



Every Voice Matters

Customer & Community Engagement Plan
2025 - 2028

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A photograph of two women sitting on a couch and talking. The woman on the right is smiling and looking towards the woman on the left. The woman on the left is seen from the side, wearing a light-colored sweater, and is pointing her finger towards the other woman. A large teal graphic overlay is on the right side of the image, containing the title 'Contents' and a list of sections with page numbers.

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INTRODUCTION

Our Purpose

We're here to provide safe, high-quality homes and community services that help people build strong foundations and thrive. As an anchor organisation, we're committed to keeping Castle Vale's regeneration going and growing our role in the community.

We work closely with our customers, community partners, and stakeholders to build resilient neighbourhoods, places where everyone has the chance to grow, succeed, and feel supported.

We're here to make a real difference in people's lives, today and for generations to come.

Putting People First

Our new Corporate Plan (2025–2028) sets out a bold and refreshed approach to how we engage with our customers and community. At its heart is a commitment to real & meaningful engagement, the kind that shapes decisions, builds better services, and creates solutions based on real experiences.

Our Values

- **Accountability** – We do what we say we'll do, and we hold ourselves to high standards.
- **Community** – We create safe, supportive spaces where people can thrive.
- **Together** – We succeed by working together.





OUR

Castle Vale is a place where community-led regeneration has shaped real change.

The aims of our new engagement plan build on these strong foundations, reaffirming our commitment to engage, influence and act, working together with customers and the community to shape the future for everyone who calls Castle Vale home.

AIMS

Engage

Building Connections with Customers and Communities.

Castle Vale has a proud history of community-led change and we're building on that strong foundation.

We want everyone to have the chance to get involved. Whether it's through digital tools, local events, customer meetings or simple face-to-face chats, we're making it easier to connect and be part of the conversation.

Influence

Customers influence decision making and drive change.

We'll meet people where they are, offering flexible and tailored support especially for those who need it most.

By creating space for people to share their views, we'll make sure customer voice helps shape decisions and drives improvements across our services.

Act

We Act on what our customers and community tell us.

By listening and acting on what we hear, we'll keep building trust and making real changes.

We're committed to turning feedback into action, delivering improvements that reflect what matters most to our customers and community.

BUILDING ON STRONG FOUNDATIONS

We start this plan by recognising the **strength of our current customer engagement**. From the committed **Customer Influence Committee** providing Board-level assurance, to the experienced **Searchlight Scrutiny Panel** shaping services, our governance is robust and inclusive.

The newly launched Voice of the **Customer Forum** is already driving change, while our **Block and Green Community Champions** connect directly with customers on the ground. Strategic partnerships, such as the **Castle Vale Community Partnership**, allow greater collaboration for collective impact.

We also offer flexible engagement through the **Readers Panel**, diverse community meetings, flagship events, and pop-up **Listening Hubs**. Regular feedback via surveys and the **Joint Housing Surgery** with the local councillor ensure that customer voices are heard and acted on across all levels of service.



ENGAGE

Building Connections with Customers and Communities.



We're making it easier for everyone to get involved in a way that works for them. Whether it's through conversations, events, or everyday interactions, every voice matters, and every contact counts.

Over the next three years, we'll:

- Widen our understanding of Castle Vale's needs and increase the diversity of people getting involved.
- Make sure engagement reflects all tenure types, including leaseholders and shared owners.
- Co-design and launch bespoke engagement plans for our two high-rise towers.
- Re-launch the Castle Vale Partnership & Strategic Board to work as one community.
- Run a recruitment campaign to grow and diversify the Searchlight Scrutiny Panel.
- Double the number of Block and Green Champions across Castle Vale.
- Aim for 85% of customers to say we make a positive contribution to their neighbourhood.



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Where We Are Now 2025 / 26

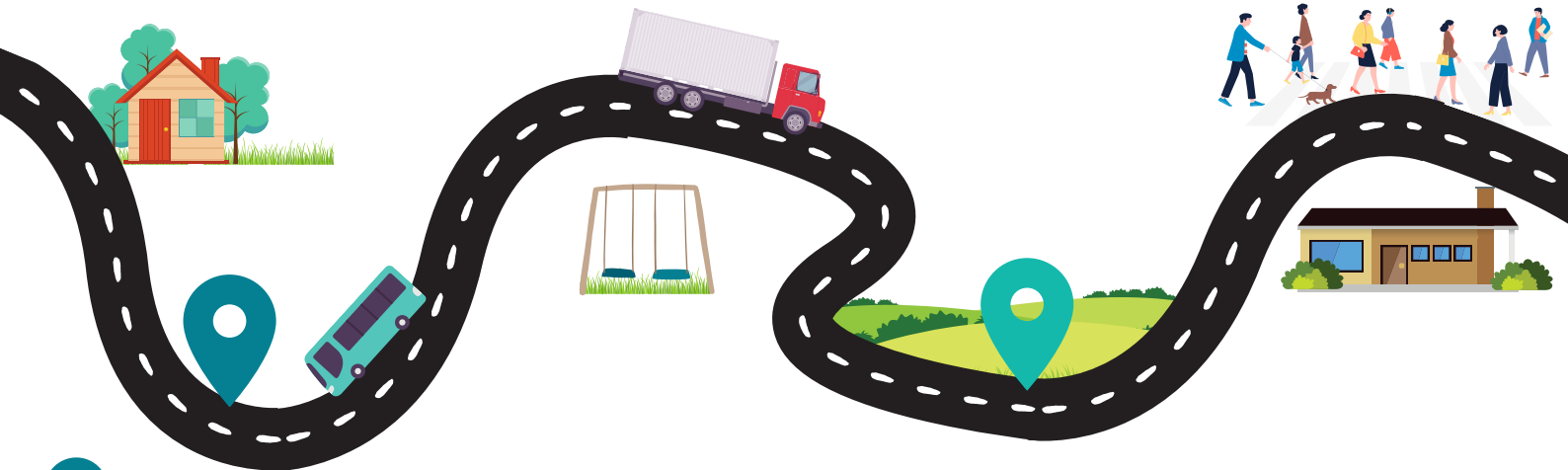
We're proud to offer a range of ways for customers to shape our services. From our Customer Influence Committee providing assurance to the Board, to the Searchlight Scrutiny Panel challenging and improving delivery, customer voices are central to everything we do.

Our Voice of the Customer Forum turns feedback into action, while Community Champions connect directly with customers. Strategic collaboration is driven through the Castle Vale Community Partnership, bringing local organisations together for greater impact.

Customers can also get involved through our Readers Panel, customer meetings, community groups, and flagship events. We're listening through pop-up hubs, regular surveys, and our Joint Housing Surgery with the local councillor making sure services are shaped by the people who use them.

OUR ROADMAP

Building connections with Customers
& Communities



2

What Next? 2026 / 27

We'll build on what's working and push things further:

- Use data smartly to better understand our customers and tailor services.
- Combine insight sources to uncover hidden trends and hear from those less represented.
- Launch bespoke Building Safety Engagement Plans for our two high rise blocks.
- Grow and diversify the Scrutiny Panel to increase reach and resilience.
- Expand our Green and Block Champions network.
- Evolve the Readers Panel into Vale Voices, a flexible, inclusive platform for multi-channel engagement.
- Develop the Voice of the Customer Forum into a bold, accountable, action-driven group.

3

And Then....2027 / 28

We'll embed engagement into everything we do:

- Make every contact count, turning every interaction into a chance to listen and learn.
- Launch customer-led mystery shopping, championed by the Searchlight Panel.
- Bring our external contractors on the journey, making sure everyone's on the same page.
- Review, refresh and reinvent for the next Corporate Plan.

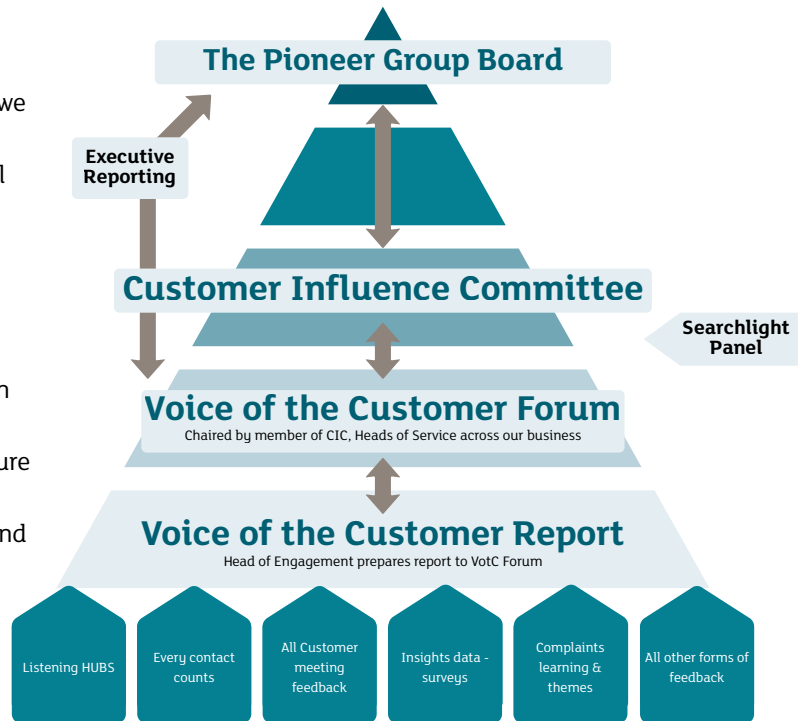
INFLUENCE

Customers Influence Decision Making & Drive Change.

We're making sure customer voice runs through everything we do, from everyday conversations to big decisions. What we learn from our customers helps shape services and drive real change.

Over the next three years, we'll:

- Embed the Voice of the Customer Forum into our governance structure.
- Use feedback from complaints and compliments to learn and improve.
- Make every contact count - finding simple ways to capture everyday feedback.
- Aim for 90% of customers to feel they're treated fairly and with respect.



ACT

We Act on What Our Customers & Community Tell Us.

We're here to do more than listen, we act on what our customers and community tell us. When something's not working, we make changes and keep people updated. It's all about closing the loop and showing that feedback leads to action.

Over the next three years, we'll:

- Strengthen the Voice of the Customer Report with clear 'you said, we did' updates.
- Aim for 80% of customers to feel we listen and act on their views.
- Aim for 80% of customers to feel informed about what matters to them.
- Show how customer insights shape our decisions, priorities, and services and share that clearly.

Our Communication Methods

Our Annual Tenants Report

Our Annual Tenant Satisfaction Measures report to the Housing Regulator

Voice of the Customer Report, which will be available on our website each quarter

Our interactions with community partners

Our website

Reporting through our governance structure

Case studies & customer stories

Events within the community such as the Castle Vale Festival

Our regular customer and community newsletter

Social Media

OUR PLAN



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Searchlight Panel (Scrutiny) A group of customers who form a semi-independent panel. They test and scrutinise our service delivery and recommend improvements. The Searchlight Panel works alongside the Customer Influence Committee (CIC) to identify and share learnings. CIC then monitors progress against the findings.	• Develop a customer recruitment campaign to diversify the composition of the panel and reflect the Castle Vale community. • Shift to monthly meetings. • Agree a 12-month program of work. • Introduce a revised report template to support the panel's activities. • Strengthen links between the panel and CIC.	• Extend membership to include leaseholders, homeowners, and market rent customers. • Develop a full work program for the remaining two years of the engagement plan.	• The panel will have the opportunity to expand into mystery shopping, trialling pilot approaches.
Block Champions Customer volunteers who work with neighbours on the Vale to monitor communal areas and provide feedback on cleaning standards. They promote shared ownership of common areas, help maintain the environment, and report communal repairs.	• Agree a role definition with existing Block Champions and create a role profile. • Develop a recruitment strategy to increase numbers. • Engage customers in scoring and awarding the re-procured cleaning contract across Castle Vale.	• Double the number of Block Champions. • Increase collaboration with the new community housing model patches. • Implement a training and development plan.	• Aim for one champion per block, or per two blocks depending on size, serving as our eyes and ears. • Champions to manage block notice boards as part of their patch role. • Hold an annual champions' event.
Green Champions Customer volunteers who work with neighbours, the community, and Pioneer to monitor our environment and support satisfaction with grounds maintenance.	• Agree a role definition with existing Green Champions and create a role profile. • Develop a recruitment strategy to increase the number of Green Champions per patch. • Involve customers in the procurement of the new grounds maintenance contract.	• Implement a training and development plan. • Double the number of Green Champions. • Organise community litter picks. • Create links between the Community Environmental Trust (CET) and Green Champions.	• Support Green Champions to lead a "Castle Vale in Bloom"-style event. • Hold an annual champions' event.
Vale Voices Readers Panel By 2028, Vale Voices will become a multi-engagement, digitally-led platform, no longer just a readers panel.	• Embed the panel. • Formalise with role descriptions. • Offer all engaged customers the chance to join. • Ensure a steady flow of material for review (e.g. leaflets, newsletters, customer policies).	• Explore diversity gaps to ensure everyone can participate. • Grow membership to 30. • Brand Vale Voices as a broader engagement channel.	• Increase the Vale Voices network to 75. • Develop marketing and communications to grow the panel's size and visibility.

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Listening Hubs & Patch walkabouts Creating visibility in the Vale with pop-up tea and coffee sessions or informal chats while walking the estate.	- Define descriptors, aims, and outcomes for listening hubs and patch walks. - Hold two listening hubs per month in Year 1. - Create formal mechanisms for closing the loop with customers and feeding themes into the Voice of the Customer.	- Develop communications and marketing for listening hubs. - Increase to one hub per week. - Map patch walks and hubs for the year so they become routine.	Make both activities a recognised, regular feature that customers know about and can easily join.
Building safety engagement Plans Specific tailored plans for our two high-rise schemes: Chivenor and Topcliffe.	Following customer consultation, build on engagement with the plans and document how they will be kept active and relevant.	Work with the communications and asset teams to create a management plan for electronic noticeboards for the final two years of the engagement plan.	
Councillor housing surgery Monthly joint housing surgery with local councillor Ray Goodwin.	Build on early sessions and define the housing surgeries' purpose.	Work with Cllr Goodwin to refine and embed the approach, ensuring all actions are followed up.	Review and assess effectiveness.
Formal Residents' Meetings: Chivenor, Phoenix, Whittle, Topcliffe.	- Each meeting to have a clear action tracker to ensure accountability and follow-up. - Agree Pioneer attendance with each group.	- Feature topic areas and guest speakers. - Develop opportunities for other blocks to hold residents' meetings.	- Each meeting to be chaired by a customer. - Provide support and training for chairs. - Coordinate a consistent set of residents' meetings across all patches.
Informal Residents' Meetings & Community Groups – Luncheon clubs, craft sessions, gardening clubs, dementia café, well-being groups, mental health groups, SEND coffee mornings, etc.	Identify ways to structure and capture feedback from these groups so it reaches the Voice of the Customer Forum.		
Surveys & Insight Transactional surveys after customer interactions, TSM perception surveys, plus ad-hoc surveys for specific projects.	- Develop an approach to closing the loop on survey feedback in real time. - Continue to run ad-hoc surveys for targeted feedback (e.g. corporate plan).	- Improve communication methods with customers and the community. - Ensure leaders can self-serve dashboards and frontline teams close the loop as standard practice.	
Customer Focus Groups Ad-hoc groups working together on specific topics.	Consult on the community regeneration plan with customers and the community.	Run corporate plan focus groups in preparation for the next plan, including the engagement plan.	

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Newsletter Communication to all customers	- Produce four newsletters per year. - Year 1: two printed and delivered newsletters, and two digital editions (with some printed copies).	- Work with the communications team to research customers' digital skills and access to online information. - Run a "Name the Newsletter" competition.	Analyse survey results and prepare a response to help shape the next engagement plan.
Large-Scale Community Events Opportunities to engage and involve customers at major events.	- Castle Vale Summer Festival. - Joy to the Vale at Christmas. - Community Awards Event.	- Castle Vale Summer Festival - Joy to the Vale at Christmas	- Castle Vale Summer Festival. - Joy to the Vale at Christmas. - Community Awards Event.
Castle Vale Partnership Operational & Strategic – Bringing people and organisations together across the Vale.	- Continue monthly operational partnership meetings with all partners. - Hold the first refreshed CV Strategic Partnership, prepare new terms of reference, chaired by Cllr Goodwin. - Relaunch the Castle Vale Education Partnership with all local schools.		
New Routes of Engagement Developing fresh ways to connect with customers.			- Every Contact Counts – Capture customer feedback through daily interactions. - Hold quarterly workshops to gather insights from frontline colleagues. - Consider all customer touchpoints. - Provide tablets at key locations for instant feedback.
Mystery Shopping Customers test, record, and score our services.			- Begin developing the approach with the Searchlight Panel. - Launch first mystery shopping exercises.
Increased Engagement with Contractors Ensuring customers see contractors as part of Pioneer.			- Engagement team to work with contractors visiting customers' homes to build relationships. - Expand safeguarding "lunch and learn" sessions to include listening to customers and creating feedback route.



The Pioneer Group

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