



**Black Country  
Housing Group**

# The BCHG Way

Values Based Service Standards  
and Behaviours Framework



We not me



We do what we  
say we will



We care



We do the  
right thing




We love to  
learn



## Values Based Service Standards and Behaviours Framework



BCHG's Values Based Service Standards have been developed in partnership with our tenants in response to the Regulator for Social Housing's Tenant Satisfaction Measures. Tenant satisfaction measures are intended to make landlords' performance more visible to tenants, and help tenants hold their landlords to account. Our VBSS reflect our values and focus on the customer experience being around empathy, understanding and keeping our word. They are more about shaping the service around the customer rather than following a process.

We have taken this one step further and expanded the VBSS to incorporate our behaviours framework. This framework has been developed in consultation with managers and sets out the attitudes and behaviours we expect from our colleagues, as ambassadors of BCHG.

We call this framework, '**The BCHG Way**', as it embodies our values, our purpose and our culture.

| Value   | We believe in   | You help this by (Colleagues)   | You hinder this by  | Values Based Service Standards   |
|---|---|---|---|--|
|  <p><b>We not me</b></p> | <p>BCHG working as 'One Team'</p> <p>Putting the needs of others before our own</p> <p>Delivering a first-class customer experience</p> | <p>Making sure everything you do aligns to our purpose, mission and values</p> <p>Being supportive and flexible in how you work</p> <p>Having a strong focus on meeting customer needs and providing a joined-up service</p> <p>Being proud to work here and being a positive ambassador for BCHG</p> <p>Showing passion and enthusiasm for your work</p> <p>Providing person-centred care reflective of the customers' preferences</p> <p>Contributing to wider group activities such as Staff Forum, EDI Sounding Board and Buddies</p> | <p>Talking over others or not listening and engaging</p> <p>Only doing what you are asked to do or what is in your job description</p> <p>Having a personal agenda</p> <p>Blaming others when things go wrong</p> <p>Gossiping, complaining and moaning</p> <p>Working in silos and not connecting with other teams</p> | <p>We will always hear the customer voice before acting.</p> <p>Services will be designed and delivered in partnership with residents</p> <p>We will work together at BCHG to ensure you get a full response to your query</p> <p>We will look to work in partnership with other agencies to do more than we can do on our own</p> |

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|---|---|--|---|---|
|  <p data-bbox="114 400 304 464"><b>We do what we say we will</b></p> | <p data-bbox="327 188 629 212">Having a 'can do' approach</p> <p data-bbox="327 252 674 308">Delivering on expectations and priorities</p> <p data-bbox="327 347 667 403">Holding each other to account in a constructive way</p> | <p data-bbox="707 188 1077 244">Being honest and giving the right information from the start</p> <p data-bbox="707 284 1093 339">Communicating effectively for your audience</p> <p data-bbox="707 379 1205 435">Keeping others updated on progress, good or bad</p> <p data-bbox="707 475 1211 499">Not showing bias and treating everyone fairly</p> <p data-bbox="707 539 954 563">Being non-judgmental</p> <p data-bbox="707 603 1193 659">When something goes wrong, exploring why and making changes</p>   | <p data-bbox="1238 188 1563 244">Over-promising and failing to manage expectations</p> <p data-bbox="1238 284 1574 339">Not working hard to deliver on promises</p> <p data-bbox="1238 379 1503 435">Being ineffective in your communications</p> <p data-bbox="1238 475 1653 531">Saying what you think others want to hear</p> <p data-bbox="1238 571 1541 595">Not learning from mistakes</p>              | <p data-bbox="1693 188 2096 276">We will agree actions with residents including timescales and seek to deliver on our promises.</p> <p data-bbox="1693 316 2051 435">We will invest in your home and community based around your priorities to enhance your living experience.</p> <p data-bbox="1693 475 2123 563">We will always consult with you before undertaking any major works to your home.</p> <p data-bbox="1693 603 2119 691">We will be transparent with you about rents and service charges and always consult with you before any changes.</p> |
|  <p data-bbox="147 954 271 986"><b>We care</b></p>                   | <p data-bbox="327 730 517 786">Looking after our environment</p> <p data-bbox="327 826 645 882">Making everyone feel valued and heard</p> <p data-bbox="327 922 528 946">Respecting others</p>                                    | <p data-bbox="707 730 1167 786">Considering how what you do impacts on others and caring about how they feel</p> <p data-bbox="707 826 1126 882">Using our resources in an efficient and sustainable way</p> <p data-bbox="707 922 1167 946">Being genuine in your approach to others</p> <p data-bbox="707 986 1171 1042">Being approachable and polite and taking time to listen to other points of view</p> <p data-bbox="707 1082 1171 1137">Promoting diversity and inclusion at every opportunity</p> <p data-bbox="707 1177 1155 1233">Saying 'thank you', and appreciating the value others can bring</p> <p data-bbox="707 1273 1200 1297">Supporting other colleagues to be successful</p> <p data-bbox="707 1337 1099 1361">Recognising a person's individuality</p> <p data-bbox="707 1401 1104 1457">Using your skills to benefit the wider community</p> | <p data-bbox="1238 730 1648 786">Being disrespectful of others' culture, beliefs or how they choose to live</p> <p data-bbox="1238 826 1440 850">Wasting resources</p> <p data-bbox="1238 890 1648 978">Judging others or making negative or unkind comments to them or about them</p> <p data-bbox="1238 1018 1648 1106">Not caring about the service, we provide or thinking about our impact on others</p> | <p data-bbox="1693 730 2096 786">We will have a zero tolerance for any unsafe situation that may arise.</p> <p data-bbox="1693 826 2130 882">We will always treat you with empathy and always respect your confidentiality</p> <p data-bbox="1693 922 2119 1010">We will shape our services around you and make reasonable adjustments to services to accommodate your needs.</p>   |

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|---|---|--|--|--|
|  <p data-bbox="143 424 293 496"><b>We do the right thing</b></p> | <p data-bbox="349 220 640 244">Honesty and transparency</p> <p data-bbox="349 284 499 308">Building trust</p> <p data-bbox="349 347 723 371">Demonstrating a positive attitude</p>          | <p data-bbox="750 220 1151 276">Planning and organising work in line with priorities and deadlines</p> <p data-bbox="750 316 1115 371">Working hard and taking responsibility for the work you do</p> <p data-bbox="750 411 1182 467">Making sure BCHG's resources are used wisely</p> <p data-bbox="750 507 1133 563">Constructively challenging the way things are done</p> <p data-bbox="750 603 1167 659">Openly sharing information and ideas with others</p>   | <p data-bbox="1211 220 1630 244">Being lazy and assuming 'that will do'</p> <p data-bbox="1211 284 1442 308">Making assumptions</p> <p data-bbox="1211 347 1659 403">Behaving unprofessionally and not living the values</p> <p data-bbox="1211 443 1630 499">Creating or contributing to a negative atmosphere</p> <p data-bbox="1211 539 1675 595">Avoiding difficult tasks, or leaving them to someone else</p> <p data-bbox="1211 635 1570 691">Being self-interested and not contributing as a part of a team</p> <p data-bbox="1211 730 1559 786">'Passing the buck' and avoiding responsibility</p> | <p data-bbox="1715 220 2141 276">We will always communicate to you in the way you want us too</p> <p data-bbox="1715 316 2175 403">We will be transparent in our actions and activities sharing with you as much as we can.</p> <p data-bbox="1715 443 2163 499">We will deliver repairs and other services to timescales in agreement with you</p>  |
|  <p data-bbox="143 1062 293 1126"><b>We love to learn</b></p>   | <p data-bbox="349 858 651 882">Challenging the status quo</p> <p data-bbox="349 922 674 946">Continuous self-development</p> <p data-bbox="349 986 651 1010">Learning from our mistakes</p> | <p data-bbox="750 858 1167 914">Being open to new ideas and eager to put change into practice</p> <p data-bbox="750 954 1104 978">Embracing new ways of working</p> <p data-bbox="750 1018 1137 1074">Completing the learning that is assigned to you in a timely manner</p> <p data-bbox="750 1114 1189 1169">Thinking about how you could do better next time</p> <p data-bbox="750 1209 1182 1265">Drawing on good practice from outside our organisation</p> <p data-bbox="750 1305 1144 1361">Being flexible and adaptable during times of change and uncertainty</p> | <p data-bbox="1211 858 1608 882">Resistance to trying something new</p> <p data-bbox="1211 922 1536 946">Putting up barriers to change</p> <p data-bbox="1211 986 1541 1042">Finding fault without trying to contribute to the solution</p> <p data-bbox="1211 1082 1552 1106">Assuming you are always right</p> <p data-bbox="1211 1145 1469 1169">Not admitting to errors</p>  | <p data-bbox="1715 858 2141 946">We will be honest when we get things wrong and share with you what we will do about it and learn from</p> <p data-bbox="1715 986 2175 1042">We will always recruit and retain the best colleagues possible to serve you.</p> <p data-bbox="1715 1082 2175 1169">We will ensure our colleagues are knowledgeable highly trained to help you with your query</p> <p data-bbox="1715 1209 2130 1329">We will involve residents in the recruitment of colleagues and the selection of key contractors who work with us.</p> |