

Clydebank Housing Association Ltd

To: Management Committee

From: Sinéad Farrell, Communications Officer

Subject: Customer Consultation/Communication Update – October 2020

Meeting: 27 October 2020

Date: 23 October 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 will be presented at the meeting for approval for an additional month of consultation with Registered Tenants Organisations, tenants, other customers and staff. The review has featured in the June and September ChitChats and all tenants were emailed but with no response.

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 were contacted by email/paper copy w/b 28/09 for their views. 5 responses have been received to date.

NEW Business Plan – CURRENT. This consultation will get underway w/b 26/10/20 with Registered Tenants Organisations, tenants and other customers. A summary of the business plan approved on 13 October will be prepared and issued/uploaded to the website and the business plan survey will be updated on the website for completion. It is acknowledged that the business planning process has been slightly back to front this year due to Covid-19 and that, although approved by the Committee already, the views of the above will still be taken into account and any updates made where agreed.

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

			Business Plan targets 2020-2025	2019/2020
Current number on consultation register:	934	215 tenants (-1) 719 applicants (+41)	750	1052 31/03/20 – 215 tenant/837 apps
Customer consultations 2020/2021:	3	TP Strategy (<i>in progress</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

Tenant Panel

Our first virtual meeting of the Tenant Panel on 21 October was unfortunately inquorate with 2 in attendance and 4 apologies. 2 members have indicated to me that they will be unable to participate for a number of months also. The meeting is to be reheld on 28 October and additional IT support will be put place for 1 member to assist in its success. 3 members have confirmed their attendance so far.



Feedback

Complaints Handling Surveys

Surveys for the quarter July – September have been issued and responses will be reported in the November report to allow time for return (1 no. returned to date).

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 was published in our September newsletter.

3. La Scala Tenants Association (LSTA)

A risk assessment has now been completed regarding snapframe noticeboards to be installed in each close at Graham Avenue to allow the group, and ourselves, to provide useful and important information to residents. The installation process will commence w/b 26/10.

The group know we are here and will let us know if they plan to hold a Zoom meeting and wish our attendance.

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. Confirmation of bank account set up awaited</i>

4. Large Scale Satisfaction Surveys

Owner/Tenant Satisfaction Surveys

Internal discussions will be required shortly as to whether the Tenant Satisfaction Survey is carried out again in 2021 (after 2 years). There is no requirement for this (SHR adopted guidance suggests at least 3-yearly) however, it can provide a more timeous comparison to the previous data which is why we carried it out in 2017 and 2019.

Customer Care during Covid-19/Lockdown

Independent company, Research Resource, has been enlisted to carry out an independent survey of 20% of our tenants on our contact, support and services provided during lockdown. This information will be invaluable in the case of another

lockdown and in general for planning and shaping support and services going forward. Results will be reported to the Management Committee when available.

5. Events

Calendar of Events

As you will know, the Senior Staff and I 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. It will be finalised at our Communications Meeting to be held on 17/11 and put into all staff diaries and the appropriate team will provide suitable promotional material.

So far we have the following list and would welcome any suggestions from the Management Committee:

- International Women's Day (March)
- World Autism Awareness Day (April)
- Mental Health Week (May)
- Volunteer Week (June)
- Gas Safety Week (September)
- Scottish Housing Day (September)
- Scotland's Climate Week (September)
- World Mental Health week (October)
- World Homeless Day (October)
- Living Wage Week (November)

6. Publications/Design

Annual Report

N/A

Charter Report

Per the last report, 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 and 5 no. responses have been received to date. Including this report with the December newsletter is still a possibility to realise postage/printing savings.

ChitChat Newsletter

The December ChitChat newsletter process will be commencing soon.

Housing Applicant Newsletter

The latest edition of the above has been prepared is now available on our website and social media and will be provided to all applicants when they apply to us and also at the waiting list review. The newsletter provides advice and information on their chance of housing, our rents and the things applicants will need to do before moving home. We might have been the first Association in Scotland to have prepared such a newsletter (since 2015) – who knows!

<https://www.clydebank-ha.org.uk/cha-downloads/cha-newsletters/housing-applicant/>

Contractors Newsletter

The development of a contractors newsletter to share good news, complaints information, reminders of our customer care standards etc. is scheduled for January 2021. (As part of the Repairs & Maintenance Satisfaction survey action plan).

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 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. We have recently set up 'Google Alerts' which notify us if key words related to the Association are detected online and several alerts have proven useful so far. They have highlighted of late that a lot of our social media content has been picked up by a Community Content Reporter at the Clydebank Post and published, at least online, providing extra coverage for our good news.

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.

Kilbowie Road Free Standing Sign

We are looking into the possibility of new signage for the office premises, including a freestanding sign based near the SEC/bus stop on Kilbowie Road. More information will follow on this in regards to consent and design.

Press Releases/Promotion

As per the last report 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. Several pieces have been submitted by Association teams and will be reviewed for submission to EVH by 30 October.

8. Customer Care Reporting including Customer Service Improvement Group

As per previous reports, 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. However, the Customer Service Improvement Group is going to look at monitoring at emails and telephone calls requests being returned at their next scheduled meeting.

Customer Service Improvement Group

The next Customer Service Improvement Group meeting will be held on 12/11/20.

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 Former St. Cuthbert's Church section was added to the website as media/customer interest

begins to grow - <https://www.clydebank-ha.org.uk/cha-news/st-cuthberts-development/>.

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. Please find it presented as an appendix to this report for October.

11. Coronavirus Communications Plans

As referred to previously, we will put a 4-week plan 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

We are delighted to have made the significant updates required to the Models and are presenting these at the meeting for approval (5 parts) with a view to a 'go live' date of 01 December 2020. I am attending the Model Complaints Handling Procedure training course held by SHARE on 30/10/20 and will bring any required amendments necessary to the November meeting and the finalised procedure will be presented to all staff at an in-house training session. Once finalised the Factoring Complaints Handling Procedure will also be updated to reflect the changes.

To recap from the separate report presented to the Management Committee on 25 August:

- All RSLs are required to comply with the Model Complaints Handling Procedures (MCHP) under the Scottish Public Service Ombudsman (SPSO) Act 2002 (as amended) by 01 April 2021
- The SPSO is the final stage for complaints about housing associations
- It's been some time since they have updated the model (2012). Our version, based on the model, was last reviewed by the Management Committee in May 2018
- The new format is split into five parts
- Generally, the MCHPs contain much more detail than the previous version including further examples and guidance for staff, specific section on expected behaviours, the list of examples of complaints and non-complaints has been

expanded and clarification that an employee who receives services from a RSL may submit a complaint

- Staff training on the procedures is required as part of the induction and on an ongoing basis
- The changes under data protection law have been referenced

An Overview of New Parts

Part 1: Overview and structure

Part 2: When to use the procedure - guidance on identifying what is and what is not a complaint, handling complex or unusual complaint circumstances, the interaction of complaints and other processes, and what to do if the MCHP does not apply.

Part 3: The complaints handling process - guidance on handling a complaint through stages 1 and 2, and dealing with post-closure contact.

Part 4: Governance of the procedure - staff roles and responsibilities and guidance on recording, reporting, publicising and learning from complaints.

Part 5: Customer-facing guide - information for customers on how we handle complaints.

15. Celebration Fund

This item is now concluded. The Head of Finance and Corporate Services and myself met w/b 28/09 to discuss the best way to utilise the remaining funding (£360) and this was agreed as a transfer to the Centre81 Community Pot to which all sponsors were agreeable.

