

Clydebank Housing Association Ltd

To: Management Committee

From: Sinéad Farrell, Communications Officer

Subject: Customer Consultation/Communication Update – Feb/March 2021

Meeting: 30 March 2021

Date: 26 March 2021

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, increasing digitalisation, 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

Development Activity – this had been postponed but was then advertised in the December and March newsletters with a view to holding a focus group safely online. A presentation on our development activity is being prepared and if no feedback received from the newsletter, a date will be chosen and details emailed out to tenants.

Future consultation/focus group ideas:

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:	-	*	750	1052 31/03/20 – 215 tenant/837 apps
Customer consultations 2020/2021:	6	TP Strategy, Factoring Policy, Charter Report development, Business Plan summary, Annual Assurance Statement, Rent Setting	5	4
Focus Groups 2020/2021:	-			3
Tenant Panel scrutiny processes	-		1	1
Customer consultation responses	143	9 Charter Report development, 33 Charter Report Feedback, 2 Business Plan, 1 Annual Assurance, 98 Rent setting (none Factoring Policy or TP Strategy)	150	366

** the method for getting this information onto the new housing system is currently being explored*

I am very pleased that during such a turbulent year we managed to continue to engage with residents regarding customer consultations and have exceeded our Business Plan target for this in 2020/2021. A healthy customer response rate was also received.

We will continue to promote tenant and customer engagement and will assist and support participants where we can. This will be done through the provision of

information in different formats and by providing devices and internet connectivity through our newly formed lending library.

Tenant Panel

A meeting of the Tenant Panel has been scheduled for 31 March 2021 (initially scheduled for February 2021). Support is already being provided for one member to access the online meeting by loan of a device. This meeting will just be a 'catch up' and begin the momentum for the remainder of the year, following the newly revised workplan.



A leaflet to give out at sign up has still to be developed but Panel promotion has been included on the front page of the newsletter and options for getting involved with CHA have been included in the newsletter's Wellbeing Feature.

Feedback

Complaints Handling Surveys

Please find below results for October – December. 12 surveys for the quarter were issued 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 very satisfied (50%) 1 neither satisfied or dissatisfied (50%)
3. Overall, how satisfied or dissatisfied are you with the outcome of your complaint?	1 very satisfied (50%) 1 neither satisfied or dissatisfied (50%)
4. Did the staff who dealt with your complaint treat you courteously?	1 yes (50%) No response (50%)

** customer included note to say happy with the service received and with the staff involved*

TPAS Membership

We have renewed our membership of TPAS for 2021/22. Membership allows us to benefit from good practice in tenant involvement, advice by both email and digital meetings, updates in policy etc.

Linnvale Community Group

As stated in the previous report, we were going to support this newly formed group in the provision of printing for their first newsletter. This took place in mid-February and has since been distributed by their volunteers to the community. The newsletter contained a message of thanks to the Association for our support.

We have since had some brief discussions with the group and signposted them to resources on our website, including the Tenant Participation Strategy should they wish to take forward becoming a Registered Tenants Organisation.

The group's website is <https://www.linnvale.co.uk/>

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

2.1 A joint meeting with RPMTRA and La Scala Tenants Association was held on 10 February. The meeting lasted approx. 1.5 hours and was a really good general catch up. During the meeting the groups discussed resident wellbeing, given we were nearing a year in lockdown and it was proposed by all that a feature from CHA and the residents groups be put in the March newsletter and this can be seen in pages 10-11. The groups seemed keen to seek to work in partnership where possible in future. The groups did not wish to move to only digital only meetings at present so as not to exclude some members. In person/blended meetings will commence when appropriate.

2.2 We have promoted the voting for the Community Budgeting funding the group had applied for on social media, our newsletter and referred to it in an email to all tenants. The outcome of the voting is due 01 April and could see an 80th anniversary of the Blitz memorial bench being installed and other enhancements.

2.3 The Chairperson continues to submit information for our newsletter Get Involved section.

3. La Scala Tenants Association (LSTA)

3.1 Please refer to point 2.1 above.

3.2 The Secretary continues to submit information for our newsletter Get Involved section.

Outstanding actions based on their acceptance as an RTO have been updated below:

Action	Progress/Completion
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 CHA letter in support of account reissued 08/20.</i>

4. Large Scale Satisfaction Surveys

Owner/Tenant Satisfaction Surveys

It is likely the Tenant Satisfaction Survey will be carried out again in 2022 (after 3 years). The SHR adopted guidance suggests at least 3-yearly.

Customer Care during Covid-19/Lockdown

An article on the survey is featured in our March newsletter again thanking those who participated and confirming we have now completed all follow up calls requested on issues such as rent enquiries, welfare rights, housing issues and support to get online.

We also confirmed how the results shaped our funding application to the Community Recovery Fund and promoted what we were successful in receiving for the benefit of our residents.

5. Events

Calendar of Events

The Senior Staff and I have now agreed a 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.

6. Publications/Design

ChitChat Newsletter

The March ChitChat newsletter delivery is in progress, with email versions having been sent and paper, audio and large print versions in progress for distribution w/b 29 March. It is another bumper issue, packed full of information and signposting and includes a centre page Wellbeing Feature developed with our Registered Tenants Organisations, as noted in 2.1 above. It also provides a handy reminder of emergency repair numbers for the forthcoming Easter public holiday closure.

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’.

Your New Home

Delighted to have launched a ‘Your Guide to... Your New Home’ publication, developed to provide future and new tenants information on what to expect when they move into their new home with Clydebank Housing Association. It can be viewed here <https://clydebank-ha.org.uk/housing/your-new-home/>

Housing Management and Maintenance Leaflet Review

The review of all leaflets related to the above services is underway by the teams. New information leaflets being developed has also been encouraged. All are due for return on 10 April.

Linnvale Development Newsletter (Dalton Avenue)

Pleased to report we prepared and issued this 4-page newsletter in advance of the demolition in February to provide a wide range of information on the development to the Linnvale community, including what we are building, working hours, traffic management plan, safety and contact details.

Contractor Newsletter

Delighted to confirm that this newsletter was launched earlier in the month and was circulated to the Management Committee on 11 March. It was identified both as part of the Repairs & Maintenance Satisfaction survey action plan and through complaints from the quarter October-December. The publication was expanded to 4-pages due to excellent staff feedback to make it a more useful/informative publication

The first edition seems well received and input for future editions has already been received from 2 contractors.

Information in Different Formats Procedure

As we had returned to this main office, this procedure was scheduled for completion by February-21, however, this is now delayed until after the office reopens again.

There has been a small further delay in the Housing Team reviewing the information packs in different languages, however, it is now timetabled to take place during April and an update will be provided in the next report. After review, they will be translated into the most useful languages for our customers, will be uploaded to the website and available in our office and will be promoted to 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

3 press releases have been issued since the last report:

- 18.03.21 Dalton Avenue – issued in partnership with the developer's communications company
- 01.03.21 Rent Increase and CHA Power Freeze
- 04.02.21 Community Benefit

<https://clydebank-ha.org.uk/cha-news/press-releases/>

Coverage for all seemed good online and mentions of them on social media were shared on our accounts too.

The next 2 releases, currently in progress, are regarding the contractor's newsletter launch and the Queens Quay site progress (led by the Wheatley Group).

Promotional Items

The following items have been designed and are on order to utilise our budget for 2020/21 regarding the above, due to delivery in the next few weeks:

- 2 branded tablecloths for future events
- 100 cotton shopping bags – CHA
- 100 cotton shopping bags – C81

Digital Lending Library

A number of items have been designed and are on order regarding the above:

- Tablet no./logo stickers for both the CHA and C81 library
- Branded tablet covers for both the CHA and C81 library

Press Enquiries

There were no press enquiries since the last report.

Office Signage

We are currently reviewing the external office/window and door signage with a view to making it more modern and uniform around the building.

Big Issue Support

The Association is now a Bronze level supporter of The Big Issue and this has been promoted in our recent newsletter.

8. Customer Care Reporting including Customer Service Improvement Group

It has been agreed with the Head of Finance & Corporate Services that would look at our customer care monitoring systems when we were back at the office but this only was the case for a short period and will again be looked at fully on return to the office.

Customer Service Improvement Group

The Customer Service Improvement Group quarterly meeting was held as scheduled on 11 February. One of the actions discussed is currently being undertaken where spot checks on 'Call Back Required' (1 day) and 'Email Response Required' (5 days) are taking place to ensure our customer care promises are routinely being met. The next Improvement Group meeting is due to be held on the 13 May.

Breastfeeding Friendly Scotland scheme

The Centre81 Co-ordinator and I met virtually with a representative of the above NHS & Scottish Government initiative on 04 March. Full training will be given to staff by the NHS as soon as practical but all staff have been made aware of the aims of the scheme and what it means for the Association. We were therefore able to join the scheme for both C81 and CHA premises and did so on 22 March.

For information the Breastfeeding Friendly Scotland scheme aims to:

- Provide mothers with positive experiences of breastfeeding when out and about, enabling mothers to feel confident and supported.
- Raise awareness of the Breastfeeding etc. (Scotland) Act 2005 and the Equality Act 2010.
- Ensure that organisations are aware of their responsibilities under this legislation.

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. Most recently, on 18 March, Welfare Rights Services and Tenancy Sustainment pages were added in conjunction with the Welfare Rights and Tenancy Sustainment Officers and will be further enhanced by the staff going forward.

As detailed at point 12. an action plan for improvement has been put in place and discussed following a Business Gateway website review sessions.

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 (will now be carried over to the new 2021 workplan)</i>

Social Media

We continue to share and signpost a wide range of services and information on our social media accounts (Facebook and Twitter for both CHA and Centre81). A particular focus at present is that 'we are still here' and a note of all contact details for tenancy, neighbourhood repairs and rent issues.

As detailed at point 12. an action plan for improvement has been put in place and discussed following a Business Gateway social media surgery.

Management Committee Paper Upload

The above has been ongoing for well over a year and recently training in the preparation for timeous upload of papers to the website has been undertaken by myself and the Data Protection and Compliance Officer and since January, we will take it in turns to ensure that papers are suitably redacted where necessary but with very much an open and transparent approach on the whole.

10. Communication Strategy Action Plan

The Action Plan for the above Strategy is reviewed/presented each October, January and April, August 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 to customers on the office reopening.

12. Communications Meetings

This quarterly meeting with Senior Staff, Data Protection and Compliance Officer and Communications Officer took place on 25 February. It covered a wide variety of communications issues including consultation, surveys, publications and residents group activity.

There was a particular focus on website and social media action plans for improvement (internal) formulated following Business Gateway website review sessions 13/11/20 & 19/11/20, Social Media session 24/11/20 and Video Production for Social Media Webinar 23/11/20.

The next meeting is scheduled for 11 May.

13. Complaints Handling Procedure

Staff training has taken place with both the Housing Services and Finance and Corporate Services teams on the new procedures, in place from 1 December, and a handout has been prepared for quick reference. Brief 'Top Tips' on the key changes from the previous procedures are also now being circulated to staff. The last

outstanding action was the review of the Factoring Complaints Handling Procedure (customer facing) and this is presented to the meeting under separate cover.

Feedback on learning from complaints is crucial and as such, a one-page 'Focus on Complaints' was included in the March newsletter, including a new 'You Said, We Did' feature.

Between 16-24 March I have attended (online) 3 half-day 2nd stage complaints investigation modules with the SPSO and the learning will prove valuable in both advising colleagues on how to investigate these complaints and supporting and guiding colleagues during investigation.

The latest update remains that the SPSO has not yet published KPI guidance for additional Management Committee reporting as yet.