

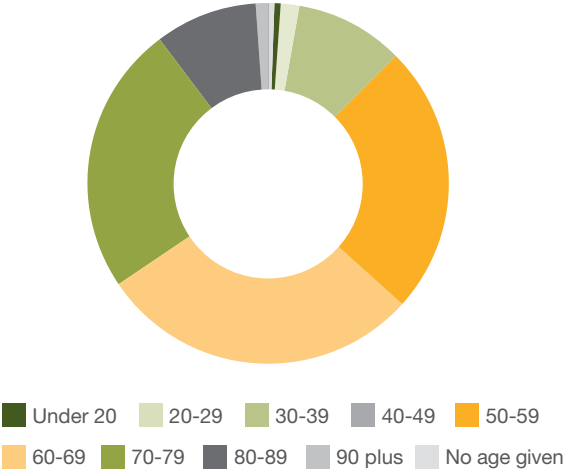


Together
we care
our
Customer
Engagement
Strategy

About Guinness Care Customers

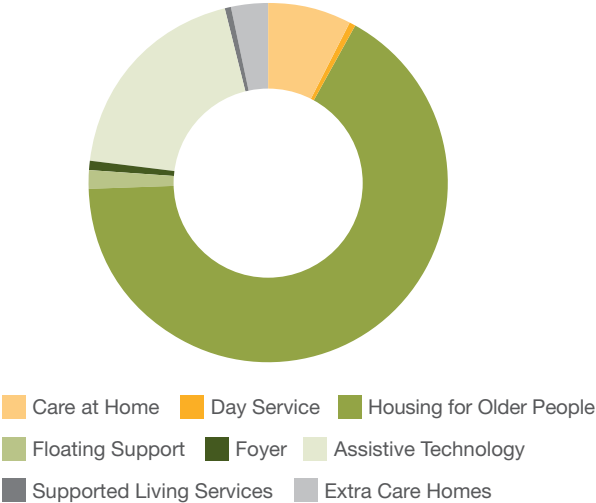
Age range

Customers



Service type

Customers



Customer Engagement at Guinness Care

Why we engage customers at Guinness Care

At Guinness Care, customer engagement is about listening to our customers' views, communicating really effectively, and creating meaningful and productive connections. It's about enabling you to challenge us, share ideas and work with us to improve what we do.

It is about our relationship with you and providing choice, control and influence over the homes and services we deliver and the way we do so.

To achieve this we will work both proactively and responsively in the design, delivery and scrutiny of our homes and services in ways which suit you.

It is important that we provide the right mechanisms to take customer views and feedback into account. This helps us provide high quality services that meet changing and diverse needs, and ensures we're compliant with social care and housing regulations.

We think customers may benefit from participation by feeling that they are 'making a difference', feeling useful, gaining confidence and skills, and 'having a say' on issues that they care about. Communities may benefit from engagement through a shared sense of values and commitment.

Engagement with customers can also provide staff with a greater sense of purpose and a wider view of how their work impacts on the community.

Our customer engagement vision

Guinness Care's social purpose is to improve people's lives and create possibilities for them. As part of our Guinness 2023 Strategy we want to offer customers even greater choice, convenience and control and, as we do so, benefit from your knowledge, experience and diverse perspectives to further improve what we do for you.

We want to offer you even greater choice, convenience and control



How we will engage

We are significantly increasing and improving the ways in which we engage



Our Customer Engagement Strategy embraces the fact that one size does not fit all. We have a varied customer base, with different needs and personalities, and who prefer different ways to engage. An effective strategy has to be a diverse one. Not all customers will want to participate on the same topics.

So our approach is to use multiple engagement channels and tools: we will create a clear programme of involvement that will give customers a choice of topics to get involved in and a choice of channels depending on their preferences.

We will continue to provide:

- Face-to-face engagement between our customers and our staff to build trusted relationships and promote honest and open engagement. This will include face-to-face drop in events as well as day to day contact. This channel will always be important as it provides invaluable insight and is appreciated by many customers. However we want to go further to increase the representation to better reflect our overall diverse customer base. Face-to-face methods can be the best way to engage with some groups of customers on certain topics, or to give a sense of locality.
- Opportunities to feedback on the services we provide through postal and telephone satisfaction surveys, evaluation forms, suggestion boxes and (where customers live collectively at a scheme), scheme forums and meetings. This provides invaluable views on how well the services are being delivered and how we can do better.

- Written and face-to-face methods to deliver information to our customers, such as newsletters and customer consultations. This provides an additional form of communication for us to help keep you updated with changes and things happening in Guinness.

We will:

- Use social media to engage with you. This provides an additional form of communication for you to get in touch with us. We want our social media channels to offer customers a portal of relevant advice, awareness of our services, and fast forms of communication so that we can resolve any issues efficiently.
- Extend how we deliver the annual customer satisfaction survey, incorporating email and face-to-face feedback mechanisms.
- Work on updating our systems so we can capture more regular Care at Home feedback on a monthly, quarterly and annual basis.
- More accessible communications that represent the diversity of our customers and makes them feel included in what we do. We will engage with customers who have additional needs in a way that works for them as part of our person-centred approach.
- Create a Customer Engagement Group encouraging feedback and participation through a variety of channels.



What we will engage customers about

Safety: Working together to keep you safe



Across Guinness Care, our strategy has four operational pillars which reflect what you tell us matters most to you about our services.

Safety

We prioritise your safety. It has always been at the heart of our business. We are clear about the need to identify quickly and react appropriately to any type of safety issue, and to communicate what we are doing, to ensure you feel safe in your homes and neighbourhoods.

We will:

- Be transparent about customer safety information.
- Continue to offer and publicise multiple channels for you to raise safety concerns so that it is easy for everyone to reach us.
- Create customer safety forums to gain specific insights, hear customers' viewpoints, and guide how we communicate with you on safety matters.

Services

You know how well our services meet your needs, how we can improve what we do. You know how we should respond and put things right. By understanding and reflecting your ideas we will ensure customers have meaningful influence over our services and their experience of Guinness Care.

We will:

- Offer more opportunities for you to get involved with designing services, both nationally and locally, so what we do reflects customers' needs.
- Let you know how services are performing where you live.
- Provide the opportunity to feedback and have your say through our annual customer satisfaction survey.

**Services:
Working
together to
shape and
improve what
we offer**



What we will engage customers about

**Homes:
Working
together to
create places
you are proud
to live**



Homes

For customers living in Guinness properties, we want their homes to be places that are safe and secure, warm and dry and where everything works. We want them to be places where people are proud to live. Listening to you helps us both create the right new homes and excellent open spaces, and make the right improvements when we invest in existing homes and estates.

We will:

- Understand how our customers use and experience their homes and neighbourhoods and what their different needs and preferences are.
- Use insight, including from staff who interact daily with you, to understand where Guinness homes are not working well for our customers and where we need a more intensive approach to local engagement to act on this insight.

Community

Places extend beyond the home into the community. For many, engagement is about the place you live in and the people that live there. You understand your neighbourhood, and may want to be involved in improving where you live and how you interact with your neighbours. We want to facilitate this, promoting inclusion and helping create a strong feeling of local community and belonging.

We will:

- Offer more ways for you to get involved where you live, including through residents' associations and informal groups.
- Adopt the HARM model to understand the impact of anti-social behaviour on customers and communities, helping us prevent and minimise that impact by taking the right action at the right time.
- For customers living in Guinness homes, we will use our social investment budgets to support activities that you say will make your communities stronger.

**Community:
Working
together to
promote
belonging**



How we measure and report our progress

We will measure progress and hold ourselves to account



Together with you, we will develop a programme of activity to drive the implementation of our plan as well as measures of success.

Reflecting what we will focus on, we expect the measures will include:

- The number of customers who have noticed an improvement in our service through our customer satisfaction survey.
- Compliance with customer scrutiny.
- The movement in numbers of complaints and service failures. The more customer-led initiatives we implement, the less likely they are to raise a complaint about the new products or services.
- Increase customer engagement and feedback, both through formal groups and informal activities.
- The number of services or products implemented or improved based on customer input.

We will report overall progress to you at least annually, and more often in relation to specific activities as appropriate.

At all times what we do will be supported by effective governance, and insight from customers, achieving value for money.

We will always comply with law and standards set by our regulators (primarily the Care Quality Commission and Regulator of Social Housing) and take into account the needs of our stakeholders.



**great service
great homes
a great place to work
and a great business**



**INVESTORS
IN PEOPLE**

Silver

30 Brock Street, London NW1 3FG

wecare@guinness.org.uk | 0300 123 0705

www.guinnesspartnership.com/care-services

www.guinnesscareathome.org.uk

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