

## **Clydebank Housing Association Ltd**

**To:** Management Committee

**From:** Sinéad Farrell, Communications Officer

**Subject:** Customer Consultation/Communication Update – November 2020

**Meeting:** 24 November 2020

**Date:** 20 November 2020

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### **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 (Decision/Approval Required)

### Concluded/current consultation/focus groups

**Tenant Participation Strategy – CONCLUDED.** The Tenant Participation Strategy was approved at the October meeting for consultation. In addition to previous consultation, all members of the Association’s Registered Tenants Organisation were contacted after the meeting with a further opportunity to comment on the Strategy. The Strategy consultation was also promoted on social media, with links to our website. No comments have been received at the closing date of 19/11.

**(Decision/Approval Required)** It is recommended that the Management Committee formally adopt the Tenant Participation Strategy as presented (appended to this Report and as per agreed for consultation).

**Charter Report – CONCLUDED.** The Scottish Housing Regulator has now issued charter performance report comparison data. Delighted to report 9 returns have been received to the consultation and early indications are that the content of the report from 2019 will have been changed by the consultation, showing that tenants really have shaped the content of the report as required. More details will be provided at the next meeting. All were happy with the organisation we compare with (Dalmuir, Faifley, Knowes and Trafalgar HAs) and also West Dunbartonshire Council and the Scottish Average. The report will now be developed and will be issued in advance of the extended deadline provided by the Regulator of end of December 2020.

**Business Plan – CURRENT.** This consultation is underway with Registered Tenants Organisations, tenants and other customers. A summary of the business plan approved has been prepared and is available on our website. The Tenant Panel meeting on 18/11 also solely focussed on the Business Plan.

**NEW Assurance Statement – CURRENT.** Consultation will be underway by 20/11 on the Annual Assurance Statement 2020. Both versions (compliance and non-compliance if the one gas service failure is not addressed) will be sent to all registered tenants organisation members and tenant panel members for comment.

### Future focus groups and timescales:

**Development Activity – Spring –** this was postponed since Spring but will be advertised in the December newsletter with a view to holding a focus group safely in January or February and will report back on feedback when received.

**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:	920	216 tenants (+1) 704 applicants (-51)	750	1052 31/03/20 – 215 tenant/837 apps
Customer consultations 2020/2021:	3	TP Strategy, Factoring Policy, Charter Report	5	4
Focus Groups 2020/2021:	-			3

Tenant Panel scrutiny processes	-		1	1
Customer consultation responses	-	9 (Charter Report)	150	366

### **Tenant Panel**

We attempted to hold our rescheduled Tenant Panel meeting on 28/10 (meeting on 21/10 was inquorate) but unfortunately it was inquorate again as someone who had confirmed attendance did not make it. We then held our next meeting as scheduled on 18/11 and pleased to say it was quorate with 3 members in attendance over the speakerphone/Zoom.



Unfortunately since the meeting one member has resigned meaning it is unlikely that the meeting scheduled for December will be quorate, given that 2 other members are unable to attend for now. A promotional drive will be underway soon to encourage new members and membership of the Tenant Panel will feature on the first page of the December newsletter.

### **Scottish Government Registered Tenant Organisation (RTO) and Scrutiny Group's annual data collection**

The Scottish Government Tenant Priorities carries out an annual audit of the Registered Tenants Organisations (RTO) Database and Scrutiny database. The information regarding our 2 RTOs was requested on 19/11 and submitted the same day.

### **Feedback**

#### *Complaints Handling Surveys*

Please find below results for July – September. 17 surveys for the quarter were issued and 5 returns has been received as follows:

1. Are you satisfied that your complaint was responded to within these timescales? (Stage 1 and 2 timescales detailed)	3 yes (60%) 2 no (40%)
2. Overall, how satisfied or dissatisfied are you with the way your complaint was handled?	2 very satisfied (40%) 1 neither satisfied or dissatisfied (20%) 1 fairly dissatisfied (20%) 1 very dissatisfied (20%)
3. Overall, how satisfied or dissatisfied are you with the outcome of your complaint?	2 very satisfied (40%) 1 neither satisfied or dissatisfied (20%) 2 very dissatisfied (40%)
4. Did the staff who dealt with your complaint treat you courteously?	5 yes (100%)

One respondent wished to be added to the focus group list and this has been done.

### Complaint No. 22 (For information)

Specific feedback was requested at the last meeting regarding complaint no. 22 in regards to service improvement identified and compensation. We can confirm that the matter and service improvement was discussed at the Association's meeting with the contractor in question on 23/10/2020 (and noted in the minute) and measures to rectify this have since been implemented. With regards to compensation, the contractor portal was fully assessed and the Acting Housing Service Manager could confirm that the tenant did not qualify for compensation under the Right to Repair scheme (it was not a qualifying repair that was carried out and it was over the value limit of £350). On reflection of the complaint, however, an additional service improvement of Right to Repair training for maintenance staff was added and will be implemented in due course.

### 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 (last contact 19/11). 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. The Chairperson recently submitted an information update which will be published in our December newsletter Get Involved section.

### 3. La Scala Tenants Association (LSTA)

The 5 snapframe noticeboards have been ordered and are due for delivery on 24/11. This will allow the group to share information of interest or concern with fellow residents in the Graham Avenue development and encourage resident involvement in the group.

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, carried out a survey with 20% of our tenants on our contact, support and services provided during lockdown. The topline figures have now been received and a full report will follow. The results will be analysed and will help us to plan and shape support and services going forward and more details on this will be provided in the next report. We are pleased to report that 89% were satisfied with Clydebank HA during the lockdown period. 82% felt Clydebank HA had kept them informed of the changes to services available due to Covid 19.

Initial actions have been identified from the survey in the meantime, are as follows, all of which are in progress and will be fully actioned by the next meeting:

- Follow up calls requested on changes in household, rent enquiries, welfare rights, housing issues, loneliness/isolation advice, paying rent and CHAP bills, repairs issues, support to get online, interest in a digital/data library and Centre81 projects
- 73 tenants also reconfirmed/updated their correct email addresses/phone numbers

## **5. Events**

### *Calendar of Events*

The Senior Staff and I will shortly be agreeing the Calendar of Events that we will celebrate each year online/in newsletters and which will be put into all staff diaries for the appropriate team to support (meeting to agree postponed from 17/11 to 25/11).

## **6. Publications/Design**

### *Charter Report*

Comparison information was received from the Regulator on 30/10 and now that the consultation has concluded and changed the content of the report for 2020, work will begin to ensure this report is issued to tenants by the end of December as required. Postage/printing savings will be achieved if at all possible.

### *ChitChat Newsletter*

The December ChitChat newsletter information has begun to be gathered. It is looking set to be another bumper issue and will include the Annual Assurance Statement.

The Newsletter is one of the tools we use to help us comply with the Scottish Social Housing Charter 2. Communication – ‘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’.

### *Linnvale Development Newsletter*

A newsletter for the Linnvale community regarding the new development has been drafted and will be reviewed in due course for issue.

### *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*

As we have returned to this main office, this procedure will require review and this is scheduled for completion by February-21.

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.

### *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*

Information was provided to EVH as scheduled showcasing our efforts in the community during this difficult time for them to include in their annual review. This and other information then informed a press release issued on 03.11 and featured in Scottish Housing News and the Clydebank Post.

Also, staff have been encouraged to share 'feelgood Friday' stories where we have positively helped/assisted/impacted in tenants/customers' lives.

### *Press Enquiries*

There was one press enquiry in the month, where the Clydebank Post was looking for further clarification on what support we would provide to residents in the event of a second lockdown, following our press release (above). This was clarified and the Clydebank Post ran a story online (and perhaps in the paper version too) on 16/11.

### *Disability Confident Employer Accreditation*

Our reassessment of this was due in 09/20 but had been postponed by them due to Covid-19 until 11/20. The online assessment was completed last week and delighted to report that we have again been accredited with Disability Confident Employer Status and it is valid for 3 years.

### *PATH Annual Report*

We supported the above publication with a half page advert, published last month.

### *Laundry Machine Instructions*

A new laundry machine was recently installed in Lusset View and in order to make the instructions clearer for those with sight difficulties, A3 posters of each part of the instructions have been developed and will be put up as soon as they are reviewed.

### *Vacancies*

Assistance has been provided in the advertising and promotion of 3 vacancies ongoing at present via our website, social media, local paper and SFHA and EVH sites.

### **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 now that we are back at the office.

#### **Customer Service Improvement Group**

The next Customer Service Improvement Group meeting was held on 12/11/20 and discussed the results of the Covid-19 Customer Care Survey and also the monitoring of a sample of emails and telephone calls being returned to ensure we are meeting our customer care promises.

### **9. Website and Social Media**

#### *Website*

The website continues to receive attention on a regular basis to provide a valuable resource to any stakeholders looking for information. Recently refresher training was provided to the Centre81 Co-ordinator to allow easy updating and development of the Centre81 website section.

We also participated in a 1.5 hour one-to-one web development surgery on 19/11 with Business Gateway as part of their Business Development Week. During the surgery a lot of valuable insights and feedback was received and this will be sent over from Business Gateway and will feed into an action plan for improvement.

#### *Social Media*

We continue to share information and signpost on our social media accounts (Facebook and Twitter for both CHA and Centre81). Currently we are being tagged in Centre81 Steering Group activity on a regular basis and also in a sponsored vacancy advertisement.

A Video Production Overview for Social Media course is planned for 23/11 and a 1.5 hour one-to-one social media surgery is planned for 24/11. These are both also part of the Business Development Week and any feedback received will be taken on board to improve the use of this communication tool.

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

<b>Action</b>	<b>Progress/Completion</b>
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, subsequent Tenant Panel meetings inquorate/ discussing other business)</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**

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 due on 17/11 has been postponed until 25/11.

### **13. Complaints Handling Procedure**

As you will know the new Model Complaints Handling Procedure parts were agreed at the last meeting. Training is now being scheduled in so that the procedure can go live on 01/12. I attended the Model Complaints Handling Procedure training course held by SHARE on 30/10/20 and did find it of use in terms of implementing the procedure and monitoring service improvements but no tweaks to the procedure are required. It was clear from the training that we are very 'ahead of the game' having the procedure agreed well in advance of the 01/04/21 deadline!