and facilitate participation and involvement opportunities for all in which we have developed a tiered level of engagement opportunities:

- **Formal Participation** - for residents/customers interested in Trident Group at a strategic level and have capacity to commit agreed periods of time on a regular basis.
- **Active Participation** - for residents/customers interested in their locality and communities or specific services and have limited capacity but not able to commit to being involved on a more regular basis.
- **Involved Participation** - For those residents/customers interested in the things that affect them, their family or immediate neighbourhood and who have very limited capacity or time but are willing to participate on an ad hoc basis.

All engagement activities should have a purpose and provide evidenced outcomes that can demonstrate how the customer voice has been used.

2.1. Responsibility for Customer and Resident Engagement

Responsibility for the Resident and Customer Engagement Strategy will lie with the Executive Director for Housing, Care and Support. The Head of Housing & Support will be responsible for administering and operationally delivering the strategy. The Customer Engagement Team will lead on delivering the Customer and Resident Engagement Strategy. However, it is the responsibility of all employees of Trident Group to take an approach that encourages customer engagement.

Please refer to Trident Corporate Customer and Resident Engagement Strategy for details of our approaches to engagement.

3. Listening to Customers and Residents

We will take every possible opportunity to enable customers and residents to express views about our services we provide and will act on the comments we receive to improve the Trident services, in particular by:

- creating conditions in which customers/residents feel comfortable about giving feedback on our service to staff.
- enabling customers/residents to give their views on our services and staff making improvements through such means as regular customer/resident meetings.
- encouraging all staff to be alert to views, whether of praise or criticism, expressed by people about day-by-day service delivery.
- providing systems for staff to report such informal feedback to managers.
- ensuring that informal feedback is considered seriously by managers and, where appropriate, used to improve the quality of our services.
- informing customers/residents of the value of their feedback and of action taking in response.

- providing the means by which customers/residents with communication difficulties can express their views about the service they are getting.

3.1. Feedback for Customers/Residents Representatives

We value feedback from customers/residents' friends, relatives, and other representatives as providing an important route to understanding the views of individuals themselves. This is done through continuous checking with customers/residents, and others, and the use of regular satisfaction surveys.

In particular, we will:

- encourage anyone who has contact with our services to pass on any views about us, especially where this helps us to understand the views of customers and residents of Trident who might otherwise be unable or unwilling to communicate directly.
- facilitate the formation of relatives' groups or forums and other mechanisms for relatives and others to express their view collectively.
- inform relatives and other visitors of action taken in response to what they have told us.
- utilise complaints and lessons learned from them to drive continuous improvement throughout the services we offer.

Everyone involved in Trident is encouraged to communicate their thoughts about the service in whatever way they can or choose — face to face, telephone, letter, survey, or email.

We will also ensure that anyone with communication difficulties resulting from sensory loss or other disabilities and vulnerabilities have the facilities and means to give their views like anyone else in line with our commitment to equality and achieving the Accessible Information Standard.

4. Formal Gathering of Feedback

We will take specific steps to gather the views of customers and residents, and others who represent their view, by:

- carrying out regular audits and surveys of opinion, at both organisational and service level, including but not limited to Tenant Satisfaction Measures (TSM).
- seeking information from informed stakeholders such as commissioners, practitioners, and other relevant stakeholders
- publishing the results of all audits and surveys, ensuring transparency.

- using complaints, comments and compliments to make tangible improvements to the services we offer.

4.1 Tenant Satisfaction Measures (TSM)

The TSM's came into force in April 2023 and are intended to make landlord's performance more visible to Tenants and help tenants hold their landlords to account.

For an exhaustive list of what the TSM's measure, staff should refer to [Tenant Satisfaction Measures - Summary of RSH requirements \(accessible\) - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/tenant-satisfaction-measures-summary-of-rsh-requirements-accessible).

As a landlord, we must ensure that whatever decisions we make and how we report our performance is in line with the reporting categories set out above.

When performing self-assessments, it is of vital importance that we have evidence to fully satisfy the standard, identify any gaps and then put action plans into place to ensure compliance with these standards.

4.2 Concerns and Complaints

We use formal complaints and investigations to gather information about the quality of Trident services, in particular by:

- publicising our complaints procedure and making it readily accessible.
- analysing views expressed by customers, residents, and others in the course of our investigating complaints in order to assess what can be applied generally to improve our services.
- encouraging customers and residents to express their concerns at a level below the formal complaint's procedure.
- making it possible for customers and residents to express concerns individually or corporately through customer/resident meetings or similar forums.
- inform them of their right to take any concerns they might have about Trident to external organisations (where applicable), i.e., Care Quality Commission (CQC), Housing Ombudsman, etc.

4.3 Adverse Events or Incidents

We aim to learn from adverse events, incidents, errors and near misses. When things go wrong, we should:

- encourage customers/residents to inform staff of all adverse events.
- analyse adverse events from the perspective of customers and residents.

- record adverse events and taking appropriate action to avoid similar happening in the future.

4.4 Compliments and Suggestions

We welcome compliments and suggestions from customers/residents, their families and friends and other stakeholders of Trident. Compliments may communicate deep satisfaction and gratitude for a specific contribution or service or relate to specific aspects of the work or to individual staff.

Managers will ensure that messages are passed on to those involved since this is a powerful way of confirming good practice and improvement of service by applying this good practice to other areas as well as boosting staff morale.

We have a compliments and suggestions facility on our website and within our services where individuals may write or send comments and ideas about improvements to be made to Trident services.

5. Induction and Training

All staff are inducted to be responsive to the experiences and views of customers and residents using Trident services.

Where identified bespoke training will be provided to key staff to support them to carry out their roles linked to customer engagement, involvement, and quality assurance procedures.