

Clydebank Housing Association Ltd

To: Management Committee

From: Sinéad Farrell, Communications Officer

Subject: Customer Consultation/Communication Update – September 2020

Meeting: 29 September 2020

Date: 24 September 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

Tenant Participation Strategy – CURRENT The Tenant Participation Strategy is due its full 3–yearly review (minor updates completed annually) and will be presented in October for approval taking into account the Scottish Government’s Guide to Successful Tenant Participation and the new digital methods using during lockdown and going forward in participation. The review featured in the June and September ChitChats.

Charter Report – CURRENT. The Scottish Housing Regulator has confirmed an extension to the date for the report to tenants and service users on our charter performance this year to the end of December. It is unclear when we will receive the data for use in the report – likely end of October. Given that the report and content should be shaped by tenants, consultation is underway and featured in the June and September ChitChats and all tenants on the consultation register will be contacted w/b 28/09 for their views.

Future focus groups and timescales:

Development Activity – Spring – currently postponed although with the view to offering sessions on online platforms (i.e. Zoom/Microsoft Teams).

Future possibilities – Windows/Doors at Radnor Park, Rent Policy (earlier), 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

Focus groups/consultation register			Business Plan targets 2019-2024	2019/2020
Current number on consultation register:	894	216 tenants (-2) 678 applicants*	750	1052 31/03/20 – 215 tenant/837 apps
Customer consultations 2020/2021:	3	TP Strategy (<i>in progress – newsletter articles</i>), Factoring Policy, Charter Report (<i>underway</i>)	5	4
Focus Groups 2020/2021:	-			3
Tenant Panel scrutiny processes	-		1	1
Customer consultation responses	-		150	366

* we apologise that this figure has not been pulling through correctly for a number of months due to a change in the way it is recorded on the housing system. The correct figure will be used going forward

Tenant Panel

The Tenant Panel's meetings March – September 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. Given that the situation with the pandemic does not seem to be improving we are now planning to hold these meetings virtually going forward – the first one will be held per the schedule on 21 October. (Panel reminds state 'meetings should be no fewer than 4 times per year' and this will be the 3rd meeting this year). Notification regarding the virtual meetings has been sent out to the Tenant Panel on 24 September and we have asked that any support/device needs be brought to our attention in order to assist them to get online.



Feedback

Complaints Handling Surveys

Surveys for the quarter July – September will be issued after the quarter end.

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

All group meetings postponed until 2021 and we will continue to regularly liaise with the group to ascertain if they are planning on holding virtual meetings and if they require support with this. Dates will be added to the RTO section of the Intranet as soon as known. Group members are included in all information emails that are sent to residents. We keep in touch with the group and the Chairperson recently submitted an information update which will be published in our September newsletter.

3. La Scala Tenants Association (LSTA)

The letter to open a bank account was reissued in August and information on whether this has been done successfully is awaited.

The group has also requested noticeboards be installed in the closes, our Maintenance Officer has inspected and approved the installation and further information is awaited on whether a risk assessment is required before proceeding.

Contact has been made with the group regarding any delays to their meetings and they have confirmed that they would be comfortable with zoom meetings going forward.

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/Tenant Satisfaction Surveys

N/A.

Repairs and Maintenance

The Housing Services Manager and myself have now put an internal action plan in place regarding addressing the dissatisfaction raised in this recent survey to ensure it is addressed and with an aim to improve satisfaction. This will be reviewed by ourselves quarterly.

A feature has been included in the September newsletter stating how we have tried to address any issues or concerns raised and thanking tenants for their participation.

5. Events

SGM/AGM

A very successful SGM and AGM was held on 23 September 2020 via online platform Zoom with 22 shareholders were in attendance at the SGM (15.3% of shareholders) and 24 in attendance at the AGM (16.7%).

Calendar of Events

The Senior Staff and myself are working on a Calendar of Events to ensure a more structured approach to the celebration and online activity/newsletter promotion of certain key events throughout the year such as Gas Safety Week, Scottish Housing Day and World Mental Health week.

6. Publications/Design

Annual Report

Delighted to report that a 16-page annual report was pulled together and prepared earlier this year and has been issued by email/on social media and in other formats and will be sent in paper format to those who we don't hold email addresses for w/b 28 September. It will accompany the September ChitChat newsletter to provide the best value in postage.

Charter Report

Since the last report it has been clarified that the Scottish Housing Regulator has extended the deadline for reporting our performance to tenants against the Charter until the end of December (moved from the end of October). We await the comparison information we require to show our performance against the Scottish Average, Council and 4 local RSLs, hopefully received by the end of October. Consultation on the report content and format is underway.

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 but inclusion with the December newsletter is not yet ruled out.

ChitChat Newsletter

Our September newsletter was a 20-page bumper issue packed full of useful information. It has been issued by email/on social media and in large print and audio and paper formats will be sent w/b 28 September.

Information in Different Formats Procedure

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

There has been a delay in the information packs in different languages currently available being reviewed by the Housing team due to Covid-19 but the review will be

undertaken in due course and translated into the most useful languages for our customers.

Social Media

We continue to share information and signpost on our social media accounts (Facebook and Twitter for both CHA and Centre81) and seem to be receiving a steady increase in page ‘Likes’ on Facebook, ensuring our messages have a good reach.

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.

Press Releases/Promotion

The press release regarding the partnership working on the social housing at Queens Quay was issued. A lovely piece on our Scottish Government Climate Challenge Fund (CCF) “Growing Change for Good” project at Centre81 featured in the Clydebank Post and online and CCF commended us via social media for achieving such good press coverage! of the project’s activities such as online cookery classes. We published a press release and graphics on the successful SGM and AGM events to both our social media accounts and the website.

EVH has approached us to provide information on their member’s efforts during this difficult time to promote the importance of the services we provide to local people which they will showcase in their annual review. All teams have been asked to submit an article/photo to me by 16 October.

8. Customer Care Reporting including Customer Service Improvement Group

As per previously report, 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

The notes for the latest Customer Service Improvement Group are available on the Intranet under Customer Service Improvement.

9. Website

The website continues to receive attention on a regular basis to provide a valuable resource to any stakeholders looking for information. Recently a new Queens Quay section was added to the website as media/customer interest begins to grow - <https://www.clydebank-ha.org.uk/cha-news/queens-quay/>.

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 Action Plan

The Action Plan for the above Strategy was presented to the August meeting and will be reviewed/presented each October, January and April, August going forward to track progress against actions required under this Strategy.

11. Coronavirus Communications Plans

We concluded our sixth 4-week Communications Plan a number of weeks ago as much of the information is now provided as standard to residents ie. Wellbeing Fund promotion, sharing of Covid-19 related advice. However, it has been agreed that a 4-week plan will be put in place for providing information on the office reopening.

12. Communications Meetings

The next meeting with Senior Staff, Data Protection and Compliance Officer and Communications Officer is scheduled for 17/11/20.

13. Press Enquiries

There are no new press enquiries to note.

14. Complaints Handling Procedure

Given the level of updates required and staff training and also the availability of a Model Complaints Handling Procedure training course held by SHARE on 30/10/20, this will now be submitted to the Management Committee at the November meeting.

15. Celebration Fund

As you will know, in lieu of approaching contractors and consultants for sponsorship for the AGM we asked if they would provide funding towards a Celebration Fund. A fantastic amount of £1,200 was provided and we were pleased to receive 42 lovely nominations. Given the recent restrictions in West Dunbartonshire we felt it was best to provide online vouchers, so each was provided with a £20 Amazon voucher.

A feature has been included in the September newsletter highlighting all of the reasons for the nominations and thanking the sponsors.

The Head of Finance and Corporate Services and myself will meet w/b 28/09 to discuss the best way to utilise the remaining funding (£360) and will discuss this with the sponsors.