

# Customer Involvement and Engagement Policy

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## 1. Introduction

1.1 We are committed to creating meaningful ways for customers to:

- scrutinise our services and performance.
- play an active role in developing housing-related policies and strategic priorities.

1.2 This policy outlines how we will improve our engagement and respond to our customers in line with the regulation and guidance introduced through the Social Housing White Paper, The Tenants' Charter and building and safety legislation.

1.3 In addition, this policy shares our approach to ensuring we meet our statutory obligations as part of the Tenant Involvement and Empowerment Standard 2017 which forms part of the Consumer Standards.

## 2. Aims and objectives

2.1 We aim to engage with customers effectively and to build a relationship based on transparency, fairness and respect. The aims of this policy are to:

- Embed customer involvement and engagement in the heart of A2Dominion and ensure it is an integral part of our culture.
- Provide opportunities for residents to influence and scrutinise housing related policies, strategic decision making and service delivery.
- Provide information to enable residents to examine services and performance.
- Improve the way we communicate with customers and to ensure feedback is heard and acted upon.

**For a copy of this policy in an alternative format, such as large print or a translation, please contact our Customer Contact Centre by calling 0800 432 0077 or via our website ([www.a2dominion.co.uk/contact](http://www.a2dominion.co.uk/contact))**

- Demonstrate where we have acted on feedback to improve our services and policies.
- Work collaboratively with residents to provide assurance of good governance to the Customer Service Committee, Executive team and Group Board.
- Ensure that we are fully inclusive and provide opportunities that are accessible to all and representative of our customers.

### 3. Definitions

- 3.1 **Engagement:** this is the way we will work with customers to ensure we provide information and receive feedback.
- 3.2 **Involvement:** this is how we listen and work with customers to improve and shape our services.
- 3.3 **Services:** are the activities undertaken to fulfil our responsibility to customers as a social housing provider.
- 3.4 **Executive team and Group Board:** are the leads that oversee all business activities. This includes setting the vision, strategy, plans and resources.
- 3.5 **Quality Assurance:** is to maintain the desired level of quality in a service.

### 4. Customer representation and retention

- 4.1 We will use a range of ways to communicate and engage with customers to guarantee maximum reach, ensuring our involvement offer is inclusive.
- 4.2 We will proactively recruit customers across tenure types, geographical locations, demographics and protective characteristics to ensure the feedback we receive is representative of our customers.
- 4.3 We will recognise customers' contribution by promoting and highlighting the positive impact and successes that were accomplished through their active involvement.
- 4.4 We will consider incentivising opportunities to enhance engagement and to ensure our customers' expertise and efforts are recognised.

### 5. Involvement opportunities

- 5.1 We will tailor engagement methods and approaches to facilitate and encourage customer participation. We will provide customers with a wide range of opportunities to influence and be involved, including:
- 5.2 **Resident inspectors** – resident inspectors will review our annual self-assessment against requirements of the Consumer Standards, to provide assurance.

- 5.3 **Customer surveys** – these offer residents the opportunity to provide feedback on our services. This can be done via phone, email or text.
- 5.4 **Policy review panel** – the policy review panel will consult with customers on any policy that directly affects them before it is sent to A2Dominion’s Board for approval.
- 5.5 **Customer review groups** – customer review groups will focus on a topic or service; this may be a one-off activity or a series of engagements depending on the requirement.
- 5.6 **Neighbourhood improvement fund** – this fund is run by a team of our customers to review and approve bids aimed at making environmental improvements in local communities.
- 5.7 **Customer quality assurance programme** – the customer quality assurance programme is designed to provide quality assurance checks on a specific service or function against a set criteria.
- 5.8 **Community involvement** – community volunteers work in partnership with our Community Investment team to build community cohesion, shaping local services and engagement opportunities for the whole community.
- 5.9 **Building safety engagement** – we will engage with customers and provide access and transparency to relevant building safety information. This will include:
- building fire strategy and fire risk assessments.
  - outcome of building safety inspections.
  - planned and historical changes to the building.
  - what to expect, including A2Dominion and customer responsibilities.
  - how to raise a building safety issue.
  - guidance on what to do in an emergency.
  - how to make a complaint, including the right to escalate complaints to the Building Safety regulator.

## 6. Customer support

- 6.1 We will support customers in their involvement through the provision of:
- Training, access to conferences and networking opportunities.
  - Appropriate expenses incurred due to involvement activities.
  - Support from a member of the Customer Engagement team.

## 7. Consultation

- 7.1 This policy has been created in consultation with colleagues from operational teams, customer communications and business planning. Our Customer Service

Committee have been involved in the creation of this policy and we will continue to involve customers in the future development of this policy.

## **8. Equality, diversity & inclusion statement**

- 8.1 A2Dominion Group, colleagues, partners, stakeholders and contractors are committed to providing services which are relevant and appropriate to the needs of people. We will treat others fairly and without discrimination.
- 8.2 We will ensure that all our services relating to this policy are accessible and available for all customers as set out in the requirements of the Equality Act 2010.
- 8.3 We have undertaken an equality impact assessment (EIA) form covering this policy. The legislation in place, together with our own procedures mitigate against potential negative impacts on people with protected characteristics.

## **9. Data protection statement**

- 9.1 The protection of personal data is of great importance to A2Dominion Group and more than just a legal obligation.
- 9.2 A2Dominion Group and its affiliated organisations are registered as data controllers with the ICO. The registration numbers are as follows:
- A2Dominion Housing Group Limited: Z4843307
  - A2Dominion Homes Limited: Z9799978
  - A2Dominion South Limited: Z7835340
  - A2Dominion Housing Options Limited: Z5412073
  - A2Dominion Residential Limited: Z3391351
  - A2Dominion Developments Limited: ZA103931
  - Pyramid Plus London LLP: Z3594227
  - Pyramid Plus South LLP: Z3594230
- 9.3 Our data protection policy and procedures are governed by the Data Protection Act 2018. We collect and process personal information in order to provide housing services and meet our contractual and legal obligations. All persons authorised to receive personal data are obliged to handle personal data in accordance with applicable laws and regulations at all times.
- 9.4 For information on how we collect, store, process and use customers' personal data, please visit our website on [a2dominiongroup.co.uk/privacy-and-cookie-policy](https://a2dominiongroup.co.uk/privacy-and-cookie-policy).
- 9.5 For employee related privacy statement, please contact our HR team at [hrenquiries@a2dominion.co.uk](mailto:hrenquiries@a2dominion.co.uk).
- 9.6 You can also contact the Data Protection Officer / Data Compliance team at [governance@a2dominion.co.uk](mailto:governance@a2dominion.co.uk)

## 10. Associated documents

- [Tenant Involvement and Empowerment Standard 2017](#)
- [The Building Safety Act 2022](#)
- [Social Housing White Paper](#)