

Aim	Action	Action	Action
Engage with a diverse range of Tenants and Leaseholders	Carry out research of under represented customers to find out what engagement activities would encourage them to get involved, review and develop engagement methods in light of this and monitor the take up.	Provide a more comprehensive range of methods of engagement, based on the preferences of customers	Support residents through training and mentoring to enable them to more actively participate and support resident engagement
Drive service improvements by engaging with tenants and leaseholders on issues which directly affect them	Collect and analyse feedback in all areas of our work and use this to identify areas of improvement	Proactively encourage and promote equality and diversity in all our activities	More fully integrate customer feedback into service reviews and reports
Engage with customers who, traditionally, do not engage with us	Explore new ways to positively engage with these groups of customers	Provide a more comprehensive range of methods of engagement, based on the preferences of customers	
Ensure our customer involvement action plan is making a difference to improving services	Involve residents in routinely assessing outcomes from engagement initiatives and regularly publicise these through Streets Ahead, the Tenant and Leaseholders Annual Report and our website.	Provide evidence on how engagement has shaped services to customers through articles in Streets Ahead, the Annual Tenant and Leaseholder Annual report and on the website.	Regularly monitor and review this action plan with tenants and leaseholders
Remove barriers to involvement	Improve information about involvement opportunities along with the support available and promote widely	Investigate and trial new and innovative ways for tenants and leaseholders to be involved e.g. Skype/conference calling	
Improve the way we feedback to customers about how we have used their views	Review and refresh the 'You said we did' page on the website to make sure it is relevant and is giving the right information to tenants and leaseholders	Agree with tenants and leaseholders, at the beginning of the process, the most appropriate way to feedback to all tenants and leaseholders the outcome of their involvement	Have regular articles in Streets Ahead including views of tenants and leaseholders.

<p>To make sure front line staff have an understanding of the purpose and approach of engagement so they can be more effective.</p>	<p>We will develop and deliver customer engagement awareness sessions for all staff including engaging lunchtimes</p>	<p>We will produce information and guidance on carrying out customer engagement for all staff</p>	<p>We will introduce information about customer engagement to all new staff as part of their induction.</p>
<p>Demonstrate value for money and efficiencies in the delivery of this strategy</p>	<p>Develop robust systems for assessing value for money and efficiency</p>	<p>Identify cost effective methods of engagement such as online, electronic engagement and virtual groups</p>	<p>Pool resources with other local landlords to deliver joint training where appropriate</p>