

Involving your customers

Developing Understanding the importance of equality	Achieving Delivering better outcomes	Excellent Making a difference
Community Engagement Structures		
1.14 Inclusive community engagement and customer involvement structures are developed with appropriate support being provided to build their capacity to be involved. This includes involving and consulting stakeholders / representatives of vulnerable groups to ensure their views are taken into account	2.14 Community engagement and customer involvement structures including the scrutiny panel are working efficiently and effectively and are monitored regularly.	3.14 The organisation involves and consults all its service users on an ongoing basis before priorities are agreed and can show how this consultation has influenced priorities. The organisation can demonstrate that effective mechanisms are in place to enable all equality stakeholders / representatives of vulnerable groups to challenge, scrutinise and evaluate priorities.
Effective Engagement		
1.15 Applicants and residents are consulted. and / or engaged appropriately on service planning and delivery	2.15. A good cross section of applicants and residents from, contribute to the development of our service delivery equality goals through our engagement structures.	3.15 A good cross section of applicants and residents from are involved in monitoring progress on our service delivery equality goals through our engagement structures.
Fostering Good Relations		
1.16 The organisation has a strategy for developing partnership work to address potential conflicts of community needs and interests, foster good relations and help promote cohesion	2.16 The organisation and its partners work together to foster good relations and balance diverse, but sometimes conflicting, interests between communities,	3.16 The organisation and its partners review priorities regularly in the light of changing and conflicting community needs and interests.
Community Development		
1.17 The organisation understands the priorities for the business, customers and community groups	2.17 The organisation is implementing projects based on the priorities for customers and community groups.	3.17 The organisation can show that these projects are delivering on equality objectives and contributing towards business priorities

Questions to ask in self-assessment for Customer engagement – ‘Developing’ organisation	Questions to ask in self-assessment for Customer engagement – ‘Achieving’ organisation	Questions to ask in self-assessment for Customer engagement – ‘Excellent’ organisation
<ul style="list-style-type: none"> • Have we adopted a resident involvement strategy? • Does this highlight the need to ensure that we involve and consult vulnerable and other people who may be under-represented as part of community engagement? • Have members of our scrutiny panel and other relevant forums received advice and guidance on their roles in promoting equality and diversity and on human rights? • Are we members of local partnerships and forums designed to promote cohesion and reduce community conflict? • How have you identified the priorities of the business, customers and community groups? 	<ul style="list-style-type: none"> • What progress have we made in involving a cross section of all our residents as part of our community engagement work? • What steps are we taking to address areas of our work where there are significant differences in these satisfaction levels? • Is the scrutiny panel and other relevant forums regularly taking into account and assessing our work to promote equality and diversity and human rights? • Does the customer annual report cover progress on promoting equality and diversity? • How have we worked with our partners to help promote cohesion and reduce community conflict? • Can we show that equality analysis across all service areas is used to help focus engagement priorities? • Have a range of involvement activities been put in place to meet the specific needs of customer groups? • Can you give examples of projects driven by the priorities of the business, customers and community groups? 	<ul style="list-style-type: none"> • Is a broad cross section of our service users consulted and involved regularly and systematically in setting and reviewing our equality related aims, objectives and outcomes? • Are our scrutiny panel and other relevant forums regularly making recommendations to improve our work to promote equality and diversity and human rights? • Are we working with our partners and using our expertise to prevent community conflict arising and to develop more cohesive communities? • Can we demonstrate outcomes from strategic engagement with community groups based on equality analysis? • Can you provide evidence of outcomes from the projects driven by the priorities of the business, customers and community groups?