

Customer Engagement

The way we engage and communicate with those in receipt of our services is vitally important. It needs to be meaningful and we need to show our customers that their views and opinions have value.

We recognise that good tenant engagement can bring benefits not only to our tenants and residents but also to our organisation. Tenant engagement ensures that we develop policies and services that meet the needs and aspirations of our tenants and residents, creating genuine opportunities for them to influence decisions and increase levels of satisfaction.

It is widely acknowledged that when tenants and residents know that they can genuinely make a difference, influence decisions and feel listened to that they feel valued and more willing to be involved. This in turn leads to better working relationships between staff and tenants helping to promote positive two way communication and respect between PHA and our tenants.

We will continue to work to improve how we communicate and engage with our customers. Our most recent tenants' satisfaction survey results have helped us to identify how we can better keep our tenants informed and provide more opportunities for tenants to participate in our decision-making processes.

Parkhead Schoolhouse is viewed as a key strategic hub in terms of our delivery in this area. The activities taking place within the Schoolhouse will provide us with a captive audience to engage with effectively. We will use the Schoolhouse as an informal location where we can interact and understand the needs of our tenants particularly through projects such as our monthly CEO drop in.



It will remain a key priority for us to have a strong representation from the Parkhead community on our governing body to ensure that the voice of our local residents is heard at a strategic level in particular we are especially keen to engage the younger people in our community.

We will continue to invest in new and innovative ways to engage with our customers placing an emphasis on our digital engagement through our website and social media.

Our objectives:

Deliver genuine and meaningful tenant and community engagement opportunities by

- Increase the number of tenants who actively participate with PHA via one off activities and RTOs
- Lead on Parkhead becoming greener and cleaner by engaging with tenants on local projects, backcourt upgrade programme and relaunching our scrutiny panel

Demonstrate PHA values the contribution of all living in our community, adopts a human rights approach to service delivery and promotes equality and inclusiveness by

- Embedding a PHA culture of listen, understand, incentivise and reward
- Maintaining and utilising our vulnerable tenants list to ensure maximum sustainability
- Relaunching community awards such as best garden and PHA community champion

PHA supports the wellbeing of our community in its widest sense by

- Produce and distribute PHA mental health signposting booklet