



**Listening, involving
and engaging with
our customers**



Introduction

Here at Futures, we call the people who live in our homes and their communities our customers. We think the choice of word is important. It reminds us every day that our job is to provide great homes and services in return for the rent and other charges our customers pay.

Our Customer Insight Committee and our online My Voice already allow us to engage with some customers and understand what matters to them.

But we want to do more and ensure that we hear everyone's voice - enabling them to influence the services we offer and meet the needs of the wider community.

Our customers tell us that communication is key. They want us to listen more and understand the impact that external influences and the delivery of our services have on them.

This booklet sets out how we intend to listen, engage with and involve our customers more.

Our vision for communication and engagement

We want to learn from the feedback you give us across all our channels of communication and research.

We will work with customers who want to engage with us to transform our services and ensure that they are at the heart of what we do.

We want to be more accessible and make it easier for you to engage with us when you want to.

We want to be more transparent and visible to our customers and have redesigned our communities service to connect better at a local level.

We want to ensure that we include all our customers and ensure that we better meet people's diverse needs.

We also want to do more of the following:

- ▶ **Estate walkabouts.** We want to encourage customers to walk around with us and partner organisations to show us where and how we can improve neighbourhoods.
- ▶ **Keeping it local.** We want to work with our communities to set up a group of community champions and volunteers to empower communities to identify local needs and priorities which can help us to improve.
- ▶ **Public realm.** We want to do more with our partners to help identify communities where we can collectively invest in the environment, social and wellbeing of the people who live there.
- ▶ **Community focus.** By offering a more community-based service, we want to continually develop our approach to customer engagement and explore different ways to work with communities on planned works, building safety and estate improvements.

Our commitment

To help us achieve our vision we have made ten engagement commitments for our customers. They are:



We will respect your wishes if you don't want to engage with us, but we will check in with you once a year to see how you are doing.



We will focus our engagement on the things that matter to customers.



We will better understand our customers' communication and engagement preferences. We will listen to the feedback you give us and ensure we have accessible ways for people to communicate and engage with us.



We will continue to work with our Insight Committee on service transformations, where they can help us understand how changes will affect customers and support us with design and testing



We will work out in our communities more, be more visible and encourage our customers and wider communities to 'get involved' in community and partnership projects to improve the environment and communities you live in.



We will openly share the customer insight we get from feedback and what we are doing to make improvements or enhance what is already great.



We will make sure that information about our services is shared on our website with clear information about how to access services easily and through other digital platforms.



We will promote a more customer-centric mindset within Futures, encourage teams to work together to avoid unnecessary duplication and encourage the expertise of the My Voice community to comment on projects and customer communication.



We will regularly review and measure the impact of what we do and adapt our approach to meet the ever changing demands and needs of our customers.



We will review our customer experience against the Consumer Standards for Neighbourhoods and Communities, Engagement and Accountability and Tenancy standards every year. We will share our findings openly with our Board, Insight Committee and our customers.

Sticking to our commitments

To make sure we meet our commitments, our Insight Committee, which represents customers within our governance structure, will monitor our progress in all these areas. Senior managers will also oversee our day-to-day plans and progress.



Equity, diversity and inclusion (ED&I)



We want to recognise and celebrate the diversity of our customers.

We know that 'one size' does not fit all so we will encourage all customers to engage, whatever their circumstances, and provide a range of ways for people to do this that meet their different needs. We will also expand our research work to help us better understand the diversity among our customers.



Getting in touch

Remember there are already lots of ways for you to contact us, get in touch and share your views. They include:



- ▶ **My Account** - our customer service portal
- ▶ **Our website** - www.futureshg.co.uk
- ▶ **Social media**
- ▶ **Our monthly digital newsletter and quarterly digital magazine**
- ▶ **My Voice** - our digital community
- ▶ **Publications and other mail-outs**
- ▶ **Help Hub**



0300 456 2531



www.futureshg.co.uk



Futures Housing Group



Futures House, Building 435,
Argosy Road, Castle Donington,
England, DE74 2SA