

## **Clydebank Housing Association Ltd**

**To:** Management Committee

**From:** Sinéad Farrell, Communications Officer

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

**Meeting:** 28 April 2020

**Date:** 23 April 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

### Concluded/current consultation/focus groups

N/A
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### Future focus groups and timescales:

<b>Development Activity</b> – Spring – postponed until after lockdown.
<b>Factoring Policy</b> – the Factoring Policy is due for review and the approach to consultation will be discussed at the May FCSSC meeting and included here going forward. During the Owner Occupier Satisfaction Survey (details at 4.) 27 owners expressed an interest in being involved in the review.
<b>Future possibilities</b> – Windows/Doors at Radnor Park, Rent Policy (earlier), Tenant Participation Strategy, 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 2019-2024	Actual Achieved 2019/2020
Current number on consultation register:	1,089	215 tenants 852 applicants (+15)	750	1052 31/03/20 – 215 tenant/837 apps
Customer consultations 2020/2021:	-		5	4
Focus Groups 2020/2021:	-			3
Tenant Panel scrutiny processes	-		1	1
Customer consultation responses	-		150	366

### Tenant Panel

The Tenant Panel's meetings of 18 March and 15 April 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. Whilst there is no legislative impact, this will be monitored to ensure current Panel remits are not breached – 'meetings should be no fewer than 4 times per year'. 2 have taken place already. Content of workplan will be carried over when meetings resume and updated workplan will be provided at that time. Subject to the length of lockdown, other ways of meeting with the Panel may be explored.

*tenant panel*  
clydebank housing association's critical friend

### Feedback

#### Complaints Handling Surveys

Surveys for the quarter October-December have been received but are not available at present and will be reported as soon as possible. Surveys for the quarter January – March will be issued next week.

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

We attended the Blitz Memorial, held by the group, on 12 March. This is a service conducted by 2 celebrants held each year to commemorate the anniversary of the Blitz and the group lay a wreath on a memorial plaque.

The group has confirmed they have postponed all of their meetings until September and they will review the situation at that point based on Government advice, which also means their AGM scheduled for May has been postponed. We have assured them that all constitutional matters can be addressed and resolved when meetings resume given the unprecedented nature of the situation.

The Chairperson now contributes an article to each of our quarterly newsletters, updating the residents on their activity and our partnership working.

A compliment was received this week from the group, "Please pass on our gratitude for CHA maintaining as close to business as usual as possible, and in particular to the caretaking staff who have done a good job maintaining a decent standard of cleaning during these challenging times".

Dates will be added to the RTO section of the Intranet as soon as known.

## 3. La Scala Tenants Association (LSTA)

There have been no further meetings with the above group but an action plan has been developed and updated based on the issues identified at their December meeting.

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 Satisfaction Surveys*

The meeting to agree the approach took place and a quotation by Research Resource was later accepted for this project and the survey took place in March 2020. It was initially a face-to-face survey but due to the Coronavirus situation the latter part of the survey was carried out by telephone. 268 interviews were carried out representing a 42% response rate. The Association has been provided with both a 'topline results' report and a full report for dissemination and action. The topline results are enclosed at the end of the report for information but 2 highlights are:

- **(ARC indicator)** Taking everything into account, how satisfied or dissatisfied are you with the factoring service provided by Clydebank Housing Association? **90.3% very/fairly satisfied (91.40% in 2017)**
- Taking into account the factoring service provided by Clydebank Housing Association, do you think the cost of your factoring service represents good or poor value for money? **85% very/fairly good value**

Over 250+ owner comments were provided as part of the topline report alone (removed for space) as each owner responding neither/nor, dissatisfied or very dissatisfied were asked an open question as to why. These comments are listed exactly as said and really allow us to get a feel for the owners' issues and to address any dissatisfaction. A 2-page report to owners on the outcomes and actions to be taken to improve our factoring service is planned in the June ChitChat.

## **5. Events**

### *Radnor Park Clear Out Day*

The 9<sup>th</sup> community clear out day took place as scheduled on Thursday 27 February on a very cold and sleety day, however, residents fully participated! Exact weight and recycling figures from WDC have yet to be received but it was our biggest number of containers filled to date (7 no.). We thanked GOC Engineering Services for supporting this event by providing a financial contribution as a contract community benefit.

## **6. Publications/Design**

### *Annual Report*

Annual Reports by their nature provide information that can be at least a year old. In order to provide more timeous information to customers and shareholders it is planned to have this report ready to go to printers within days after the AGM, when accounts approval happens, rather than the usual September/October. But in order to continue to realise the print and postage savings that were identified last year by merging the Annual Report with the Charter Report, the Charter report will be included within the September newsletter and the self-assurance statement may also be issued/included at the same time.

### *ChitChat Newsletter*

The March newsletter was issued on schedule and as this is compiled in house it was able to be updated right before going to print with just available Coronavirus information and updates.

A special 8-page edition of ChitChat on Coronavirus information was issued by email/social media/website on Monday and will be delivered to residents, shareholders, interested parties over the weekend.

The fact that these newsletters haven't been able to be provided in audio and the actions taken to address have been recorded in the Coronavirus service failings log.

An annual newsletter workplan has been developed as a good practice improvement in order to formalise what we publish in different issues already including equal opportunities statement, CHA priorities, governance information etc.

### *Information in Different Formats Procedure*

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

The information packs in different languages currently available will be reviewed by the Housing team in the coming months and will be translated into the most useful languages per our waiting list/tenant base.

### *Social Media*

We have a specific Coronavirus information and signposting campaign ongoing at present and continue to share others' useful Coronavirus information.

*Graham Avenue Free Standing Sign*

Delighted to confirm that our application for continued Advertisement Consent for the above sign was granted by West Dunbartonshire Council for 5 years on 31 March. We immediately had the sign recovered with a 'We're still here for you' message and contact information. The consent was based on CHA/Centre81 SG funded project information being displayed which will be as soon as things are back to normal.

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

Update on Customer Care was due in April but has been postponed due to the situation/staff resources redirected during lockdown.

**Customer Service Improvement Group**

Our Customer Service Improvement Group bi-monthly meetings are postponed at the moment but somewhat superseded by the raft of customer service improvements/ initiatives going on a present (see 11. Coronavirus Communications Plans).

One recent improvement made further to a suggestion from the group was a digital complaints form was added to the website. We value feedback and strive to improve so the group thought this would be a much more accessible way for customers to make complaints than a paper form. <https://www.clydebank-ha.org.uk/about-us/making-a-complaint/making-a-complaint-online/>. The main Complaints page is accessible from every page on the website.

**9. Website**

Numerous improvements have been made recently in light of the Coronavirus situation, including a new dedicated news page, <https://www.clydebank-ha.org.uk/cha-news/coronavirus-information/> with links including latest information, useful links, free resources, business advice and signposting.

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)</i>

**10. Communication Strategy**

The Communications Strategy was presented to the January meeting in draft and further good practice examples will be explored for inclusion, particularly on internal communication, and it will be presented for approval.

The experience gained in communications over the course of this unprecedented situation will help also help us in finalising this. It is expected to be presented at the special Management Committee meeting on 05 May.

## **11. NEW - Coronavirus Communications Plans**

We are now into our second 4-week Communications Plan for relaying accurate and timeous information to our stakeholders regarding our services during this situation. It is a robust plan and covers a wide range of methods of communication; social media, website, local paper, close posters, signage, emails, letters etc.

Some highlights of the plan include:

- Check-in advice/signposting calls by CHA commenced to vulnerable tenants
- The Medical Assessment Form was made editable and the Housing Application Form was brought up to date in editable format (was based on last version) allowing us to promote a fully digital application process
- Enabling virtual viewings and upload to web where applicants do not have a live chat programme to assist with the letting process during lockdown
- A special edition of ChitChat, particularly to relay the advice provided via the website and social media to those who not have internet access/an email address
- The expansion of website information
- Clydebank Post adverts and editorials and their digital campaign reach
- Graham Avenue large street sign with 'We're still here' message and contact details

## **12. NEW - Communications Meetings**

Quarterly communications meetings commenced as planned in February between myself, the Senior Staff and the Data Protection and Compliance Officer. A copy of the Agenda is enclosed for information. It was an exceptionally productive meeting and all with the aim of providing excellent information and communications to our customers.

# Clydebank HA Owner Satisfaction 2020

Q1 Taking everything into account, how satisfied or dissatisfied are you with the factoring service provided by Clydebank Housing Association?

112 (41.8%)	Very satisfied
130 (48.5%)	Fairly satisfied
14 (5.2%)	Neither satisfied nor dissatisfied
5 (1.9%)	Fairly dissatisfied
7 (2.6%)	Very dissatisfied

<b>90%</b>	<b>% very/ fairly satisfied</b>
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Q3 How easy or difficult do you find it to communicate with Clydebank Housing Association?

109 (40.7%)	Very easy
110 (41.0%)	Fairly easy
44 (16.4%)	Neither easy nor difficult
5 (1.9%)	Fairly difficult
0 (0.0%)	Very difficult

<b>82%</b>	<b>% very/ fairly easy</b>
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Q5 How responsive do you feel Clydebank Housing Association is to your enquiries?

95 (35.4%)	Very good
105 (39.2%)	Fairly good
57 (21.3%)	Neither good nor poor
9 (3.4%)	Fairly poor
2 (0.7%)	Very poor

<b>75%</b>	<b>% very/ fairly good</b>
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Q7 How satisfied or dissatisfied are you that the housing association listens to your views and acts upon them?

84 (31.3%)	Very satisfied
112 (41.8%)	Fairly satisfied
61 (22.8%)	Neither satisfied nor dissatisfied
7 (2.6%)	Fairly dissatisfied
4 (1.5%)	Very dissatisfied

<b>73%</b>	<b>% very/ fairly satisfied</b>
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Q9 How satisfied or dissatisfied are you with the repairs and maintenance service provided by Clydebank Housing Association?

17 (6.3%)	Very satisfied
12 (4.5%)	Fairly satisfied
2 (0.7%)	Neither satisfied nor dissatisfied
1 (0.4%)	Fairly dissatisfied
0 (0.0%)	Very dissatisfied
237 (88.1%)	Don't know/no opinion/have not used service

<b>91%</b>	<b>% very/ fairly satisfied (where used the service – don't know excluded)</b>
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Q11 Taking into account the factoring service provided by Clydebank Housing Association, do you think the cost of your factoring service represents good or poor value for money? Is it...

73 (27.2%)	Very good
156 (58.2%)	Fairly good
16 (6.0%)	Neither good nor poor



17 (6.3%) Fairly poor

6 (2.2%) Very poor

<b>85%</b>	<b>% very/ fairly good</b>
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Q13 Clydebank Housing Association will shortly be reviewing their Factoring Policy. Would you like to be involved in a focus group to discuss the policy review?

27 (10.1%) Yes

241 (89.9%) No

**Clydebank Housing Association Limited  
Communications Meeting (Quarterly)  
28.02.20 at 10.00am in SEC Board Room**

<b>No.</b>	<b>Item</b>	<b>Complete by</b>
1.	Consultation	
2.	Surveys (and reminder of one central F: Drive location)	
3.	Events	
4.	Publications/info leaflets including: <ul style="list-style-type: none"> <li>• ChitChat</li> <li>• Annual Report/Charter Report</li> <li>• Information leaflets in different languages</li> <li>• Housing management leaflets review</li> <li>• Maintenance leaflets review</li> <li>• General leaflets review (CHA/CHA Power/SEC etc.)</li> </ul>	
5.	RTO Action Plans/Progress <ul style="list-style-type: none"> <li>• Radnor Park <del>Multis</del> Tenants and Residents Association</li> <li>• La Scala Tenants Association</li> </ul>	11.00am
6.	Tenant Panel update	
7.	Charter report - review performance against statements for improvement	
8.	Business Planning timetable (SK to provide)	
9.	Self-assurance process timetable (SK to provide)	
10.	Website	
11.	Social media	
12.	Date and time of next meeting	12.00pm