

Role Profile – Customer Insight Committee Member

Purpose of role:

As a Customer Insight Committee Member, working with other committee members you will:

- Provide customer scrutiny on Yorkshire Housing's adherence to the Consumer Standards
- Provide a link between customers and the governing body to present a collective voice for customers ensuring that they can meaningfully influence strategic decision making.
- Work closely with the Homes and Places Committee (HPC) with a remit to effect change through commissioning scrutiny of key customer services and making recommendations where improvements are identified.
- Oversee the impact and outcomes of the Customer Engagement Framework

Role and Relationships:

Customer Insight Committee Members are accountable to the Chair of the Committee.

Customer Insight Committee Members will work with colleagues on the Committee to uphold Yorkshire Housing's vision and values.

Customer Insight Committee Members will be familiar with and work within Terms of Reference of the Committee.

Key individual duties

- Prepares for and attends at least 75% of Committee meetings, making an active contribution to discussions and decision making
- In the event of unavoidable absence from a meeting, provides comments and questions in advance on the relevant papers to the meeting Chair
- Upholds and promotes the values and core policies of Yorkshire Housing
- Always respects confidentiality and adheres to our adopted Code of Conduct
- Takes part in reviews of governance effectiveness. This will include individual appraisals, collective appraisal and the Chair's appraisal.
- Takes part in learning and development events. This will include induction and other events for all members and those agreed necessary for individual learning and development objectives.
- Represents the organisation, as required, acting as an ambassador and upholding Yorkshire Housing's reputation, for example with external stakeholders, customers, and the Regulator.

Time Commitment

The Customer Insight Committee meet a minimum of four times a year, this is usually online via Teams, but on occasion may be in person.

You will be expected to prepare in advance of meetings by reading the committee papers. Some email correspondence will likely be required from time to time. You will be expected to participate in onboarding and training and development events.

Estimated time commitment for the above is half day per month.

Person specification – Customer Insight Committee Member

Skills and Competencies

When recruiting for our Customer Insight Committee, we are seeking applicants who can show experience that matches the following criteria

- **Customer focus** – ability to draw on lived experience as a customer in our communities. You will be understanding and be able to articulate the needs, expectations and priorities of customers. You will be expected as part of this to build trusting, respectful and positive relationships with other Yorkshire Housing customers.
- **Leadership** – to be confident in holding Yorkshire Housing to account in ensuring we deliver our vision, providing high standards of service to customers. You will contribute to making improvements, so you will be creative and forward-thinking, contributing to discussions on this from a customer point of view.
- **Independence** – you will need to be impartial at all times, acting with integrity. A large part of this role will involve understanding the issues of customers, as well as potential risks presented to Yorkshire Housing. The Customer Insight Committee will not only help to identify potential issues, but recommend actions / improvements that can help to overcome these issues and risks.
- **Analysis** – you will need to have an eye for detail and an ability to ask probing questions to get to the bottom of important issues for customers. This will help you to present these issues in meetings and work as a team to put recommendations forward to the company.
- **Communication** – having strong communication skills will be vital. You will need to demonstrate you are a good listener but also be able to voice your opinions in a constructive and positive way. Outside of the meetings, when meeting customers, you will need to act as an ambassador of the Customer Insight Committee, but also Yorkshire Housing generally to help bring about change and engage positively with the community.
- **Teamwork** – working alongside other Customer Insight Committee members, and Yorkshire Housing staff members, feeling part of a team. You will need to be a supportive colleague who values and respects the opinions of others, empowering them to voice these opinions. Any challenge should remain positive and be built on trust to keep confidence high among the committee.
- **Equity, diversity and inclusion** – you will need to demonstrate a strong commitment to equity, diversity and inclusion at all times. Training will be provided, but you will be

expected to develop an ability to understand and articulate any discrimination and inclusion issues, making a personal commitment to treat everyone with fairness, honesty and respect.

- **Regulatory Framework for Social Housing** - An understanding of or the ability to gain an understanding of the regulatory framework for social housing
- **IT skills**, including communicating via email and participating in online meetings

Our values:

Our values describe what matters most to us, and what our colleagues should expect from each other. We're all expected to show how we support and live up to these values in our work.

Create trust • Do the right thing, not the easy thing • Be honest and open • Do what you say.

Be curious • Think differently • Ask questions • Keep learning.

Make it happen • Own it • Do it • Be empowered.

Achieve impact • Do things that matter • Deliver results • Show pride and passion.

Have fun • Enjoy work • Be yourself • Stay connected.

We want colleagues to feel free to be themselves - so we're all responsible for making sure we promote a culture of equality, diversity and inclusion. And, as you'd expect, we're responsible for our own health and safety, following our policies and doing any training needed for our roles.