

## Customer Engagement Strategy – Action Plan

What actions/what we aim to do	Priority for Strategy	Who will carry out this task	By when/ how long/one off/ongoing	What resources - £, staff, etc	Communication, who needs to know what	monitoring
<b>Staff</b>						
Resourcing tenant participation – identify “champions” in each team to work together to increase participation & plan, set tasks/develop calendar – support staff – its everyone’s role.	Yes	HSM to action and organise champion from each dept. Organise & set agenda for quarterly meetings	Ongoing	Staff time	HSM discussed with DHPS & Champions identified/advised	Quarterly meetings taking place & ongoing
Mainstream engagement into practice, reviewing, planning and decision making – standing agenda item for all team meets, action point on all agendas.	Yes	Champion to lead in each team	As above	Champions time	Champions to communicate with team agenda setters to ensure is standing item.	Champions to monitor at meetings. Ongoing.
Develop and promote a culture of openness and willingness to engagement –	Yes, staff training	SMT	Part of quarterly HS & PS	Staff time – Champions to	All staff Instilling importance of	HSM to monitor progress.

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training/ role to inform & support all staff				update at meeting	customer engagement as part of individual roles	Ongoing
Annual tenancy visits  Updated to include the questions, what are the best & worst things about being a RSHA tenant.	Yes	H/O	Added to Annual tenant visit pro forma. Answers to be recorded on spreadsheet.	HO time at ATV's & recording.	HSM needs to be able to retrieve data.	HSM to monitor ATV completions as part of performance monitoring.
Rent & other consultations – staff input & reminder at every contact with customers during consultation process		All staff	Ongoing	All staff but especially front-line staff when speaking with tenants.	All staff must be aware of when tenant's events are scheduled.	Champions to make teams aware & remind staff within their teams.
Calendar of events – internal & external & save the date/topic well-advertised & staff aware of activities	Yes	All depts feed into HSM to coordinate	To be completed.	HSM & CE Champions time	CE Champions to communicate to staff in their teams.	Update at quarterly meetings.

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Cheery friendly summary “getting involved” - document to compliment strategy	Yes - these two documents should be ready to launch together	TPAS to draft this when strategy approved by RSHA	Not carried out by TPAS.	N/A		
Newsletter – getting involved section – impacts, feedback, Celebrate and share success, who to contact, you said we did – named person, Calendar of events	Yes -	Champion for relevant dept.	Ongoing for each newsletter.	Champions time to produce article	Champions to co-ordinate with each other.	HM/Champions– each Rural Matters
Go to tenants – going local tenant’s gatherings – localities link to highland games and other events. Trial	Yes. No specific programme	Who, depends on subject e.g., rent review HO. Repairs/programmed	Ongoing	All staff as required. .	Champions	Tenants Events being held in various locations. HO’s attending CAB

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getting out and about for Rent setting review		maintenance – PSO & PSC				outreach sessions. Attendance at Highland Games trialled but felt not effective use of resources.
Create tenant “tick” publication group – could be online group – comment & edit information and publications.  Remit to be agreed	Yes	HSM set up. CSO & others depending on publication	Deferred until main tenants group established & scrutiny group is established.			Scrutiny Group has been established & communication to be looked at. Request feedback /suggestions for Rural Matters (RM) in RM/website.
Training/support for tenants gathering– scrutiny methods etc.	yes	HSM jointly with FHA	Initial training completed. Await advice	Financial for TIS involvement. HSM time for co-	HSM as stated.	SMT/FHA

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			on further costs/budget implications to progress.	ordination & feedback.		
Set up action plan monitoring group	yes	HSM/Champions & and Tenants Gathering/interested tenants	Will be monitored at Champions meetings.	HSM & Champions	Champions to all staff.	HSM & Champions.
Scrutinising our services - create groups from Tenants Gathering based on tenants' interests and invite other interested tenants & tenants from our consultation data base to get involved to focus on specific topics with training and support– invite tenants from other RSL to explain what they do? (LINK HA?)	Yes, as and when required	HSM to oversee. Champions to set up scrutiny group for their dept / topic	Deferred until main tenants' scrutiny group established.	HSM time to organise	Champions as required.	Scrutiny group have completed 1 <sup>st</sup> stage of training, which involved scrutiny of ARC & Annual Assurance Statement.

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Support setting up new tenants & residents' groups as requested	yes	HSM to co-ordinate	List of tenants who have attended Tenants Events set up. Tenants wish to keep this fluid to attend events as & when possible.	HSM.	All staff	Monitored as part of action plan.
<p>Continue to support/ meet/recruit Landscape reps/ Winter Weather Watchers.</p> <p>Only 2 Landscape Reps (LR's) prepared to continue to 2024/25. Active effort to recruit new LR's unsuccessful.</p> <p>Looking to recruit people to oversee re wilding of communal areas where</p>	yes	Housing Services Advisor (HSA)	<p>Actioned Q4 2023/24.</p> <p>Ongoing.</p> <p>Article to be published in</p>	HSA time	<p>All staff</p> <p>HO/HSM</p>	Ongoing

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appropriate or to take on responsibility of maintaining some communal areas.			RM & on website.			
Create Procurement working group for repairs service procurement, tenants, staff & board.	Slight delay	Director of Housing and Property Services	To be pulled from established Tenants Group when required.	DHPS & PSO time	Tenants & staff	As required
Agendas for gatherings shared – RSHA and tenants	yes	HSM & champions	2024/5 ongoing	HSM time	Advertised on website/corporate staff	HSM & Champions
Gathering meeting with STA, view to future membership	yes	HSM	2024/5	HSM time	Champions	Postponed until Scrutiny Group & attendance at Tenants Gatherings more established.

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Gathering members encouraged to attend events, conferences & training	yes	HSM	2024/5	HSM time	Tenants.  Events/training etc for tenants to be promoted on website & at Gatherings.	HSM
<b>Communication</b>						
Promote engagement through community Facebook pages & Signpost to RSHA		CSO	2024/5 to be implemented following progression of Digital Strategy	Corporate services staff time		
Promote impacts of getting involved – website, newsletters etc.  Promote register of involvement, invite to	Yes	Champions & CSO	Ongoing	Champions & CSO staff time	All staff	Quarterly meetings of Customer Engagement Champions

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themed local gatherings, focus groups						
Feedback – after walkabouts, gatherings, consultations – using all options	Yes	Staff on walkabout, Champions, shared responsibility	Ongoing	HM Champion time to record & feedback	Tenants	Quarterly meetings as above.
Website – dull – needs to be livened up – out of date information taken off. Participation tab added to allow easy access to information, calendar of events, topics etc.	Yes	CSO through IT & digital strategy	2023/4 website remodelled & updated	CSO time	Staff & tenants	Quarterly meetings as above
<b>Digital</b>						
Develop tenant APP, with consultation option. N/A	Yes	DHPS & staff	Q3 2023/24	Financial & staff time.	Tenants & staff	Completed

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Focus now moved to My Rural			My Rural has been introduced			
Use different online platforms e.g. zoom, Skype etc for tenants to “attend” meetings. blended approach	Use Microsoft Teams and invite tenants as guests as we have this set up now. Maybe changed to Near Me	IT & digital strategy Corporate Services	Ongoing	Frontline staff time to spend assisting tenants with digital platforms for communication.	Tenants & staff	Ongoing as & when new media tools become available.