

## NOTTINGHAM CITY HOMES

THE BOARD  
31 JULY 2008

### REPORT OF DIRECTOR OF HOUSING OPERATIONS

#### CUSTOMER FOCUS STRATEGY 2008 - 2012

#### **1 SUMMARY**

- 1.1 This report seeks Board approval for the Customer Focus Strategy 2008 - 2012 which is currently being finalised in consultation with tenants and leaseholders.

#### **2 RECOMMENDATIONS**

- 2.1 It is recommended that Board approve the Customer Focus Strategy 2008 – 2012 subject to any substantive changes that arise from the final phase of consultation currently being undertaken with tenants and leaseholders.

#### **3 REPORT**

- 3.1 In January 2007 Board approved our Customer Focus Strategy for the period 2006 - 2010. This Strategy has now been reviewed and refreshed incorporating ongoing feedback from tenants and leaseholders and a Strategy for the period 2008 – 2012 produced.
- 3.2 The draft of the refreshed Strategy is attached and this is currently going through the final phase of consultation with tenants and leaseholders. It is not anticipated that there will be any substantive alterations arising from this but if any significant changes do arise from this consultative phase these will be reported to Board for comment and approval.
- 3.3 Delivery of the Customer Focus Strategy is fundamentally linked to the implementation of proposals in respect of our office accommodation portfolio. These proposals were last reported to Board in May 2008 and have since been subject to consultation with tenants, leaseholders and other key stakeholders. Due to the commercially sensitive nature of some of the financial information contained within these proposals our accommodation plan is attached as part of the private element of the Board agenda.
- 3.4 The refreshed Customer Focus Strategy continues our focus around five key themes and our ambitions to be an organisation that is:
- customer focussed
  - accessible
  - integrated
  - prompt, efficient, responsive and high quality
  - cost effective

3.5 We know from feedback from our tenants and leaseholders that:

- the majority prefer to contact us by telephone but a significant minority still like to have face to face contact within the locality
- they would like us to be available for slightly longer hours into the early evening and for some services on Saturday mornings
- they would like our services to be more joined up so that at a single point of contact information can be accessed and resolution of issues achieved
- they want services that are prompt and on time that are delivered in a pleasant way to a high quality
- they want their money to be well spent and not wasted inefficiently

3.6 We also know that a significant and growing proportion of customers will wish to have full access to our services through other electronic means such as the internet, e-mail and text messaging. The 50%+ of customers now bidding for properties electronically through Homelink is an example of how the means of access to services can change over a relatively short period of time.

3.7 The Strategy outlines our aims to match these expectations of our customers and also outlines in headline terms how actions can be delivered to achieve these ambitions through ongoing:

- Organisational Change
- Cultural Change
- Process Change
- Technological Change

3.8 In addition to accommodation proposals contained within this Board agenda this Strategy should also be consider in terms of its support to the 10 year Strategy for the Company and it links with our strategies for Equality and Diversity, Information Communication and Technology, Tenant and Resident Participation, Asset Management and Value for Money.

## **4 OPTIONS**

4.1 Alternative options considered in delivering customer focus are outlined within the Strategy.

## **5 FINANCIAL AND RISK IMPLICATIONS**

5.1 The full financial and risk implications associated with projects that arise from delivering the Strategy will be identified as these projects develop.

## **6 IMPLICATIONS FOR NOTTINGHAM CITY HOMES OBJECTIVES**

6.1 The Strategy is designed around the mission, vision, values and strategic objectives of Nottingham City Homes, with a commitment to annual review to make sure they continue to reflect the wider priorities of the company.

## **7 VALUE FOR MONEY AND EFFICIENCY ISSUES**

7.1 The VFM implications are identified where appropriate within the Strategy

## **8 EQUALITY AND DIVERSITY IMPLICATIONS**

8.1 A full Equality Impact Assessment is to be undertaken but the implications will include:

- improved access to accommodation through the Choice Based Lettings Scheme with the establishment of a city centre property shop service
- improved access to tenancy and estate management services with the enhancement of such services provided from Hounds Gate

## **9 BACKGROUND MATERIAL AND PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT**

9.1 NCH Customer Focus Strategy January 2007 (Strategic Board )  
Office Accommodation Strategy Report April 2008 (DTZ)

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