



# Why do we have Strategies?

Most of you will have heard staff talking about all the strategies we have developed over the last 18 months, and many of you will have helped shape what goes into them in some way. Strategies are an essential part of the Corporate Planning process – but what do they mean for customers? Below is a summary of some of the changes that have taken place as a direct result of the strategies we have implemented.

Strategy	Activity	Outcomes
Access & Customer Care	Introduce improved recording of customers' access preferences	Customers who request literature in a particular format (e.g. large print, translation) now receive the majority of communication in the appropriate format.
Asset Management	Revised Adaptations Service	We now directly deliver adaptations of a cost up to £1000; Publicise the revision in services to residents.
Community Cohesion Strategy	Delegate Responsibility for Youth work Summer Youth Work Programme	Joe Suggitt appointed as Youth Development Worker. Increased level of participation in community events by a diverse range of young people across Leeds Fed neighbourhoods.
Customer Involvement	Establish North Yorkshire tenants' group	Tenants in North Yorkshire now have a forum that is accessible and focused on their particular needs & interests.
Energy Efficiency and Affordable Warmth Strategy	Personalised home energy inspections to Leeds Fed tenants	In the last 12 months over 130 personalised home energy inspections have been undertaken identifying energy efficient improvements; Advice on reducing energy consumption and on getting the most from fuel suppliers is given to customers.
	Upgrading central heating boilers to 'A' rated boilers and receiving EC funding towards the work.	By upgrading to a more efficient (A rated) boiler, Leeds Fed received £30 per upgrade. Over 3 years, 541 qualifying upgrades have been delivered, resulting in a total funding receipt of £16,230.
	Insulation Programme	We are insulating all cavity walls and lofts that are not insulated to current standards with assistance from government grant funding; This will reduce energy consumption in recipient's homes.
Equality & Diversity Strategy	Staff and Contractor Training on Equality & Diversity	Better understanding of the needs of diverse customer base.
	Gathering customer profile information on Leeds Fed Census Forms	We have collected the details of 91% of our customer so far and this has allowed us to identify: <ul style="list-style-type: none"> <li>• Additional support mechanisms, communication needs and preferences.</li> <li>• We now use this information to make sure we are delivering services equally to all our tenants.</li> </ul>
Financial Inclusion	Increase availability of Income Management service by extending working hours	Customers are now able to contact Income Management staff one evening each week using the 'out of hours' telephone service.
	Budgeting Training	Tenants attending the training have improved their money management skills.
	Debt Advice service launched	Tenants are now able to get prompt appointments for specialist advice to assist with all their debt problems.
Human Resource Management Strategy	Customer Service 'Gober' Method carried out for all staff together with coaching to ensure method is embedded in organisation	Consistent customer service method used throughout the Association and better understanding of getting it right for the customer.
Supported Housing	Service User Focus Groups	Outcomes arising from this work include: <ul style="list-style-type: none"> <li>• Better tailored engagement forums to prevent social isolation.</li> <li>• More customer driven services.</li> </ul>
	Service User Focus Groups - focus group meetings held with Supported Housing Service Users from 5 different client groups. A full report and action plan completed	<ul style="list-style-type: none"> <li>• Learning Disability Services all standard support planning documents have been made pictorial by using symbols and pictures/photographs.</li> <li>• Washing machines have been supplied in LEAP temporary accommodation for single people.</li> </ul>