

Clydebank Housing Association Ltd

To: Management Committee

From: Sinéad Farrell, Communications Officer

Subject: Customer Consultation/Communication Update – June 2020

Meeting: 19 June 2020

Date: 23 June 2020

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 refocused 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

N/A

Future focus groups and timescales:

Development Activity – Spring – postponed until after lockdown.
Charter Report – over the Summer.
Factoring Policy – the Factoring Policy consultation was agreed by the May FCSSC as to be carried out over the Summer.
Future possibilities – Windows/Doors at Radnor Park, Rent Policy (earlier), Tenant Participation Strategy, Communications Strategy (different categories of stakeholders), Anti-Social Behaviour, Digital Inclusion Strategy/Action Plan, show flats incl. Radnor Park after major repairs/access ramps.

Focus groups/consultation register

			Business Plan targets 2019-2024	2019/2020
Current number on consultation register:	1,070	215 tenants (-) 855 applicants (+3)	750	1052 31/03/20 – 215 tenant/837 apps
Customer consultations 2020/2021:	1	TP Strategy (<i>in progress – newsletter article</i>)	5	4
Focus Groups 2020/2021:	-			3
Tenant Panel scrutiny processes	-		1	1
Customer consultation responses	-		150	366

Tenant Panel

The Tenant Panel's meetings March – July have unfortunately had to be postponed. The fact that these meetings haven't been able to take place has been recorded in the Coronavirus service failings log. Whilst there is no legislative impact, this will be monitored to ensure current Panel remits are not breached – 'meetings should be no fewer than 4 times per year'. 2 have taken place already. Content of workplan will be carried over when meetings resume and updated workplan will be provided at that time. Subject to the length of lockdown, other ways of meeting with the Panel may be explored.



Feedback

Complaints Handling Surveys

Please find below results for October-December and January-March. These results were included in the Complaints Benchmarking Report presented to Committee at the May meeting.

12 surveys for the quarter October-December 2019 were issued (1 address was unknown) and 2 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)	1 yes (50%) 1 no (50%)
2. Overall, how satisfied or dissatisfied are you with the way your complaint was handled?	1 fairly dissatisfied (50%) 1 very dissatisfied (50%)
3. Overall, how satisfied or dissatisfied are you with the outcome of your complaint?	1 very satisfied (50%) 1 very dissatisfied (50%)
4. Did the staff who dealt with your complaint treat you courteously?	2 very satisfied (100%)

1 wished to be added to the consultation register and this has been done.

15 surveys for the quarter January – March 2020 were issued (1 address was unknown) and 1 return has been received as follows:

1. Are you satisfied that your complaint was responded to within these timescales? (Stage 1 and 2 timescales detailed)	1 no (100%)
2. Overall, how satisfied or dissatisfied are you with the way your complaint was handled?	1 neither satisfied or dissatisfied (100%)
3. Overall, how satisfied or dissatisfied are you with the outcome of your complaint?	1 very dissatisfied (100%)
4. Did the staff who dealt with your complaint treat you courteously?	1 very satisfied (100%)

Given the general dissatisfaction expressed in the 3 forms returned over the last 2 quarters, which is unusual, we will write out to the residents w/b 22 June to see if they would like to get in touch to discuss further. Reassuringly all said they were dealt with courteously by staff.

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

We have recently liaised with group members on promoting the Wellbeing Fund and the Chairperson continues to contribute an article on their activity and our partnership working to each of our quarterly newsletters.

All group meetings have still been postponed until September. Dates will be added to the RTO section of the Intranet as soon as known.

3. La Scala Tenants Association (LSTA)

The above group has stated they are getting back into action again after a lockdown break. They have even welcomed some new members. This is excellent given the smaller size of the development (44 units). The group aims to build a more connected community, improve their surroundings and address any issues in the La Scala development as they arise.

The group also contributed an article on their activity and our partnership working to our June newsletter and will continue to do so going forward. We also liaised with members on the Wellbeing Fund promotion as above.

Outstanding actions based on their acceptance as an RTO are detailed below:

Action	Progress/Completion
Our RTO section on the intranet and the RTO section of website will be updated	<i>Intranet – advice will be sought on adding new elements to the RTO page</i>
Start Up Grant will be issued in due course once a bank account has been set up	<i>Bank account details awaited</i>

4. Large Scale Satisfaction Surveys

Owner Satisfaction Surveys

As indicated in the April report, over 250+ owner comments were provided in the topline report of the above alone. Working alongside the factoring team, we developed a fantastic 4-page feature for the June ChitChat to address issues and concerns and to provide advice on the themes raised.

This level of feedback is excellent practice, and particularly as it is so timeous, given the Scottish Social Housing Charter (SSHC) Communications element (2.) states:

“It also covers making it easy for tenants and other customers to make complaints and provide feedback on services, using that information to improve services and performance, and letting people know what they have done in response to complaints and feedback.”

Repairs and Maintenance

Assistance has been provided to the Maintenance section for their repairs and maintenance satisfaction for 2019/20 and we are pleased to confirm that satisfaction with the service is **91.36%** up from 90.52% last year (based on 220 telephone interviews by Research Resource).

This figure will be entered into the ARC return in response to “Thinking about the LAST time you had repairs carried out, how satisfied or dissatisfied were you with the repairs service provided by Clydebank Housing Association?”

It was also great to note that satisfaction was very high and above 98% for all aspects of arranging the repair, including the ease of reporting the repairs (99.5%), the way staff dealt with respondents (99.5%), information provided on what would be done and being able to arrange to have the work done in a time slot that suited. Some results are shown at the end of the report for information.

Along with the Maintenance teams, we will drive forward any improvements in the customer experience identified from the comments received. Currently staff are addressing 23 cases where residents felt they had an outstanding issue and approved of their details being passed to us.

Similar to the owner feedback above, a feature will be provided in the September newsletter stating how we have tried to address any issues or concerns raised.

5. Events

No events are planned at present.

6. Publications/Design

Annual Report

As previously indicated we are going to attempt to have the Annual Report compiled and issued earlier this year. We have begun to compile the required information and it is hopeful the report will be well underway if not issued in July.

Charter Report

Given the extension offered to landlords submitting information on their performance to the Regulator, we are expecting a delay in all of the figures being available for comparison in this report. We will update once further information is known. It may be that the Charter Report cannot be included within another publication and therefore the savings realised last year by including it within the Annual Report, or September newsletter as planned this year, might not be possible on this occasion.

ChitChat Newsletter

Our June newsletter has been compiled and all going well will be with the printers by the time of the meeting and have been emailed to all residents and posted on social media.

We are delighted that an audio provider has been sourced to provide the newsletter on audio CD. This was recorded for the March newsletter as service failing.

Information in Different Formats Procedure

NB. This procedure will require review on return to the main office.

The information packs in different languages currently available will be reviewed by the Housing team in the coming months and will be translated into the most useful languages per our waiting list/tenant base.

Social Media

We continue to share Coronavirus related information and signpost on our social media. Recently we featured several posts with photos during Volunteer Week (1-7 June) thanking Management Committee, residents who participate with us or residents groups and volunteers for all of their invaluable assistance.

Graham Avenue Free Standing Sign

Current Coronavirus signposting information will need updated when things are back to normal as consent was based on CHA/Centre81 SG funded project information being displayed.

Guidance on cleaning and hygiene advice for multi-storeys

We were delighted to be a contributing landlord in Scottish Government Guidance on cleaning and hygiene advice for multi-storeys and high-density flats. We provided a significant amount of information on what we have done in Radnor Park in this regard and some of the information featured in the Guidance.

Press Releases/Promotion

We submitted a piece on our Wellbeing Fund and Centre81 activities to the Scottish Regeneration Forum (SURF) in response to a request for good news community resilience stories in response to Covid-19. The same information will be shared with the SFHA and Scottish Housing News.

We also participated in a SFHA/HACT (innovation and ideas for housing) research about approaches to measuring the customer experience and how customer feedback can be converted into decisions.

Information Commissioner

Further to a recent audit it was identified that the Association’s registration number with the Information Commissioner should be added to all publications going forward. This has begun with our Fair Processing Notices and newsletter and will be continued on a rolling basis.

8. Customer Care Reporting including Customer Service Improvement Group

It has been agreed with the Head of Finance & Corporate Services that we will look at our customer care monitoring systems in detail when we are back at the office so that we can monitor, report and improve where necessary. At the moment we are mainly monitoring this through complaints, compliments and general feedback.

Customer Service Improvement Group

Our Customer Service Improvement Group bi-monthly meetings had been postponed while the lockdown situation was new and given the raft of customer service improvements/ initiatives going on. However, they will be recommencing in July.

9. Website

The website continues to receive attention on a regular basis to provide a valuable resource to any stakeholders looking for information. Recently the Data Protection page was enhanced by our Data Protection and Compliance Officer.

Outstanding actions from our review of the Scottish Housing Regulator Tenant Advisor report on Landlords’ Emergency Contact is shown below:

Action	Progress/Completion
Test with tenants how easy it is to find emergency contact information and how useful it is	<i>To be reviewed by the Tenant Panel at their April meeting (15/04 - postponed)</i>

10. Communication Strategy

The Communications Strategy was presented to the Management Committee meeting for approval on 12 May and unanimously approved. The Equality Impact Assessment on the Strategy has since been completed.

11. Coronavirus Communications Plans

We are now into our fifth 4-week Communications Plan for relaying accurate and timeous information to our stakeholders regarding our services during this situation. It is a robust plan and covers a wide range of methods of communication; social media, website, local paper, close posters, signage, emails, letters etc. We are moving towards a renewed focus going forward – ‘let’s help you get back on track’ regarding rent accounts and promotion of the Wellbeing Fund project.

Some highlights of the last few plans include:

- MC assisted in installing of and testing of Zoom to facilitate online MC meetings

- Covid-19 tab set up on intranet to be central location for documentation for all staff and MC
- Shared ownership application made into editable and uploaded to website
- Information was sent to the Big Disability Group for their Virtual Open Day
- CO participated in a Keeping in Touch with tenants SFHA webinar to gain insights and tips for contact with tenants
- Clydebank Post adverts and editorials and their digital campaign reach
- Scottish Government published guidance on social/physical distancing and hygiene for multi storey and high density flats during COVID-19 in which we are credited as a contributing organisation
- Focus on championing the Wellbeing Funding provided by the Scottish Government

12. Communications Meetings

The quarterly communications meeting due for May was postponed due to lockdown and given the introduction of the Communications Plans and focus on communication with stakeholders organisation wide. It is envisaged the August meeting will go ahead as scheduled via Zoom.

13. NEW - Press Enquiries

As an improvement to our communications processes following the adoption of the Communications Strategy, we are now keeping all press enquiries and their responses in a central location for reference. This will also help to ensure a uniform approach.

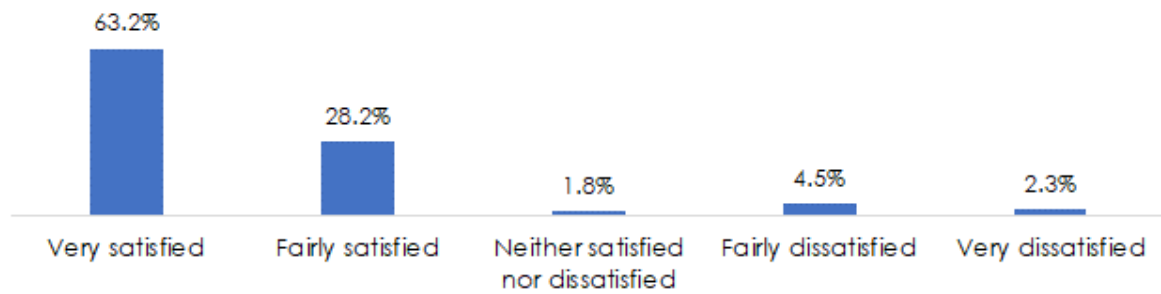
We have had one enquiry in 2020/21 as follows:

Date	Source	Nature	CHA Response Summary	Action
23.04.20	Clydebank Post	Dog Fouling at Dumbarton Road	Issue was identified, person who allowed it identified. Take H&S seriously. Dog mess will be cleared. Action will be taken	Unclear if story featured

14. NEW - Complaints Handling Procedure

A meeting has been scheduled for July with the Senior Staff and I to discuss the changes required to our Complaints Handling Procedures and recording following the Scottish Public Services Ombudsman's updated Procedure required to be adopted by 01 April 2021.

Q2 Thinking about the LAST time you had repairs carried out, how satisfied or dissatisfied were you with the repairs service provided by Clydebank Housing Association?



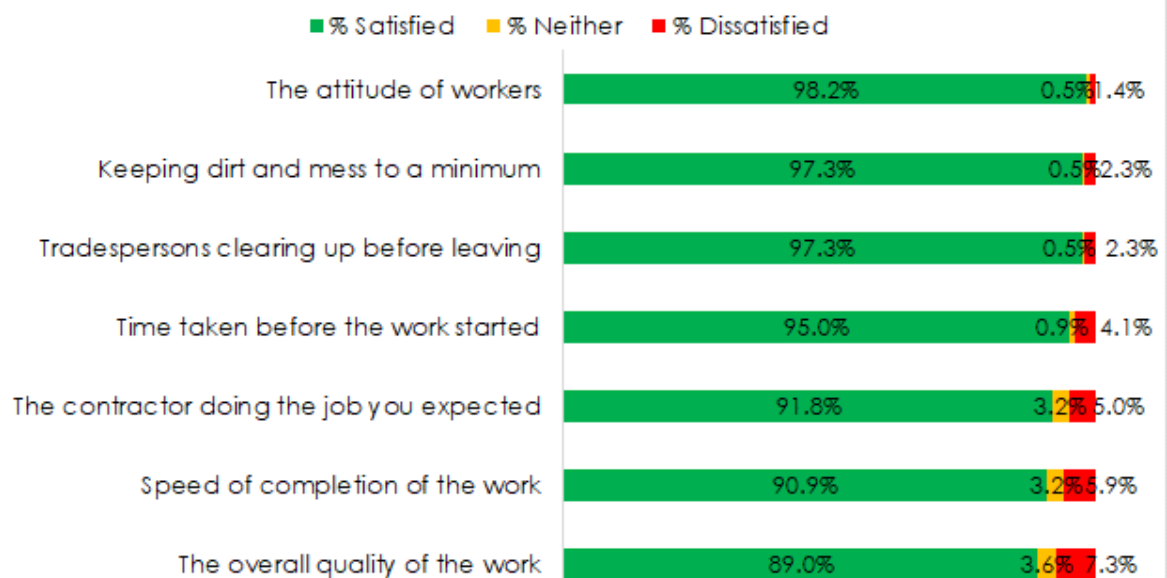
Base: All respondents, n=220

Q3 Thinking of arranging your repair, how satisfied or dissatisfied were you with the following?



Base: All respondents, n=220

Q6 Now thinking about the repair work being carried out, how satisfied or dissatisfied were you with the following?



Base: All respondents, n=220

Aspects of completing the repair

■ Yes ■ No ■ Don't know/ Can't remember

