



# Customer Insight Committee Member Recruitment pack

We are keen to hear from any customer of Orwell who is interested in making a difference by becoming a Customer Insight Committee Member



# Your Application

**Thank you for your interest in becoming a Customer Insight Committee Member for Orwell.**

This pack will provide details of what it means to be a Customer Insight Committee Member and some information to assist you in completing your application. If you would like to apply, we ask that you complete an expression of interest, to understand why you would like to be a committee member. You can do this by email, video or audio, whatever method works best for you. Below are some questions which may help you complete your application.

- **What do you know about Orwell?**
- **Why would you like to join the Customer Insight Committee?**
- **What will you, as an individual, bring to the Customer Insight Committee?**
- **How does your personal experience of being an Orwell customer add to our Committee (think about your experiences of our services and homes)?**

Please keep your expression of interest to less than 500 words. If you wish to upload a CV also you can, although this is not a requirement.

## How to apply

Please submit your application via our website [HERE](#)

For queries or support with submitting your application in an alternative format, please contact [work@orwell-housing.co.uk](mailto:work@orwell-housing.co.uk) or Jackie Piacenti on **01473 228782**

Should you wish to have an informal chat about any details of the role before applying, please contact [tony.long@orwell-housing.co.uk](mailto:tony.long@orwell-housing.co.uk)

You can also  
scan the QR  
code to apply



**Applications must be received by 19<sup>th</sup> July 2026**

# Welcome to Orwell

## From Tracey, Chair of the Customer Insight Committee

"I'm really pleased that you're thinking about joining our Customer Insight Committee. This group is really important because we get to spend dedicated time properly considering what it is like to live in a home where Orwell delivers services. We already get lots of information and feedback from customers, but we'd like more than this, and that's where you come in, sharing experiences in your own words so you can help shape the decisions we make at Orwell.

We're looking for at least two people to join the committee who are current customers. This makes sure your voice is not just listened to but actually influences how we work. Your views will help us understand what we are doing well and what we need to improve.

Orwell has been providing homes and supporting people for over 60 years. We now own or manage more than 4,300 homes and provide safe, secure places to live for over 8,200 people. Every year, we reinvest our surplus money, to improve homes, build new ones, and make our services better.

We are more than just a landlord. Our 800 staff work across the region to support customers and help create places people are proud to call home. We also provide care and support for older people, young people, people who are homeless, people fleeing domestic abuse, and people with learning disabilities.

By joining the Customer Insight Committee, you can make a real difference. Your lived experience - whatever that may be - will help us understand what matters most to customers. You will help us challenge the Executive team, share honest feedback, and make sure customer voices are part of every important decision.

You don't need any previous experience to join. What matters is that you care about your home, your community, and the services you and other Orwell customers receive. We will ensure you get all the training and support you need to feel confident in the role. We welcome people from all backgrounds and want the Committee to reflect the communities we serve.

Your experience and insight can help us make Orwell better for everyone. I hope you feel inspired to join us and share your voice."

*Thank you*

**Tracey Spencer - Chair of the Customer Insight Committee**



# Meet the Customer Insight and Engagement Team

The Customer Insight and Engagement Team is here to listen to what our customers tell us and to make sure there are lots of different ways for you to get involved. We collect your feedback and share it across Orwell, so everyone understands what matters most to customers and what we need to improve to give you the best possible experience.

We gather feedback in many ways and use what you tell us to shape how these services work in the future. As a team we work with customers and colleagues to collect and present customer insights and data to help drive customer-led decision making.

We believe our customers' voices are our most important asset. This is why we want customers to be involved at every level — from taking a few minutes to fill in a survey, to helping influence decisions at the highest level of our organisation. Your lived experience helps us understand what is working, what isn't, and what needs to change.

## **This is where you can make a real difference.**

We already have a fantastic group of customers who are part of our Orwell Residents Group. They meet every month and help us by reviewing policies, looking closely at how services work, and giving honest feedback. We also have our CHAT group (Complaints Handling Assessment Team), who meet every three months to review our previous complaints and tell us what we did well and what we still need to learn.

Just imagine the value your experience could add to this work. By getting involved, you can help us keep customers at the heart of everything we do.

We would love for you to join us.

*We look forward to meeting you*

**Sarah, Michelle and Claire**



# Our Values

Our Values are set out in our Strategic Plan and are:

## People focused

People are at the heart of Orwell. By recognising people's diverse needs and strengths and treating everyone fairly we can improve services to our customers and support our teams to run a brilliant organisation.

## Ambitious

We are ambitious to grow and improve, so that we can do more and realise the full potential of Orwell, our teams and our customers.



## Collaborative

We will work with others to seek out best practice. We will collaborate with customers, colleagues and values driven organisations to co-develop solutions.

## Effective

We will embed efficiency and effectiveness across Orwell, ensuring we have the resources to support our teams to be fully committed, professional and knowledgeable and provide the highest possible service to our customers.

## OUR VISION

**That everyone has a safe place to call home with the care and support they need to live their best life.**

## OUR MISSION

**That together we make a difference by providing housing, care and support services with the customer at our heart.**

## Equality, Diversity and Inclusion

At Orwell, we respect and celebrate everyone's differences, aiming to place inclusion at the heart of everything we do. We understand that diversity within teams and a sense of belonging, where you're comfortable being your authentic self, greatly contributes to happiness as an Orwell colleague.

Read our EDI strategy and policy statement [HERE](#)



# Role Profile

## Purpose

The purpose of the Customer Insight Committee is to ensure that our customer's voice is central to strategic decision making, governance, and performance management, aimed at improving services and customer satisfaction. The Committee has delegated responsibilities and assists the Board in the delivery of the Strategic Plan, and gaining assurance that Orwell complies with all legal and regulatory obligations.



## Roles and Relationships

- Committee Members are accountable to the Chair of the Customer Insight Committee (CIC) and responsible for ensuring that the work of the Committee supports the delivery of OHA's strategies, objectives and compliance. They are expected to maintain good relationships with other members of the Committee, the Board, the Executive Team, employees and customers including Orwell Resident Group (ORG).
- Committee Members will be expected to provide constructive challenge and support to the Executive Team.
- Committee Members will work with colleagues on the Committee to uphold OHA's Vision, Mission and Values and to fulfil the role of the Committee set out in the Committee's Terms of Reference.

## Key Responsibilities

- Bring our customer's voice into decision making, ensuring lived experience shapes how services and homes are improved.
- Review customer feedback, performance information and service quality, helping identify what's working well and where change is needed.
- Take part in deep dive discussions on key customer focused topics, offering insight, challenge and constructive suggestions.
- Highlight issues or concerns that may impact the customer experience.
- Support continuous improvement by sharing ideas that help Orwell deliver safe, high quality homes and services.
- Work collaboratively with colleagues and fellow committee members, contributing to a positive, open and respectful environment.
- Champion fairness, dignity and inclusion, helping ensure services meet the needs of all customers.
- Stay curious and informed, developing an understanding of how housing services operate and how decisions impact communities.

# Person Specification

## Knowledge and Experience

- You currently live in an Orwell home — whether as a tenant, licensee, shared owner or leaseholder.
- You have an interest in, and a general understanding of, the social housing sector.
- You care about what matters most to customers and understand how our services affect everyday life.
- You may have experience volunteering in your community or simply feel passionate about improving housing and wellbeing.
- You're open to learning, enjoy working with others, and want to help improve services for the wider community.
- You have an awareness of good governance and the role played by a Committee Member.

## Core Competencies

- You will be skilled in clear, effective verbal communication, can offer well reasoned perspectives and ask insightful questions that enhance meeting conversations.
- You enjoy working with others and value teamwork.
- You can look at performance indicators, customer feedback or case studies and understand the story behind them.
- You have a customer-focused approach.
- You will be in support of Orwell Housing Association's values, culture, purpose and objectives.



# Person Specification

## Skills and Attributes

- You are passionate about ensuring the customer voice shapes decisions at every level.
- You can weigh-up different perspectives and think about what will benefit customers and communities in the long term.
- You are open to exploring new topics, even those outside your usual experience.
- You wish to make a constructive contribution to meetings through preparation and understanding.
- You can challenge appropriately with a wider vision to raise standards across Orwell.
- You can contribute to team spirit, to work collaboratively.
- You are motivated to help Orwell continuously improve.
- You are confident with everyday IT tasks and email communication, and happy to support OHA's environmental goals by accessing Committee papers and other documents through its electronic platform.
- You can demonstrate a strong sense of integrity and to consistently act with honesty and fairness.
- You can handle all Committee-related information with discretion and respects confidentiality.
- You cooperate with others, contributing to shared understanding and helping to build consensus.

## Personal Behaviour and Style

- You can consistently demonstrate the positive, professional behaviour expected of the Committee.
- You show a genuine and proactive commitment to equality, diversity and inclusion.
- You can bring real enthusiasm for improving services and ensuring customers receive the high quality support they deserve.
- You approach situations with empathy and an ability to understand different perspectives.
- You listen carefully to others and provide clear, confident decisions, when needed.
- You adopt an encouraging and supportive approach which helps employees, customers and colleagues do their best work.
- You act with integrity and earn the trust of others through credible, reliable behaviour.
- You remain open to learning, growth and ongoing development.



# Key Terms

## Time Commitment

There are four two-hour CIC meetings per year (online), plus invitations to Orwell Resident Group (ORG) meetings. Additionally, there will be papers to read in advance of meetings.

## Remuneration

£2,567 per annum



## Location

Meetings are usually held virtually, some meetings may be offsite in the Ipswich/Woodbridge area.



## Key dates for the recruitment process

Closing date for applications: **Sunday 19th July**

Interview dates (Virtual): **week commencing 27th July**



Scan the QR code to apply



Orwell believes a diverse team is a stronger team, and we are committed to creating an inclusive working environment that reflects the communities we serve. We celebrate diversity and champion inclusivity, and we encourage applications from people from diverse backgrounds and experiences. What is most important to us is welcoming applications from anyone who shares our PACE values.