

Appendix Two: How this strategy links with other parts of the business

Our Customer Engagement Strategy aims to support our *Corporate Plan* by:

- **Core Services** – increasing the involvement for customers in procurement decisions and the scrutiny of existing services should help us to achieve our aims. Allowing us to provide high quality services which meet the needs of customers and provide value for money.
- **Governance** – ensuring we have an effective and appropriate umbrella group for customers who have decision-making powers, along with other involvement structures, continuing to make the links between governance and scrutiny stronger, introducing training for involved customers should help us become an ‘exemplar in Governance.’
- **Value for Money** by increasing customer engagement in procurement decisions and by measuring the return on investment for each Customer Engagement activity.
- **Investing in our staff** – developing the skills and knowledge base of both the Customer Engagement team and our involved customers will show that we believe ‘engaged staff and volunteers are our greatest asset.’