

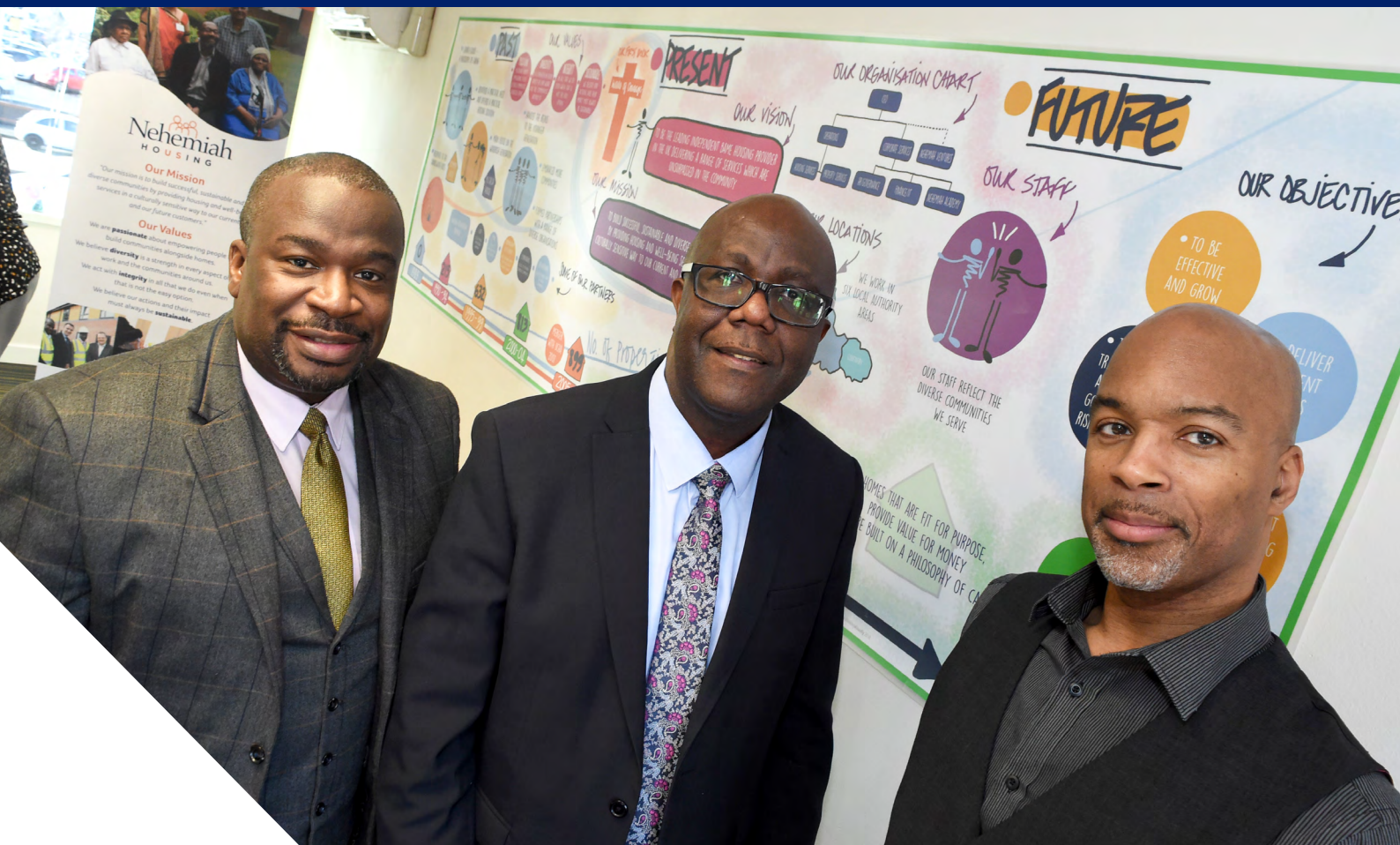


# Customer Engagement Strategy



# Contents

Vision	03
Background to Nehemiah	04
Background to our Customer Engagement Strategy	05
Regulatory Compliance and influential Documents	05
Nehemiah's Commitment to the Customer Engagement	06
Tenants Feedback Influences What We Do	06
Aim of Our Customer Engagement Strategy	07
Positive Impact Of Customer Engagement	08
How Tenants Can Get Involved	09
Our Customer Engagement Promise	10
Going Forward	11
Plan Of Action	11
Get Involved	12



## Introduction

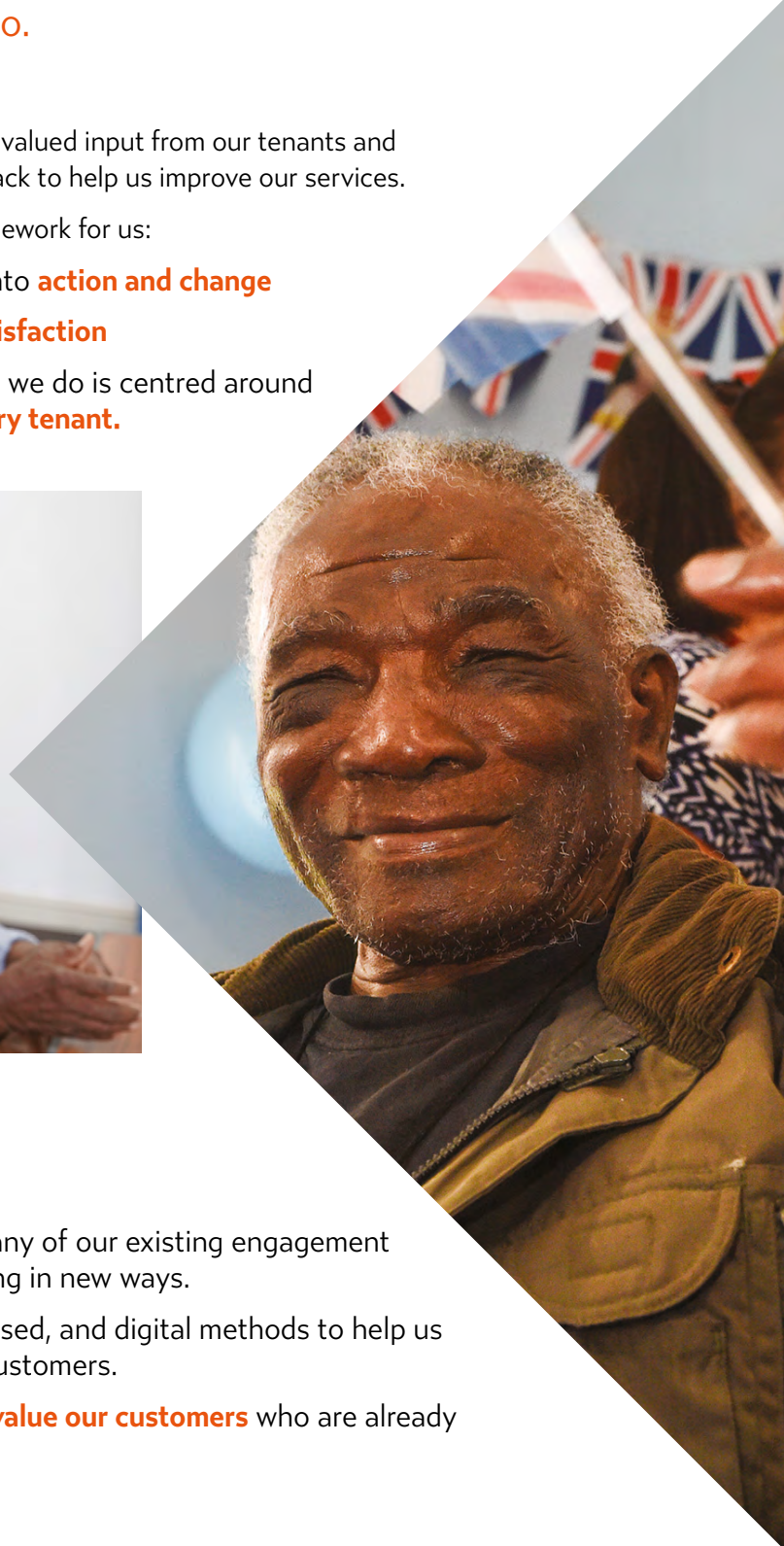
### *Vision*

Nehemiah has always and will always place commitment to customer engagement at the heart of what we do.

Since we started in 1989, we have valued input from our tenants and encouraged and embraced feedback to help us improve our services.

This strategy will provide the framework for us:

- Turning tenants' feedback into **action and change**
- Improving our **customer satisfaction**
- Making sure that everything we do is centred around **doing right by each and every tenant.**



This strategy will also help us:

- **Take a fresh approach** to many of our existing engagement methods whilst also engaging in new ways.
- Use more tailored, personalised, and digital methods to help us reach our **"seldom heard"** customers.
- Continue to work with and **value our customers** who are already very involved.





## *Background To Nehemiah*

We are immensely proud of all we have achieved across the West Midlands in developing a portfolio of properties that provide affordable, comfortable housing for the multicultural African Caribbean, Asian, Irish and European communities in Birmingham, Coventry, Dudley, Sandwell, Walsall and Wolverhampton.

Today, Nehemiah has a portfolio of 1,240 properties, providing homes for single people, families, couples and elderly people.

Our housing is not simply about homes - we are a support and wellbeing provider, assisting customers to secure and maintain tenancies and making a big contribution to the prevention of homelessness.

We are accountable and accessible to all our tenants and the communities we serve, responding to the needs of our customers to ensure each home is suitable for each tenant - whether the need is based on size, accessibility, or energy efficiency.



## Background To Our Customer Engagement Strategy

In November 2020, the UK Government introduced the Charter for Social Housing Residents White Paper which outlined guidelines for tenant engagement by local authorities and housing associations.

As part of these guidelines, social housing landlords, like ourselves, are required to report data on tenant satisfaction measures (TSM).

To develop and achieve tenant satisfaction, engagement is vital.

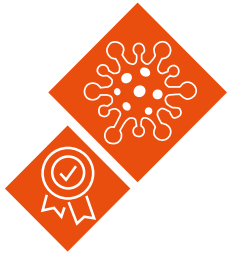
Engagement includes active involvement, listening to concerns, and integrating feedback to create a positive living environment.

This is why TSM is at the centre of our customer engagement strategy.

The Social Housing (Regulation) Bill became the Social Housing (Regulation) Act on 20 July 2023, bringing with it new rules for holding landlords to account and protecting tenants.

Key changes include:

- Powers to enable the Regulator of Social Housing to inspect social landlords routinely and **to act before people are placed at risk**.
- New rules for protecting tenants from hazards in their homes with strict time limits for social landlords to **address health issues like damp and mould**.
- **New qualification requirements** for social housing managers.



## Regulatory Compliance and Influential Documents

At Nehemiah, we take all guidelines for how social housing should be managed seriously and use these together with Acts to shape our tenant engagement strategy.



Acts and guidelines we adhere to and acknowledge as part of our strategy, include:

- Tenant Satisfaction Measures (TSM) 2023
- Social Housing (Regulation) Act 2023
- Together With Tenants
- The Housing Ombudsman
- Charter for Social Housing Tenants



## Nehemiah's Commitment To Customer Engagement

For the past four decades, our commitment to customer engagement has grown ever stronger and today we are fully committed to working with our tenants to build safe and affordable homes that are set within supportive communities, all served with the amenities and facilities that truly matter to our tenants.

We are adaptive and responsive to our tenants' needs.

### *Tenants' Feedback Influences What We Do*

Tenants' wellbeing is at the heart of all the work we do. This is why we listen closely to our tenants' views and feedback and provide lots of opportunities for tenants to engage with us.

We keep communication open with all our tenants and listen to their opinions on our homes and the services we provide – it is only with feedback that we can constantly strive to improve and to be better. Ultimately, we aim to be the best social housing landlord we can be.

Getting involved in customer engagement also gives our tenants an opportunity to learn new skills and work with other members of the Nehemiah community.

Diane and Baldev are part of the policy review panel and take an active part in reviewing our process.

#### **Diane's said:**

*"A real feel-good factor.... It makes me feel valued and knowing I'm making a difference to where I live."*

#### **Baldev is very excited to be working alongside Nehemiah he says**

*"I love to get involved helping to play a part in shaping the service."*





Two examples of this are how we managed our customer engagement strategy both before and during the Covid pandemic:

- In 2019, we reintroduced the role of Customer Engagement Officer to ensure there is always one point of initial contact for tenants in need of assistance. This is in addition to **our team of Housing Officers who are available to speak with our tenants and trained to resolve a wide range of issues.**
- During the pandemic, we held tenant meetings on Zoom, made greater use of social media channels for communicating information to tenants, and **increased the number of personalised calls and texts to our tenants aged 70+ who might not use the internet** but wanted to be kept informed and give feedback directly to us.



## Aims Of Our Customer Engagement Strategy

- To enable **meaningful relationships with tenants** that lead to tenant satisfaction.
- To **prioritise tenants' views** and input.
- To create a **responsive and inclusive community.**
- To **improve the services** we provide to our tenants.
- To increase the ways **tenants can provide their views and feedback.**
- To connect tenants' voices with **the whole of Nehemiah** (stakeholders and Board).
- To **update tenants** on the difference their input makes.
- To meet the **standards for tenant involvement** and satisfaction.



## Positive Impact Of Customer Engagement

Among the many changes and improvements we have made over the years in response to customer feedback, are the following initiatives and achievements:



- Partnering with other landlords  
Partnerships include New Look Housing Association to deliver **customer-centred care through onsite care teams**; Doro Care UK Limited to provide friendly advice and assessments to ensure all tenants have their security needs met for total peace of mind; and Axis to provide the necessary building repairs to our properties.
- **Home visits for tenants** concerned about damp and mould in their home.
- System for **reporting repairs**, via online or phone.
- **Money advice** through us and through Birmingham Settlement.
- Improved website with **more up to date and useful information** to assist tenants.
- **Safeguarding policies** and procedures.
- **Anti-social behaviour policy** and procedures.
- High levels of **commitment for getting tenants involved**.
- Estate **walkabouts**.
- Nehemiah Academy offering work placements, graduate internships and **grants of up to £1,500 towards the cost of studying**.





## How Tenants Can Get Involved

Together, we create housing that works for our tenants.

We provide different communication channels and ways for tenants to feedback and share their views as we want all tenants in all of our housing schemes and properties to be involved, have a say and help to shape our housing and our communities.

Where appropriate, we provide training and assistance, and payment to cover any travel cost or help to arrange transport – regardless of age, ability or background, everyone can get involved.

Ways to get involved include:

- **Surveys**  
We regularly ask **tenants to complete customer satisfaction surveys** or to complete a survey following a service delivery such as a repair.
- **Focus groups and consultations**  
These provide opportunities for **tenants to review our services** and give feedback on specific issues to raise our awareness of customer satisfaction and expectation.
- **Estate walkabouts**  
All tenants can join a walkabout that involves spotting any issues around the estate and **creating an action plan** to address these issues.
- **Community events and open days**  
Welcoming and informative, we use our community events and open days to provide details on the **different ways tenants can get involved shaping our housing communities**.
- **Tenant involvement group**  
Tenants **help to assess how well we are doing** in meeting our social housing standards and tenant satisfaction measures (TSM)
- **Online tenant involvement meeting**  
Opportunities to **share feedback** and ask questions on the services we provide, online.
- **Tenant newsletter**  
We invite tenants to be involved in the preparation of our tenant newsletter, **contributing article and story ideas** for each publication.
- **Complaints review panel**  
This panel reviews anonymous feedback on a quarterly basis, finding ways to **resolve the issues** raised.
- **Seniors Together**  
This is a group for our retirement scheme and sheltered housing tenants, providing an opportunity to **come together to share views and experiences**.
- **Tenant policy review group**  
This group discusses issues relating to tenant policies, Nehemiah and tenants, to **find ways to improve our housing services** for all.
- **Social media**  
Tenants can send feedback through our **social media platforms**.



## Our Customer Engagement Promise

To show our total respect for tenant voices and our unwavering commitment to providing housing and supportive services and communities that our customers want, we make a Customer Engagement Promise to all our tenants.

To encourage and empower customer engagement, we promise to:

- **Be transparent** in all decision making.
- Provide **practical support** to tenants to enable participation.
- **Be accountable** in service delivery.
- Report the outcome of consultations and feedback surveys/ groups in a **clear and timely manner**.
- To make sure the Board is **transparent and accountable** to tenants.





## Going Forward

Our plan of action for our customer engagement strategy is summarised below.

### Plan Of Action



- **Increase communication with tenants** by holding two Nehemiah involvement group meetings every quarter in different areas to maximise tenant participation.
- Our Customer Engagement Officer **will attend residents' meetings** and estate walkabouts.
- Train our teams to use simple, **transparent language in all communications**.
- Consider alternative **digital communication** methods following feedback from tenants.
- We will continue to work within regulatory frameworks to **make sure we deliver meaningful customer engagement opportunities**.
- We will submit an annual statement to the Regulator of Social Housing to show our **compliance with meeting Consumer Standards for Tenant Involvement** and Empowerment, and new Tenant Satisfaction Measures (TSM)
- We will adhere to the National Housing Federation's **Together With Tenants Customer Charter** that aims to improve the relationship between social landlords and customers.
- We will report on the **impact our customer engagement strategy** has made on our services and their delivery.
- We will **celebrate success** where tenants' involvement has improved our services.
- We will review and **improve our satisfaction surveying** and rent consultation methods.
- Encourage more comments, **complaints and compliments and learn more from them**.
- Our customer engagement strategy will be monitored by the Housing Services Manager and Customer Engagement Officer and, **reviewed annually with our tenants**.

*"Working together, the Nehemiah team and tenants will deliver improved customer engagement – improving insight, involvement and information to generate real customer influence and positive change."*

**Llewellyn Graham Chief Executive**



## Get Involved

For more information on how to get involved, tenants can contact:

**Marcia Cunnison - Customer Engagement Officer**

**Tel: 07739 705048**

**Email – [marcia.cunnison@nehemiah.co.uk](mailto:marcia.cunnison@nehemiah.co.uk)**

**Call us on 0121 358 0966**

**Visit our website [www.nehemiah.co.uk](http://www.nehemiah.co.uk)**

**Email [contact@nehemiah.co.uk](mailto:contact@nehemiah.co.uk)**



I-3 Beacon Court  
Birmingham Road  
Great Barr  
Birmingham  
West Midlands  
B43 6NN

☎ 0121 358 0966  
☎ 0121 358 0934  
✉ [contact@nehemiah.co.uk](mailto:contact@nehemiah.co.uk)  
🌐 [www.nehemiah.co.uk](http://www.nehemiah.co.uk)  
📘 <https://www.facebook.com/NehemiahHousingAssociation>  
✉ [@Nehemiahhousing](https://www.instagram.com/Nehemiahhousing)



Registered office is at I-3 Beacon Court, Birmingham Road, Great Barr, Birmingham, West Midlands, B43 6NN

Nehemiah Housing is registered under the Co-operative and Communities Benefit Societies Act 2014 registration number 25952, governed by the National Housing Federation ("NHF") 2011 Model Rules. It is an exempt charity for tax purposes.

Nehemiah is a Registered Provider of Social Housing, registration number L3833 and regulated by the Regulator of Social Housing ("RSH").

Nehemiah Ventures Ltd is a subsidiary of Nehemiah Ltd is registered with the Registrar of Companies for England and Wales, registration number 10933356.