

Vico Homes 

Engagement and Influencing Framework

Better futures,
vibrant communities



Our goals

We will:



**Provide experiences
to be proud of**



**Make an impact to
be proud of**



**Create places to be
proud of**

Purpose and regulatory context



This framework will ensure that we listen to our customers and place them at the centre of decision-making and influence. Our Customer Experience Plan outlines our commitment to listening and using customers feedback to shape our services.

The Regulator of Social Housing (RSH) and the Housing Ombudsman highlight customers' rights to influence, scrutinise, and improve services.

The Social Housing (Regulation) Act 2023 and Building Safety Act 2023 made law the commitment to transparency, accountability and communication between housing providers and their customers. The Transparency, Influence and Accountability Standard requires that we demonstrate meaningful resident engagement and respond to feedback.

To meet the Consumer Standards, we'll:

- Offer meaningful opportunities for customers to be involved in decision making by offering diverse engagement opportunities.
- Ensure that customers receive timely and accessible information about policies and performance to help customers understand and influence service delivery.
- Act on customer feedback and consult on relevant changes to show the impact customers have on shaping our services.
- Actively seek views of a diverse range of individuals and groups to ensure our activities are inclusive; this will include areas of lower engagement.



Insight turns ideas into impact...

Customer voices shape our decisions.

Principles for quality engagement

Our Customer Experience Plan explains how we aim to create vibrant communities by truly listening to what matters most for customers. We will actively seek feedback and use it to shape safer, better quality homes and neighbourhoods.

We will give customers meaningful opportunities to get involved, influence our services and hold us to account. Everything we do will follow the Tpas principles of high quality, effective engagement.



Accessibility

We'll work with customers as equal partners. We'll remove barriers, provide support and offer resources such as training, so that everyone has the chance to get involved.

Transparency

We'll communicate openly and clearly, making sure customers understand how decisions are made and what the outcomes mean for them.

Accountability

We'll listen to feedback, take action based on what customers tell us and share the results so they can see the difference they've made.

Meeting Tpas' National Engagement Standards

The Tpas National Engagement Standards set out what good customer involvement looks like. They focus on empowering customers, being inclusive and continually improving how we work with customers.

They consist of the following:

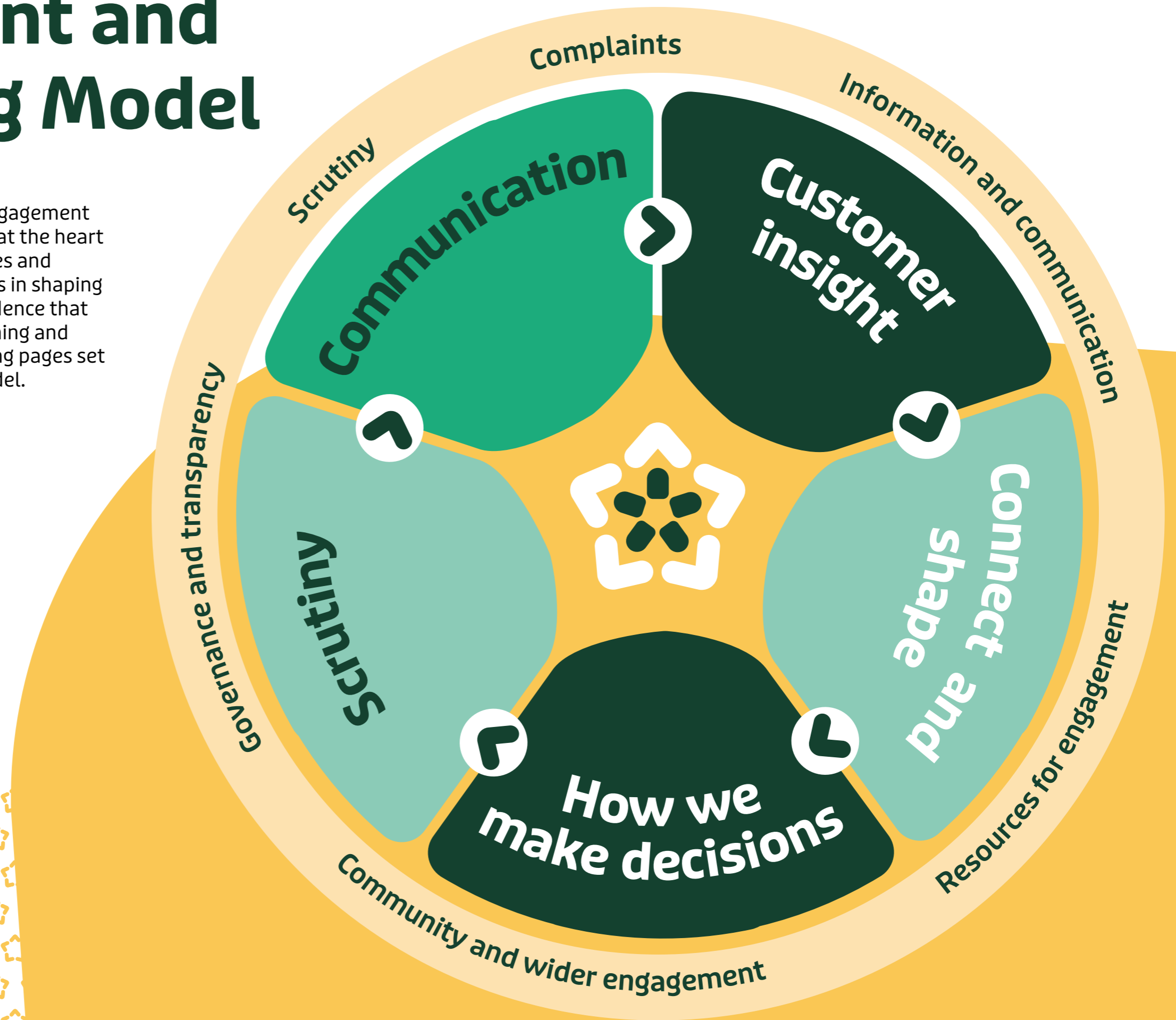
- Governance and transparency
- Scrutiny
- Business and strategy
- Complaints
- Information and communication
- Resources for engagement
- Community and wider engagement

Our Engagement and Influencing model incorporates these standards.



Engagement and Influencing Model

Our model follows the Tpas National Engagement Standards and puts customer influence at the heart of how we work. It sets out the principles and approaches we use to involve customers in shaping our services. This gives customers confidence that they will play an active role in co-designing and improving what we deliver. The following pages set out in more detail each stage of our model.



Communication

We'll keep customers informed about the things that matter to them through a range of channels, including our website, local Facebook pages, social media, The Bloom online newsletter, performance updates and in-person conversations when needed. We'll also use these channels to highlight opportunities for customers to get involved and influence our future plans and services. We'll clearly share the actions we take as a result of feedback, so customers can see the difference they've made.



Customer insight

The Customer Insight Team leads our research programme, gathering feedback from more than 20,000 customers each year. This helps us build a strong understanding of customer needs, experiences and priorities, so we can design and improve services based on real evidence.

We use a range of insight, including the annual tenant survey (focused on regulator-set satisfaction measures), feedback after customers use a service, learning from complaints, focus groups and targeted research. Together, this helps us track performance, compare ourselves with others and manage risks.

Our Customer Panel supports us in gathering this insight. We then turn what we learn into clear recommendations and agreed actions, which are reported to our Customer Committee. This ensures customer feedback leads to real improvements and helps us meet the consumer standards.



Connect and shape

We offer many ways for customers to get involved, influence decisions and shape our services at both local and strategic levels. Customers can take part at a level that suits them and they're welcome to try things out first to see what feels right. Below is what is available and the role they play:

- **Neighbourhood Panels** – Monitor local performance and help set local priorities through our Neighbourhood Charters, supported by wider community consultation to shape actions and projects.
- **Customer Panel** – Give feedback and challenge proposed changes to services or policies, either online or in-person through focus groups.
- **Independent Living Group** – Share views and challenge how we perform to improve independent living services.
- **Resident Involvement Monitoring Group** – Review engagement activities, challenge performance and decide how grants are allocated to community groups.
- **Communities Together Forum** – Bring recognised groups together to share ideas, learn from each other and take part in twice-yearly surveys to shape the support we provide.
- **Resident Monitor** – Check the quality of services delivered by our contractors, such as low-rise cleaning and grounds maintenance.
- **Themed consultations** – Have your say on key decisions by sharing your lived experience at both local and strategic levels.
- **Events based on local concerns** – Take part in events like Days of Action, Street PACTs, door knocking or individual conversations about new environmental schemes or planned works in your area.



How we make decisions

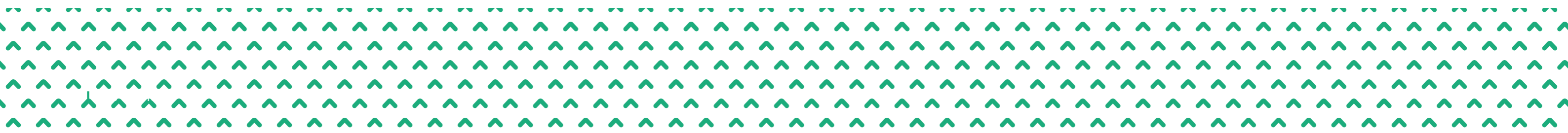
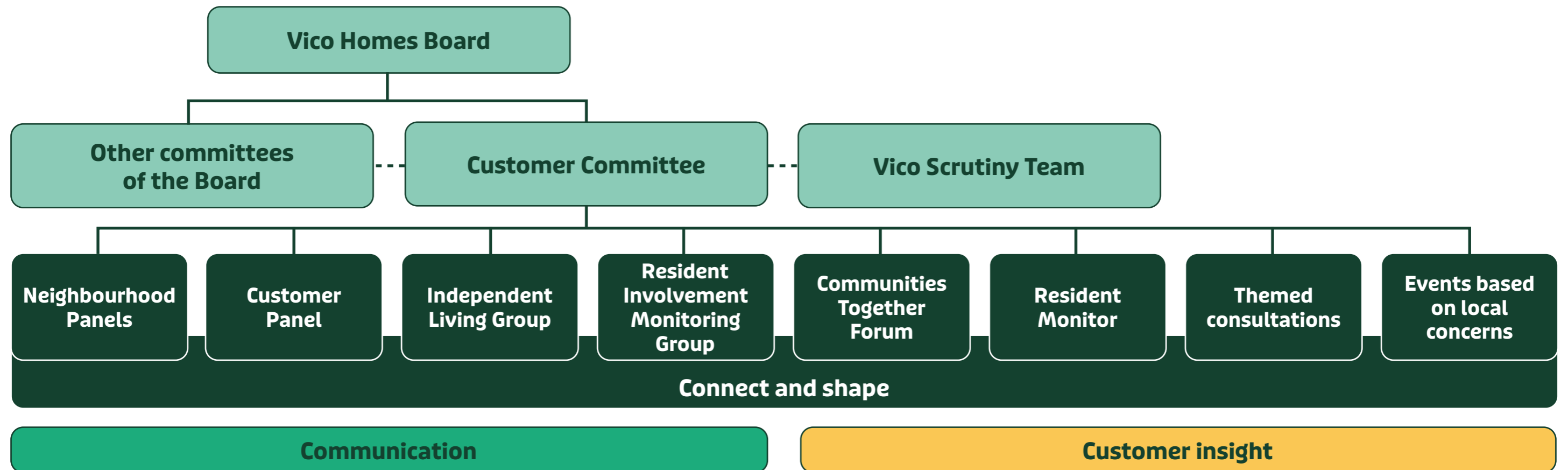
Once customers have shared their feedback and our teams have considered it, we decide what changes are needed to improve our services. Some decisions can be made quickly at a local level. However, where improvements affect more people or have a bigger impact, they are reviewed through our formal governance structure.

Our Board sets our overall strategy and is responsible for making sure we continuously improve while keeping customer needs and safety at the centre of our decisions. Our Customer Committee reports to the Board and, like the Board, must ensure customer insight and feedback are fully considered when shaping improvements. This means they often make decisions about future strategy,

policy and service delivery, using what customers have told us through our engagement activities and insight work.

Both the Board and Customer Committee take the views of customers seriously. They are committed to making sure customers influence improvements and play a key role in long term decision making.

Customer Influence Governance Framework

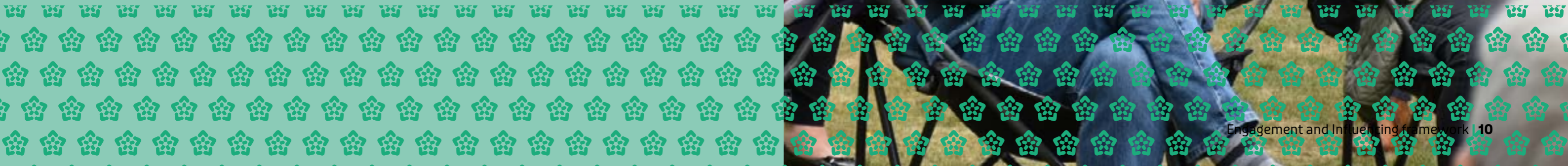


Scrutiny

Scrutiny is led by customers and provides independent challenge and assurance on the services that matter most to them. If you join the Vico Scrutiny Team, we'll give you the training and support you need to carry out this important role. Working alongside the Customer Insight Team and the wider Customer Panel, you act as a critical friend reviewing policies, service delivery and performance, using evidence such as satisfaction measures, complaints insight and your own lived experience.

Scrutiny topics are chosen based on impact and risk, so time and effort are focused where they can make the biggest difference. Each review results in clear, evidence based recommendations, which are reported to and monitored by our Customer Committee.

Scrutiny strengthens transparency, accountability and continuous learning. It helps us meet regulatory and Housing Ombudsman expectations and ensures customers directly shape decisions and long term service improvements.



Making sure we get it right

How will we know we've been successful

We will measure success by:

- Retaining Tpas Exemplar Status;
- C1 Regulatory Rating;
- $\geq 73\%$ customers feel we listen and act; and
- $\geq 85\%$ overall customer satisfaction.

Monitoring and review

- We'll share a quarterly Customer Insight Report with our Board and Customer Committee, highlighting the key feedback and trends we're hearing from customers, including findings from scrutiny work, along with the actions we're taking in response.
- We'll provide quarterly updates to the Resident Involvement Monitoring Group and Neighbourhood Panels, using the latest survey results and customer feedback to highlight what matters most to our customers and how their views are shaping our decisions and actions.
- Review the feedback we receive from Tpas assessments to improve how customers engage and influence.
- Review feedback from customer surveys, especially how customers feel about our ability to 'listen and act', to understand where we need to improve and agree and deliver actions to do so.

Vico Homes



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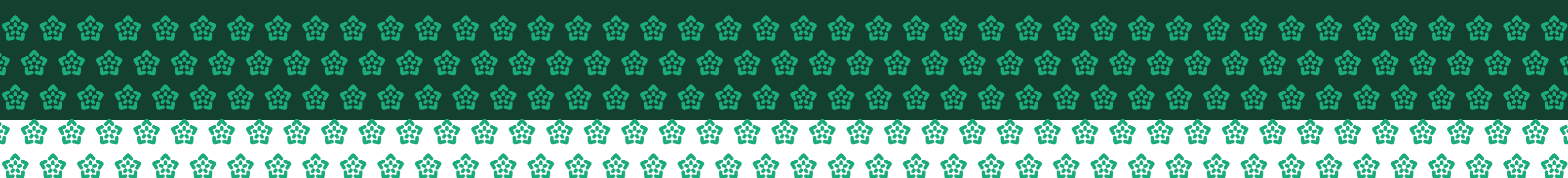
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