

## **Clydebank Housing Association Ltd**

**To:** Management Committee

**From:** Sinéad Farrell, Communications Officer

**Subject:** Customer Engagement/Communications Update – May/June 2021

**Meeting:** 29 June 2021

**Date:** 24 June 2021

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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, 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 – CURRENT** – this event has been postponed now a while and no interest has been generated through 2 newsletter articles so it may now be discussed at the forthcoming Tenant Panel meeting and this report will update on the outcome next month.

**Windows/Doors at Radnor Park – CONCLUDED** – maintenance led the consultation on the communal and flat entrance doors colour. Consultation letters have now been received from tenants and were analysed. The most popular choices for both communal and flat entrance doors was grey. This will be included within the specification documents. The window specification unfortunately provided limited ability for consultation and the residents group were satisfied with the information provided regarding this.

**Tenant Portal – CURRENT** – we hope to have a focus group with tenants so that they can test the Tenant Portal of our housing system and provide feedback to us before a full roll out to all tenants. A 'quick start' guide is being prepared for the focus group which we hope to hold in the next few weeks.

### Future consultation/focus group ideas:

**Future possibilities** – 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	2020/2021
Current number on consultation register:	206	206*	750	920 (last known figure)
Customer consultations 2021/2022:	1	1 (Radnor Park doors)	5	6
Focus Groups 2021/2022:	0			
Tenant Panel scrutiny processes	0		1	0
Customer consultation responses	122	(Radnor Park doors)	150	143

\* the method for getting this information onto the new housing system was explored and is now able to be provided for tenants. Getting this information on for Housing Applicants can now be explored

### Tenant Panel

A catch up meeting with 4 Tenant Panel members took place on 28 April and was really useful with lots of updates provided on development, tenancy sustainment, Centre81 and more.



A short meeting note is provided to Senior Staff and kept in a folder to contribute to the annual assurance process evidence. The meeting at the end of May was postponed until the end of June, given that members met at the Resident Association joint meeting on 12 May and there would be lots of duplication of information. As such, the next meeting has been arranged for 30 June. A member will again access the online meeting by a device provided by the lending library.

A leaflet to give out at sign up has still to be developed.

### **Feedback**

#### *Complaints Handling Surveys*

Surveys for the period April-June will be issued in July.

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

A joint meeting with RPMTRA and La Scala Tenants Association was held on 12 May. It was a great catch up meeting and many topics were discussed including major repairs, repairs, office closure, development and tenant participation. The Chairperson continues to submit information for our newsletter Get Involved section.

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

A joint meeting with RPMTRA and La Scala Tenants Association was held on 12 May as above. The Secretary was unable to submit information for our newsletter Get Involved section on this occasion but will contribute if possible to future issues.

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

<b>Action</b>	<b>Progress/Completion</b>
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.

#### *Repairs and Maintenance Survey*

The results of the independent Repairs and Maintenance Survey carried out to ascertain satisfaction with the service during 2020/21 are in. As reported to the Scottish Housing Regulator via the ARC, we have seen a slight dip in performance from 91.4% last year to 87.7% this year. 220 tenants of the 745 tenants who had applicable repairs were surveyed.

We have received a great deal of useful feedback and myself and maintenance staff have met to discuss an action plan to address the dissatisfaction which will now be progressed with a view to improving the service provided. In the meantime, we have contacted each of the 25 tenants who requested contact and have included a full breakdown of all results to our tenants via the ChitChat newsletter.

## **5. Events**

### *Calendar of Events*

Recently we have celebrated and promoted Mental Health Week UK and Volunteers Week. Next up is Gas Safety week and Scottish Housing Day in September.

### *Big Disability Group Virtual Open Day*

We provided a wealth of information to the Big Disability Group to participate in their virtual open day held on 7 June 2021 along with a wide range of local and national agencies.

<https://www.thebigdisabilitygroup.com/big-virtual-open-day>

Our 'stall' available here <https://www.thebigdisabilitygroup.com/open-day-cha>

### *Clydebank Can*

We have staff attending a Clydebank Can event on the Clydebank canalside on 26 June and manning 2 stalls to provide information and advice on Centre81 and CHA.

### *SFHA Communications Conference*

I attended the above conference held on 10 June but unfortunately due to technology problems, I was unable to view much of the content (for which a full refund has been received). However, I could hear some parts and particularly Michael Cameron, the CEO of the Regulator's opening remarks, and it was very reassuring in terms of what we are doing in tenant participation/engagement and utilising digital methods to enhance it.

## **6. Publications/Design**

### *ChitChat Newsletter*

The June newsletter will be in the progress of being distributed by the meeting. It is our biggest edition of ChitChat yet, at 24 pages and packed full of useful information and signposting. Audio and large print versions are provided as standard to customers on our database.

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'.

### *Housing Management and Maintenance Leaflet Review*

The review of all leaflets related to the above services has now been completed in full.

### *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 nearer when the office reopens.

We are encouraged to see that through tenancy sustainment support, 2 more tenants requiring information in audio/large print have been identified, ensuring that they have equal opportunity to the information provided.

The review of the information packs in different languages by the Housing Team is now complete and the changes suggested will be reviewed and leaflets can then be translated into the most useful languages for our customers and will be uploaded to the website, available in our office and will be promoted to customers.

#### *Housing Applicant Newsletter*

The 2021 edition of the above informative newsletter for applicants is underway by the Housing Team. This is the newsletter we provide to applicants at the application stage and at their annual review detailing what points levels means, what proof we will need at the time of offer, other housing providers and more.

#### *EVH Diary*

We have taken out a half page advert in the EVH diary and this has been provided to them in advance of the diary's production over the summer.

#### *Bon Accord Square Signage*

4 no. branded signs throughout Bon Accord Square have come to the end of their useful life and are being replaced with fresh signs so that our quality of signage and branding remains strong throughout our stock.

#### *Information Leaflets – Bike Storage*

An informative leaflet was prepared and issued to Bon Accord Square, Cart Street and Glasgow Road to let them know of forthcoming bike storage shelter/rack installations.

#### *Planning Permission – Bike Storage*

The maintenance team will now be assisted in the planning permission documents for the bike storage in terms of location maps, photomontages and their online submission. This will be progressed in the coming weeks.

#### *Estate Caretaking Postcards*

The Estate Caretaking Supervisor and Estate Caretaking Apprentice use a variety of pre-printed postcards to easily and quickly highlight issues found on estate inspections to residents. These have all been reviewed and refreshed and a new one has been designed regarding instances of dog fouling and is now in use.

#### *Happy to Translate*

We have renewed our membership with Happy to Translate for the year 2021/22. It is hoped that when normality resumes, the use of the tools provided through Happy to Translate can be maximised. We met with Happy to Translate staff over Zoom on 04 June for a catch up meeting. They provided some useful good practice points that will be put into place and also were extremely reassuring about what we are doing in terms of audio, large print, statements about items being translated into other languages on our publications etc. They have said they will come to us for a contribution to a future newsletter so that our good practice can be shared/celebrated.

#### *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*

2 press releases have been issued since the last report:

10.06.21 Aico CHA Case Study (led by Aico)

12.05.21 Contractor Newsletter Launch

They received good coverage and interaction online.

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

### *Promotional Items*

Centre81's community pot is providing funding for the following items for the Centre81 Steering Group which have been designed with each of our logos and are on order and due for delivery shortly:

- 100 water bottles
- 100 drawstring bags
- 100 t-shirts in various sizes

### *Press Enquiries*

There were 2 press enquiries since the last report:

- Clydebank Post seeking a comment about the new canal path at Centre81 not being opened yet. A response was provided
- Clydebank Post seeking comment regarding the installation of 14 CCTV cameras in the lifts at Radnor Park. A response was provided

### *Office Signage*

We are very pleased with the external office signage review which is nearly complete, providing a very strong corporate style and a modern and uniform look around the building.

### *Tenants Handbook*

The tenants' handbook is due for review and this has been underway over the last few months. A working group of staff from each team will shortly be set up to review the information updated thus far and finalise a draft for approval.

### *Noticeboards*

The implementation of noticeboards in closes across all of our stock had been identified as an improvement within the February report on Landlord Performance. Given that we identified that we have 90 applicable closes (2 closes not applicable) and the potential budget implications, it was agreed that 10 closes would be chosen as a 3-month trial and A2 lockable noticeboards have just been installed. We will look now at the information we wish to be provided in the noticeboards.

## **8. Customer Care Reporting including Customer Service Improvement Group**

It has been agreed with the now Chief Executive that we 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 in advance of the office reopening.

### *Customer Service Improvement Group*

The group met on 20 May and were asked to look at current guidelines and to look ahead in regards to opening the office again and discuss appointments and ideas for changing office hours possibly, all to focus on the customers. There was significant discussion and a wide range of points were sent on to Senior Staff for their consideration. The next Improvement Group meeting is due to be held on the 08 July.

## **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, our freshly reviewed maintenance leaflets were uploaded and 3 website forms were added for reporting issues 24/7 regarding dumped items, anti social behaviour and dog fouling.

An action plan for improvement has been put in place and progressed following Business Gateway website review sessions. We can now confirm we also own the domain [www.clydebankha.org.uk](http://www.clydebankha.org.uk) with visitors being redirected to our website.

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 (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). There was quite a significant amount of activity around Mental Health Awareness Week in May and our information is regularly shared on by followers such as Clydebank Can or individuals.

As part of the action plan put in place following a Business Gateway social media surgery we continue to make improvements where we can.

### *Management Committee Paper Upload*

The Data Protection and Compliance Officer and I take it in turns to ensure that papers are suitably redacted and uploaded to the website in a timeous fashion.



## **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. It will therefore be presented again in August.

## **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 next quarterly meeting with Senior Staff, Data Protection and Compliance Officer and Communications Officer was scheduled for May but has been postponed due to the high level of successful communications activity, surveys, residents group/tenant panel meeting, publications etc. being undertaken on an ongoing basis and the February meeting having been very detailed.

## **13. Complaints Handling Procedure**

Complaints training featured as an element of Tenant Participation, Scrutiny and Complaints Handling training with the Management Committee on 18 May. I had said we'd explore and feedback on some good points during discussion after the complaints handling segment:

- It's been confirmed that the HomeMaster's (housing system) Customer Portal allows the ability for customers to raise a query with us (options will be available in a drop-down menu ie. complaint, repair) and to attach photos and videos up to 10MB.
- The ability to add the function to submit photos/videos on our own website forms is unfortunately cost prohibitive due to the age of our website (even at 4 years) so this improvement would not represent value for money for customer service when the form is rarely used and when we have the Portal option soon.
- The online complaints form previously asked, 'How would you like us to resolve the matter?' and this has been reworded to "What outcome do you want from this complaint?' The Complaints Procedure states 'What does the customer want to achieve by complaining? At the outset, we will clarify the outcome the customer wants.'
- A separate Anti Social Behaviour form was suggested and this is now live on our website. A mention has been made at the general online complaint form that it is for complaints regarding our action or lack of action, or about the standard of service provided by us or on our behalf and that an ASB form is available elsewhere, with a link.

The training was recorded and is available on request.

Brief 'Top Tips' on the key changes from the previous procedures/highlights continue to be circulated to staff.

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

#### **14. NEW Tenant Participation Strategy Review**

The Tenant Participation Strategy is a key document for the Association as we are committed to tenant and customer involvement. As such, it has undergone a minor annual review by the Management Committee for the last number of years now to ensure it is very up to date. This year it was due for its full 3-yearly review, incorporating the latest Scottish Government guidance on Tenant Participation. On this occasion we have enlisted the help of the Tenant Participation Advisory Service (TPAS) to do a desktop review of our Strategy to ensure it is up to date and guide us in ensuring the government's advice is fully included. Any enhancement and positive criticism will be welcomed in order that we can improve. It will be the first time the Strategy has received external verification, outwith the internal audit process, since its inception in 2002 and TPAS are tenant participation and engagement experts. Any good practice and advice received will be considered for the September 2021 review. A meeting with held with TPAS on 24 June so that all information required could be provided to them.