

# Enabling customers to keep their home policy

## 2021 – 2024

### Document control

<b>Policy approval</b>	Customer Services Committee, July 2021
<b>Replacing/Updating</b>	N/A, new policy
<b>New review date</b>	July 2024
<b>Responsible Executive Director</b>	Executive Director – Customer Insight
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<b>Circulation</b>	Intranet & Livv Housing Group website
<b>Version</b>	1

<b>Version</b>	<b>Date of review</b>	<b>Details of review</b>
1	June 2021	Replacement for the Tenancy Sustainability Strategy to a customer facing policy that reflects our new approach to supporting customers to maintain their tenancy through support and signposting and to reflect a more customer friendly title.

## 1. **Introduction**

Livv Housing Group is committed to delivering a great housing service to those living in our homes and the communities they live in. We believe that focusing on what matters most to customers and making our business basics as straightforward as possible are the keys to success.

This policy sets out how Livv will work in partnership with customers and, as part of our core housing role, support them through life's challenges in order to keep their home. We offer support and signposting to help our customers be financially included, offering welfare advice and signposting to employment support. Above all, the way in which we deliver our services ensures that our customers are best placed to thrive in their homes and feel safe in their communities. This is achieved directly through the housing services we deliver and where the requirement for support sits outside of our remit we engage in strategic partnerships and commissioned services via the public and voluntary sectors.

Our customers don't always have a choice about where they live but we believe when they live in a Livv home we should provide services that enable them to stay a Livv customer and thrive in the communities where they live. As a result, we will prevent customers leaving their homes for preventable reasons, reinforcing our position as a landlord of choice.

## 2. **Scope**

The implementation and scope of the policy applies and is applicable to:

Livv Housing Group	X
Livv Homes	
Livv Maintenance	X
First Ark Social Investment (Operating as Livv Investment)	
All entities	

## 3. **Compliance**

The policy is in place in order to support:

Regulatory Compliance, in particular the Tenant Involvement and Empowerment Standard	X
Legislative Compliance	
Best Practice	

The Tenant Involvement and Empowerment Standard requires us to provide tenants with accessible, relevant and time information about:

- How tenants can access services
- The standards of housing services our tenants can expect

#### **4. Policy Statement**

This policy sets out the approach to how we will work alongside our customers and local, regional and national partners to help them to be independent in their homes. We will support people to manage and overcome issues like unemployment, poverty, domestic violence, poor physical and mental health and anti-social behaviour in so far as our role as a provider of social housing allows us.

Our vision is to use our strong partnerships established through our social impact programmes and the way in which we deliver services to make a real difference. We will work alongside partners within the Borough and signpost and advocate for our customers to enable them to access services they need at the time they need it.

#### **Becoming a Livv customer**

We will give customers a positive start to their tenancy to enable them to stay in their home. We do this through understanding their circumstances to ensure they are matched to the right home in the right community. Our customer facing advisors will hold the customer relationship from start to finish. They work with prospective customers to make sure they are a match to their prospective home and community and will ensure that customers understand our respective roles in them being able to stay in their home long term. Customers will have affordability checks and a 'needs assessment' to ensure the home is affordable and identify any support needs at the start of their tenancy. Creating trust from the outset increases the likelihood that they will reach out when they need support and in the best scenario, before they have reached a critical or crisis point.

#### **Person centred support for customers**

Throughout their journey as a Livv customer, we will assess their needs and develop personalised support to ensure that these needs are met when their circumstances change or emerging concerns arise. The customer facing teams will proactively manage the relationship and bring in support from either our internal advisory teams or from external partners where the need goes outside of our remit. We make sure that all our employees are able to identify and refer people to the right partners who can help them.

#### **Supporting customers through preventative services**

Strategic and statutory partners, like Knowsley Metropolitan Borough Council (KMBC), police, health and education are a crucial part of improving the lives of our customers and the communities they live. Cross partnership working will help make our communities safe and prevent homelessness. We will invest in communities in line with what's needed and our corporate objectives.

## **Customer and data led approach to developing services**

Customers will directly influence what we deliver and how we deliver our services. Our commitment to customer engagement is unwavering and good quality data will allow us to fully understand our customer's needs. We will collect data from our customers regularly to target engagement activity and profile our customers, this will allow us to put the right support in place to meet their needs. Data will also be utilised to inform our Asset programmes to prioritise our planned investment.

## **5. Policy Outcomes**

Our policy outcomes are to:

- Support our customers to keep their homes and have successful tenancies throughout their time with us
- Ensure our customers have access to the support and resources they need to help them thrive whilst they live in one of our homes
- Deliver a proactive community presence and strategic partner relationships to deliver preventative services
- Describe how we will use data to become more proactive and deliver services that anticipate customer needs
- Provide a blended model of internally delivered housing services alongside advocating to partners where our role as a housing provider ends in order to ensure safe communities and safe customers
- Take the overarching view of the external impacts, regulatory standards and customer engagement to ensure we continually improve and services are fit for purpose

## **6. Monitoring and Review**

The policy implementation will be measured through the following KPIs:

- Tenancy turnover where it could have been prevented
- Current and former rent arrears
- 'Know your customer' profiling data collected
- Customer feedback on how easy it is to do business with us

Furthermore in line with the Group's Policy Framework, this policy is scheduled to be reviewed every three years. Unless due to a change in Government legislation or regulatory requirements, then the review period will be brought forward in order to ensure compliance.

## **7. Roles and Responsibilities**

The Policy Framework documents the approval routes for all Policies & Strategies, however under this policy the following teams/employees have the following responsibilities.

Customer Services Committee (CSC)	Responsible for final sign off
Executive Director's Team (EDT)	Review prior to approval from CSC
Executive Director – Customer Insight	Accountable for the implementation of the policy
Director – Customer Relationship Management	Responsible for the delivery of the policy
Director – Assets	Champion the services in the policy

## **8. Equality & Diversity**

In order to comply with the Equality Act 2010, an equality analysis (EA) was completed as part of the policy review. Upon completing the EA it was found that the implementation of the policy would support and encourage the aims of the public sector duty. The equality analysis was completed and approved June 2021.