

Customer Strategy

Irwell Valley Homes
2025-2028

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Together for you.

We want to provide good services to customers and engage with them so they can influence decisions and hold us to account.

Our Customer Strategy sets out three-year goals and objectives that have been designed with customers to enable customers to live well in their homes and communities.

Irwell Valley Homes is regulated by the Regulator of Social Housing and this strategy will ensure we meet their Transparency, Influence and Accountability Standard. Under this Standard Irwell Valley Homes must:

- Fairness and respect - treat tenants and prospective tenants with fairness and respect.
- Diverse needs - take action to deliver fair and equitable outcomes for tenants and, where relevant, prospective tenants.
- Engagement with tenants - take tenants' views into account in their decision-making about how landlord services are delivered and communicate how tenants' views have been considered.
- Information about landlord services - communicate with tenants and provide information so tenants can use landlord services, understand what to expect from their landlord, and hold their landlord to account.

- Performance information - collect and provide information to support effective scrutiny by tenants of their landlord's performance in delivering landlord services.

- Complaints - ensure complaints are addressed fairly, effectively, and promptly.

When we are assessed by the Regulator they will measure how well Irwell Valley Homes is delivering against their Consumer Standards. We are aiming to achieve the highest grade (C1) through the delivery of this strategy.

Every year we will also report our performance against the Regulator's Tenant Satisfaction Measures (TSM) which is an independent survey into how happy customers are with the services we provide, how we listen and engage with them.



How customers have shaped this strategy

We have listened to customers and gathered feedback from them to help shape our strategy. We've also used learning from complaints, our customer surveys and involved customer groups.

From this, we know that customers want:

- To get through to someone who can help them quickly and efficiently.
- To see and know the IVH colleagues working in their community and be able to contact them directly when they need to.
- Improved ownership of issues and enquiries and to be better informed around them, with regular communication so they don't need to chase us.
- To be told about issues affecting their home or neighbourhood in a timely manner, and before they have to contact us.
- Better understanding from colleagues of customers' needs and how to provide tailored or additional support where and when it's needed.
- To know what happens because of their feedback, and regular updates on what we're doing because of it.
- Honesty. If there are issues, delays or mistakes, they want to know why, and to understand what we're doing to do to put things right.





Service

Customers receive a good service which meets their individual needs.



Improvement

We learn from feedback and work with customers to improve.



Communication

Customers are informed and know what to expect.



Influence

Customers share their views and influence decisions.



Accountability

Customers understand our impact and hold us to account.

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Our Goals

To deliver against what our customers have told us they want, we have set five goals.

Each goal has objectives and targets – here’s what we’re aiming to achieve.



Service - customers receive a good service which meets their individual needs.

Our 2025 – 2028 objectives:	Our targets for this goal	How we'll measures success
<div>1. Enhance customer information and insight.</div> <div>2. Develop a service offer for customers with specific needs.</div> <div>3. Improve services within communities.</div> <div>4. Enable customers to speak to the right person every time.</div> <div>5. Embed a ‘customer first’ culture across the organisation.</div>	<div>• C1 at next inspection by the Regulator of Social Housing.</div> <div>• TSM –75% of customers are satisfied with our overall service.</div> <div>• We carry out a customer review with every customer every 3 years.</div> <div>• 100% of colleagues completed customer service training.</div>	<div>Specific measures</div> <div>• TSM - Increased overall satisfaction.</div> <div>• TSM – increase in customers who feel we treat them fairly and with respect.</div> <div>• Increased scores across transactional surveys.</div> <div>• Increased satisfaction for customers with specific needs.</div> <div>• Reduced avoidable calls.</div> <div>• Reduced complaints.</div> <div>• Increase in volume and quality of customer reviews.</div>



Communication - customers are informed and know what to expect.

Our 2025 – 2028 objectives:	Our targets for this goal	How we'll measure success
<ol style="list-style-type: none">1. Work with customers to develop standards for all key services.2. Improve communication across services.3. Increase the use of automated communications and enhance digital options.	<ul style="list-style-type: none">• C1 at the next inspection by the Regulator of Social Housing.• TSM – 75% of customers are satisfied with our overall service.• We carry out a customer review with every customer every 3 years.• 45% digital interactions.	<p>Specific measures</p> <ul style="list-style-type: none">• TSM – increase in customers who are satisfied that we keep them informed.• Increase in digital interactions.• Reduction in visits where we don't get access.• Reduction in complaints.





Influence - customers share their views and influence decisions.

Our 2025 – 2028 objectives:	Our targets for this goal	How we'll measures success
<ol style="list-style-type: none">1. Improve the volume, quality, and diversity of customer feedback.2. Promote and celebrate customers' contributions and their impact.3. Support customers to participate and adopt best practice in customer engagement.	<ul style="list-style-type: none">• C1 at the next inspection by the Regulator of Social Housing.• TSM –75% of customers are satisfied with our overall service.	<p>Specific measures</p> <ul style="list-style-type: none">• TSM – increase in customers who are satisfied that we listen to their views and act upon them.• Increase in % of completed transactional surveys vs issued.• Increase in diversity of formally engaged customers.• Increase in number of customers engaged.• Reduction in complaints.



Accountability - customers understand our impact and hold us to account.

Our 2025 – 2028 objectives:	Our targets for this goal	How we'll measures success
<ol style="list-style-type: none">1. Set up a new customer committee of the board.2. Refresh the Resident Scrutiny Group and carry out 2 reviews per year.3. Work with customers to improve reporting of performance, feedback and learning.	<ul style="list-style-type: none">• C1 at the next inspection by the Regulator of Social Housing.• TSM –75% of customers are satisfied with our overall service.	<p>Specific measures</p> <ul style="list-style-type: none">• TSM – increase in customers who report that they are satisfied that we listen to their views and act upon them.• Increase in % of completed transactional surveys vs issued.• Reduced complaints.



Improvement - we learn from feedback and work with customers to improve.

Our 2025 – 2028 objectives:	Our targets for this goal	How we'll measure success
<ol style="list-style-type: none">1. Enhance our understanding and learning when things go wrong.2. Demonstrate learning and improvement to customers.	<ul style="list-style-type: none">• C1 at the next inspection by the Regulator of Social Housing.• TSM - 75% of customers are satisfied with our overall service.• Reduction in compensation by 10%.	<p>Specific measures</p> <ul style="list-style-type: none">• Reduction in complaints.• Reduction in Housing Ombudsman Orders.• Reduction in compensation• 100% compliance with the HOS complaint handling code.

An action plan to deliver these objectives and hit our targets has been created with customers – you can read more about this [here](#).

Delivering for you.

We are committed to delivering for customers and sharing our progress.

We will publish our 'measures of success' and our progress towards our targets on our website and in our rent statements and annual report.

This performance information will be reviewed every three months by our Customer Committee of the Board who will work with us to hold us to account.





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