

Clydebank Housing Association Ltd

To: Management Committee

From: Sinéad Farrell, Communications Officer

Subject: Customer Consultation/Communication Update – November 2019

Meeting: 26 November 2019

Date: 22 November 2019

Purpose of Report

The purpose of the report is to provide an update to the Management Committee on much of the Association's communication and tenant participation activities towards meeting:

- the Customer/Landlord Relationship outcomes of the Scottish Social Housing Charter
- our customer expectations in regards to Tenant Satisfaction

Potential impact on tenants and service users/Tenant Consultation requirements

There is no adverse impact on tenants and other service users as a result of information (and decisions when required) in this report. Tenant Consultation is required on some elements of these reports.

Value for Money

CHA considers Value for Money in all aspect of its business including: -

- Managing our resources to provide quality services and homes to meet the needs of customers and the local community.
- Delivering the right service at the right time at the right cost.
- Planning for and delivering year on year improvements on our services based on customer priorities.
- Getting the most out of our assets and staff by operating efficiently and effectively.

Risk

There are no identified risks in relation to the information contained in this report.

Legal/constitutional Implications (Reference to Model Rules)

Tenant participation obligations of the Housing (Scotland) Act 2001, Part 2, Sections 23, 53, 54 and 106 (the Housing (Scotland) Act 2010 (refocussed but did not supersede the Tenant Participation obligations of the Housing (Scotland) Act 2001)).

Relevant CHA Objectives:

- To provide quality, affordable housing that meets the changing needs of our customers and to ensure fair access to housing within our area.
- To manage the houses provided, in a professional and cost effective manner, for the benefit of our local community and the environment.
- To work in partnership with others, supporting our tenants and other customers, to maximise opportunities for physical and socio-economic regeneration in Clydebank.

- To ensure local decision making and community control, we will encourage our tenants and other customers to influence our policy and participate in decisions, which may affect them.
- To ensure that our resources are adequate to deliver our objectives by investing in our people, demonstrating value for money and through robust procurement practices.
- To promote social inclusion by applying principles of equality and diversity to everything we do.

Relevant Scottish Social Housing Charter outcomes:

- Equalities - Social landlords perform all aspects of their housing services so that every tenant and other customer has their individual needs recognised, is treated fairly and with respect, and receives fair access to housing and housing services.
- Communication - Social landlords manage their businesses so that tenants and other customers find it easy to communicate with their landlord and get the information they need about their landlord, how and why it makes decisions and the services it provides.
- Participation - Social landlords manage their businesses so that tenants and other customers find it easy to participate in and influence their landlord's decisions at a level they feel comfortable with.

Relevant SHR Regulatory Standards of Governance and Financial Management:

- The governing body leads and directs the RSL to achieve good outcomes for its tenants and other service users.
- The RSL is open about and accountable for what it does. It understands and takes account of the needs and priorities of its tenants, service users and stakeholders. And its primary focus is the sustainable achievement of these priorities.
- The governing body bases its decisions on good quality information and advice and identifies and mitigates risks to the organisation's purpose.
- The RSL conducts its affairs with honesty and integrity.

Equalities

No protected group is adversely affected by the proposals, recommendations or updates within this report. Our commitment to equal opportunities and fairness applies irrespective of factors such as race, sex, disability, age, gender reassignment, marriage & civil partnership, pregnancy & maternity, religion or belief and sexual orientation.

1. Current/Future Consultation & Feedback

Concluded/current consultation/focus groups

Current – Rent Setting – The preparation of our informative rent setting consultation booklet is in progress. It will be issued to all tenants and sharing owners in mid-December with a closing date of mid-January. A rent setting consultation will also be held at the office in January.

Concluded – Self Assurance – A focus group was held with our Tenant Panel and our Registered Tenants Organisation on our assurance statement preparation on Friday 25 October. 3 members attended. This was in addition to a meeting on 22 October with 6 Tenant Panel members.

Future focus groups and timescales:

Development Activity – Spring – after much consideration on the timing, this has been moved to the Business Planning period, around February.

Focus groups/consultation register

			Business Plan targets 2019-2024	2018/2019
Current number on consultation register:	1,022	805 applicants (+42) 217 tenants/owners (+2)	750	987 (Mar 19)
Customer consultations 2019/2020:	1	Charter Report	5	3
Focus Groups 2019/2020:	3	Customer Care (11/04), Repairs & Maintenance Policy (11/07) Self Assurance (22/10 & 25/10)		3
Tenant Panel scrutiny processes	1	<i>In progress – H&S beginning Jan 2020</i>	1	1
Customer consultation responses	57	Charter Report Feedback (to date)	150	463

Tenant Panel

The Tenant Panel will present their report on the Energy Efficiency Standard for Social Housing to the December Management Committee meeting and move forward from January with the Landlord's Health and Safety Responsibilities.



Feedback

Complaints Handling Surveys

15 surveys for the quarter July - September were issued and 5 returns have been received as follows:

1. Are you satisfied that your complaint was responded to within these timescales? (Stage 1 and 2 timescales detailed)	4 yes (80%) 1 no (20%)
2. Overall, how satisfied or dissatisfied are you with the way your complaint was handled?	3 very satisfied (60%) 1 satisfied (20%) 1 fairly dissatisfied (20%)

3. Overall, how satisfied or dissatisfied are you with the outcome of your complaint?	2 very satisfied (40%) 2 satisfied (40%) 1 very dissatisfied (20%)
4. Did the staff who dealt with your complaint treat you courteously?	3 very satisfied (60%) 1 fairly satisfied (20%) 1 fairly dissatisfied (20%)

1 owner expressed an interest in consultation/focus groups and has been added to the consultation register.

Tenant Conference Evaluations

15 tenant conference evaluation forms were received. 100% (15) felt it had been worthwhile for them to attend the conference. Full evaluation results are available at the end of the report and will be used when planning future events.

All entries were placed in a prize draw and the winner from Central Clydebank received a £50 grocery gift card.

Customer Feedback on the Charter Report

Delighted to report that 57 feedback forms on the above have been received (so far). 100% (57) said the information was useful to them and 100% (57) said it was presented clearly. Full evaluation results are available at the end of the report and will be used when considering our 2019/2020 issue of the report.

When asked 'Do you have any comments regarding our performance?', 20 compliments were received and have been included in the compliments register.

2. Radnor Park Multis Tenants & Residents Association (RPMTRA)

- Two group members attended our consultation session on self-assurance statement draft on 25 October. They found the process very informative.
- There have been no further open meetings of the group.
- Group members were invited to participate in our Tenant Conference, to join the TPAS or CHA stalls. 4 members attended the event.

Information updated as received on the RTO section of the Intranet.

3. Potential New Residents Association

We have spoken with the two tenants who approached us regarding setting up a new residents group and they are still keen to do so but perhaps in the New Year given their other priorities at this time. We will continue to keep in touch.

4. Large Scale Satisfaction Surveys

Owner Satisfaction Surveys

As previous - will be scheduled in by April 2020 at the latest. A meeting has been agreed for December to discuss and agree the approach in the event external services will require to be procured.

5. Events

Radnor Park Clear Out Day

Further information is awaited from Maintenance on when this event will be held.

Tenant Conference

We held a fantastic and informative tenant conference on 6 November in Clydebank Town Hall.

We had over 13 information stalls including all of our different teams, Scottish Fire & Rescue Service, Police Scotland, Centre81, TPAS etc. and ran workshops on rent setting and getting involved with us. Childcare was also provided on-site. Numbers were not as high as hoped with 17 tenants in attendance. We had changed venue from Centre81 to the Town Hall in an attempt to increase numbers but it is clear the venue is not the issue. However, feedback from the evaluation forms received was very positive and is included in full at the end of this report. Our next conference is not due until 2021 but in the interim we will continue to explore all options to allow our tenants to participate in our decision making at a level that suits them.

TPAS

The presentation for our workshop at the TPAS Annual Conference 2019 in St Andrew's will be submitted by the time of the meeting. The theme of the presentation will be what is going on in Clydebank HA to inform, involve and support tenants and the wider community.

6. Publications/Design

ChitChat Newsletter

Articles are beginning to be received and the next newsletter to be issued will be the December ChitChat which will be prepared for issue w/b 16 December to notify all tenants and other customers of our forthcoming office closure and emergency numbers.

Performance Report to Customers / Annual Report

Printing savings of £1,200 from this new style, merged report were reported in the October report and we are now pleased to confirm further savings of over £300 in postage compared to last year's issue of the separate reports.

Electric Vehicles

Publicity on the electric car charge points and our vehicles has still to follow for the media. Our vehicles and the benefits to the Association were promoted at the Tenant Conference. We held off on publicising this until we heard back from the Plugged-in Household Grant to set up a car club with Leap but it is unfortunate that we were unsuccessful in securing the grant.

Information in Different Formats Procedure

During recent self-assurance towards the Annual Assurance Statement it was agreed this would be presented in December. The Housing Services team are currently reviewing the information packs we provide in different languages to allow for translation, hopefully prior to the end of March 2020. This is budgeted for and is required as the information provided to us at no cost many years ago by the Communities Scotland Homepoint section is now quite outdated in parts with no way of editing the content.

Social Media

Our Social Media followers/likes accounts continue to grow, having more than doubled in the last 18 months (Facebook 157 to 338 and Twitter 437 to 968). Recent activity has included the promotion of Living Wage Week, the 20th Anniversary of the

stock transfer, new The Big Disability Group drop-in sessions at Centre81 and the cooking session and chat with Jack Munroe, poverty activist and cookbook author, to Centre81.

7. Freedom of Information

Our Freedom of Information working group, of which I was a part of, has now concluded. The working group ensured the Association was fully compliant with all requirements in advance of the Freedom of Information (Scotland) Act 2002 becoming applicable to the Association on 11 November 2019. The Guide to Information (GTI), accepted by the Information Commissioner’s office on 29 October, is available here: <http://clydebank-ha.org.uk/freedom-of-information/>

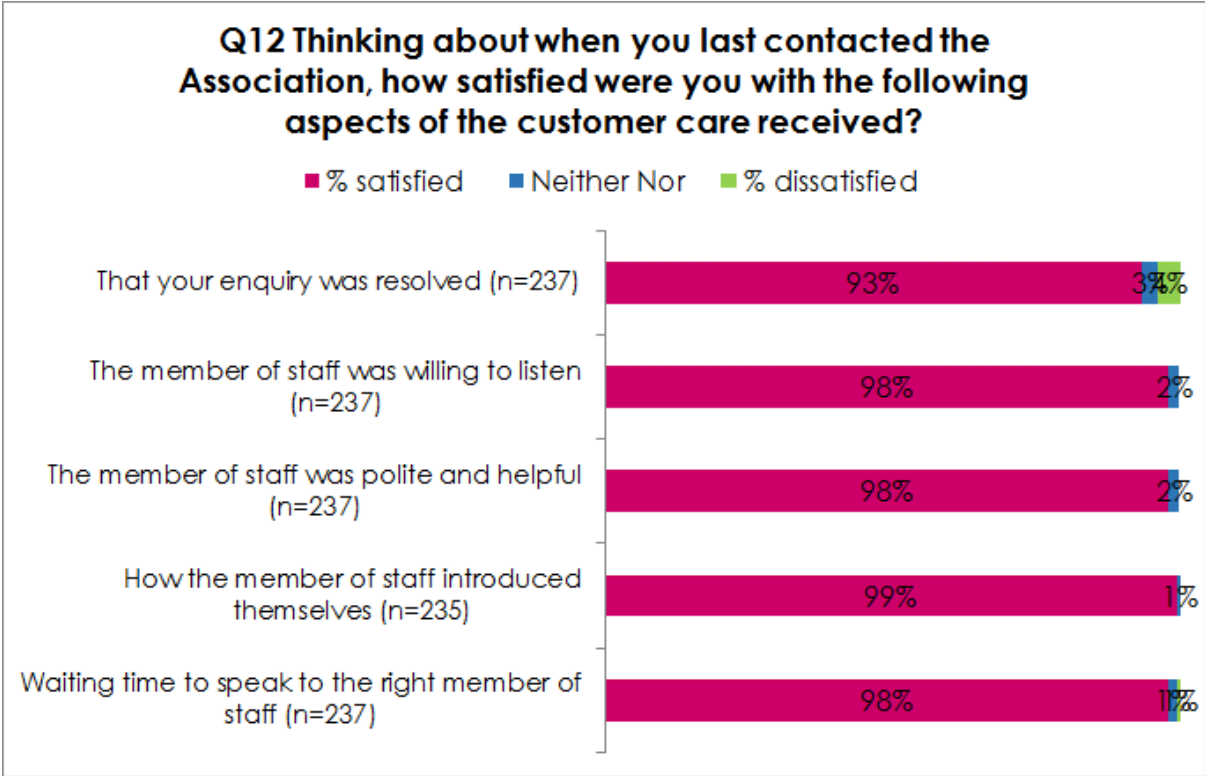
8. Customer Care Reporting including Customer Service Improvement Group

After much discussion it was felt that Customer Care reporting should be included quarterly within this report as opposed to the Finance & Corporate Services Sub-Committee, given that it reflects some of our work towards meeting the equalities and communications elements of the Customer/Landlord Relationship outcomes of the Scottish Social Housing Charter. These updates will be provided here after each quarter end in April, August (no July report), September and January.

Customer Care Statistics

With regards to customer care statistics available to us at this time, it can be noted that in our Tenant Satisfaction Survey 2019, 53% of respondents said they had contacted the association in the last 12 months.

Tenants were then asked how satisfied they were with the aspects of the service from the customer care received. Satisfaction was very high ranging from 93% in terms of the query being resolved, up to 99% with how the member of staff introduced themselves. These results are extremely positive.



Customer Service Improvement Group

The Customer Service Improvement Group met recently as planned. This is a group of voluntary staff who get together to share ideas on customer service improvement ideas. The main focus was informing tenants and other customers of the office refurbishment. Notes from the meetings can be accessed here when available: <http://intranet:800/CustomerServiceImprovement/default.aspx>

9. Website

The website continued to receive updates to be fully compliant in advance of Freedom of Information requirements.

We have received a copy of the Scottish Housing Regulator Tenant Advisor review on Landlords' Emergency Contact information available on websites and a summary of our position against the findings and recommendations will be noted in the December report.

10. Communication Strategy

Our Communications Strategy will be presented to the December meeting for approval.

Tenant Conference Evaluation Form Feedback

15 responses received were as follows. All feedback will be taken on board for future events.

- 1. Do you feel it has been worthwhile for you to attend today?**
Yes – 15 (100%) No - 0 Maybe - 0
- 2. Was the day and time quite suitable for you?**
Yes – 14 (93%) No - 0 It was ok – 1 (7%)
- 3. Do you think you were given enough information?**
Yes – 15 (100%) No - 0 Maybe - 0
- 4. What did you find the most interesting part?**
Meeting the staff, the conversation with Lesley of TPAS, being told how to use the app for housing repairs, talking to staff, overall, C81 transportation, Police & Fire Services and all staff very helpful, talking to the maintenance officer, everything
- 5. What did you find the least interesting part?** Nothing (4), disability
- 6. Did you enjoy the catering?** Yes – 14 (93%) No - 0 It was ok – 1 (7%)
- 7. Did you enjoy the venue?** Yes – 15 (100%) No - 0 It was ok – 0
- 8. What would you like to see next time?** Same (3), I found that everything was covered, different stalls (2), hot food, not sure, anything

Customer Feedback Form – CHA’s Annual Performance Report for Customers

57 responses received were as follows. All feedback will be taken on board for future editions.

Was the information useful to you? Yes – 57 (100%) No - 0

If not, how can it be improved?

- Helps owners know how CHA performs

Was it presented clearly? Yes – 57 (100%) No - 0

If not, how can it be improved?

- The report from cover to cover was fantastic
- Very easy to read and understand
- Clearly but still room for improvement

Did you like the graphs and narrative which supported the statistics?

Yes – 53 (93%) No - 1 (1.8%) No response – 3 (5.3%)

If not, how can it be improved?

- Very good

- Very easy to follow
- Too much of a financial burden to think about
- Unnecessary but not a problem

Was there too much information?

Yes – 5 (8.8%) No – 51 (89.5%) No response – 1 (1.8%)

Could there have been more information?

Yes – 7 (12.3%) No – 43 (75.4%) No response – 7 (12.3%)

Do you have any comments regarding our performance?

- I find CHA to be pro-active in their approach to all aspects of their undertaking. Polite and friendly with a very likeable staff throughout.
- Always handled professionally and efficiently
- The magazine was well put together and was presented good. Lots of info and updates. Well done to all involved.
- The performance of CHA is very good.
- Very good (3)
- Usually very good
- I believe CHA is continuing to provide an excellent service in all aspects and is great value for money
- We are very pleased with the service you provide
- Carry on good work
- Keep up your great work in the community
- Very happy with things as they are
- As an owner this gives one reassurance of CHA commitment to its tenants
- Any service I have used this past year have been carried out competently
- I like that I get kept up to date with what's happening
- A good performance – well done. WDC poor as expected
- I am very satisfied with all the up to date information from Clydebank Housing Association's annual reports
- It's good to see how we compare to other housing association and how well we are doing
- Good
- I find it satisfactory
- For elderly people too much information to take on at one time
- More effort should be given to homeowners
- More communication throughout the year would be appreciated

Would you like to examine areas of our performance in more detail or are there any areas we did not report on and which you would like to have seen?

Yes - 1 (1.8%) No – 51 (89.5%) No response – 5 (8.8%)

If yes, please detail:

- Greenspace areas and not enough time to given to homeowners

Do you agree with who we compared our performance against?

Yes – 50 (87.7%) No – 1 (1.8%) No response – 6 (10.5%)

Would you like to be involved in the preparation of your next report?

Yes - 0 No – 54 (94.7%) No response – 3 (5.3%)

What is your preferred method of communication?

Post – 40 (70%) Email – 4 (7%) Phone - 5 (8.8%) No response – 4 (7%)
(Email and Phone circled – 1) (Post & Phone circled – 3)