

Clydebank Housing Association Ltd

To: Management Committee

From: Sinéad Farrell, Communications Officer

Subject: Customer Consultation/Communication Update – August 2020

Meeting: 25 August 2020

Date: 14 August 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

Factoring Policy – CONCLUDED the Factoring Policy consultation was carried out over the last month. The 27 owners who had expressed an interest were contacted by email/post as applicable. By post, owners received the current policy, tracked changes version, covering letter, comment form and pre-paid envelope. By email, owners received a link to all of the documents and an online comment form. All owners on file with email were made aware that the consultation was able to be accessed via the website. The consultation was also promoted on social media. As at the closing date of 14/08 no responses were received.

Tenant Participation Strategy – CURRENT the Tenant Participation Strategy is due its full 3-yearly review (minor updates completed annually) and will be presented in the coming months for approval taking into account the Scottish Government's Guide to Successful Tenant Participation and the new digital methods using during lockdown and going forward in participation. The review featured in the June ChitChat and another article will be included in September.

Future focus groups and timescales:

Development Activity – Spring – postponed until after lockdown.

Charter Report – over the Summer – postponed to Autumn. The Scottish Housing Regulator is currently consulting on extending the date for the report to tenants and service users on our charter performance to be published by the end of December 2020 (for this year only) given the fact that they extended the submission date for the ARC return by two months. It is unclear when we will receive the data for use in the report – likely end of October latest.

Future possibilities – 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	2019/2020
Current number on consultation register:	1,104	218 tenants (+3) 886 applicants (+31)	750	1052 31/03/20 – 215 tenant/837 apps
Customer consultations 2020/2021:	2	TP Strategy (<i>in progress – newsletter article</i>), Factoring Policy	5	4
Focus Groups 2020/2021:	-			3
Tenant Panel scrutiny processes	-		1	1
Customer consultation responses	-		150	366

Tenant Panel

A Tenant Panel vacancy was promoted on our social media and generated interest from a tenant. Telephone contact was made and the information was provided on the panel and induction process should they wish to proceed.



The Tenant Panel's meetings March – August have 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. We are beginning to explore the logistics of other ways of meeting with the Panel.

Feedback

Complaints Handling Surveys

Please find below results for April - June. 15 surveys for the quarter were issued (1 address was unknown) and 1 return has 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 (100%)
2. Overall, how satisfied or dissatisfied are you with the way your complaint was handled?	1 satisfied (100%)
3. Overall, how satisfied or dissatisfied are you with the outcome of your complaint?	1 satisfied (100%)
4. Did the staff who dealt with your complaint treat you courteously?	1 yes (100%)

No feedback was received from the 3 people written to, who expressed dissatisfaction in the last quarter.

1 complaints handling satisfaction survey was received on 29/06 for the last quarter of 2019/20 but this was outwith timescale for reporting within the quarter/year. They responded yes/very satisfied to all questions.

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

All group meetings have still been postponed but now to early 2021. 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. Also, the Chairperson and Secretary were contacted w/b 10/08 to check if there are any issues we can assist with in the interim.

3. La Scala Tenants Association (LSTA)

Our staff attended a meeting regarding the bin situation at Graham Avenue (bin capacity, large bin issues – our request for individual wheelie bins for all residents rejected due to gradient of hill from high bin store, tenant care in using bins) on 11 August and the head of cleansing for West Dunbartonshire and Inverclyde was in attendance along with housing team staff. The meeting was hailed as very productive.

The group has also requested noticeboards be installed in the closes and further information is awaited on this.

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/Tenant Satisfaction Surveys

N/A.

Repairs and Maintenance

Whilst satisfaction with many factors of the above was high as reported in June, and overall satisfaction was up from 90.52% to 91.36%, it was important to look at the dissatisfaction and ways to address it to improve satisfaction. Staff have since addressed all 23 cases where residents felt they had an outstanding issue and approved of their details being passed to us. The Maintenance Officer and myself have met and will now formulate an action plan on each element.

A feature will be provided in the September newsletter stating how we have tried to address any issues or concerns raised.

5. Events

No events are planned at present. However, Scottish Housing Day is on 16.09.20 and this could tie in quite nicely with the distribution of our celebration fund vouchers from 01 September and the promotion of that (see 15. Celebration Fund).

6. Publications/Design

Annual Report

As previously indicated we are going to attempt to have the Annual Report compiled and issued earlier this year. We have begun to compile the required information and are making progress but the report will likely be issued in August/September and may accompany the September ChitChat to provide best value in postage.

Charter Report

Given the extension offered to landlords submitting information on their performance to the Scottish Housing Regulator via the ARC, we are expecting a delay in all of the figures being available for comparison for this report. Regulator consultation is suggesting we can update our residents on our performance by the end of December for this year only but the date of when we will be provided with comparison information is unclear. We will update further once this is clarified.

It may be that the Charter Report cannot be included within another publication and therefore the savings realised last year by including it within the Annual Report, or September newsletter as planned this year, might not be possible on this occasion but inclusion with the December newsletter is not yet ruled out.

ChitChat Newsletter

Our June ChitChat newsletter was delivered on time and the September newsletter articles will be submitted shortly.

The audio provider we used was excellent and provided value for money. We have approached them with a view to continuing to provide this service and they have confirmed their availability for September ChitChat.

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 due to Covid-19 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. We have been tagged on a regular basis by the Centre81 Steering Group as a funder of the children's activities they are managing (Wellbeing Fund) and also numerous recent sponsored posts with the Clydebanks Post as part of an advertising package. Both opportunities provide a great reach of the Association's name and work.

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

We have been in discussions with the Wheatley Group about a press release on the progress of our social housing at Queens Quay. They are taking the lead on it regarding Cube HA's units and they will release it along with a photo opportunity with representatives by the time of the meeting.

A piece we submitted on our Wellbeing Fund project to the Scottish Regeneration Forum (SURF) in response to a request for community resilience stories relating to Covid-19 was published by them and also by Scottish Housing News.

8. Customer Care Reporting including Customer Service Improvement Group

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 so that we can monitor, report and improve where necessary. At the moment we are mainly monitoring this through complaints, compliments and general feedback.

Customer Service Improvement Group

Our Customer Service Improvement Group bi-monthly meeting took place as scheduled on 15 July with a focus on Covid-19. Notes of the meeting will be available shortly.

9. Website

The website continues to receive attention on a regular basis to provide a valuable resource to any stakeholders looking for information.

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 is appended to this report. It will be provided in August, October, January and April to track progress against actions required under this Strategy.

11. Coronavirus Communications Plans

We are now into our sixth 4-week Communications Plan (apologies, the previous report should have said fourth plan not fifth) 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. In recent months we moved towards a renewed focus:

- 'let's help you get back on track' regarding rent and factor accounts
- provide access for essential repairs/gas services/major repairs and the safety measures in place
- promotion of the Wellbeing Fund project

12. Communications Meetings

The next meeting with Senior Staff, Data Protection and Compliance Officer and Communications Officer is scheduled for 25/08 and will be held via Zoom.

13. Press Enquiries

There are no new press enquiries to note.

14. Complaints Handling Procedure

A separate report on the formal introduction of the above and progress to date is presented to the Management Committee at this meeting.

15. NEW Celebration Fund

In lieu of approaching contractors and consultants for sponsorship for the AGM we approached them to provide funding towards a Celebration Fund (details enclosed). We realise during these difficult times that it can be hard to celebrate special occasions in the same way and with many facing financial challenges it can be a struggle to make the day special.

This has resulted in 10 contractors providing £120 and therefore we have the capacity to provide 60 x £20 grocery/entertainment/meal/online vouchers to residents who let us know of their special occasion (picked from a draw if more than 60). The fund is open for nominations 01-31 August and vouchers will be distributed from 01 September.

A nomination form has been set up on the website and the Fund promoted, in partnership with the contributing consultants and contractors, on social media, in a recent Clydebank Post advert and by regular emails to residents. Over 20 responses have been received to date.

July 2020



Sponsorship Opportunity!

Help us to help our residents celebrate in these difficult times

NEW SPONSORSHIP OPTIONS!

As you will know no doubt be aware, we have had to postpone our Annual General Meeting and Social Event given the current pandemic situation. We would normally approach our contractors to support this event with sponsorship.

We are however still reaching out to our contractors for sponsorship but for a special fund that allows us to provide help towards our residents being able to celebrate special occasions such as birthdays and anniversaries.

We realise during these difficult times that it can be hard to celebrate special occasions in the same way and with many facing financial challenges it can be a struggle to make the day special.

We'd like to have a special fund that allows us to provide treats to the value of £20 to residents who let us know of their special occasion. This would be a £20 grocery store, food or entertainment voucher.

We pride ourselves on our 'wider role' in the community, to improve the social and economic circumstances in our communities and we think this fund could be a lovely gesture to support this.

What's in it for you?

This fund will be promoted on social media and all sponsors will be tagged. We will encourage participants to send us photos for publication and will share these too.

We will run a feature in our September newsletter, distributed to our 1,800 residents throughout Clydebank, local businesses, funding agencies and so on. Sponsors' business logo, name, and contact details will be included in the newsletter and in any press release.

There are two sponsorship options. Platinum (£120) and Gold (£80).

What do you do now?

If you wish to sponsor the event, please contact Sinéad, our Communications Officer, at the office by 16 July: by returning the slip on the right, by email at sinead@clydebank-ha.org.uk by telephone on 0141 941 1044.

We are grateful to have the continuing support of so many of you who contribute. Thank you in advance for your consideration.

Time to Celebrate!

Special Fund Sponsorship: Resident Celebrations
Please provide contact information for publishing:

Type of service provided: _____

Company Name: _____

Address: _____

Telephone: _____

E-mail: _____

Website: _____

Contact Person: _____

We wish to sponsor the fund as follows: (Please tick)

Platinum £120 ☐ Gold £80 ☐

We enclose a cheque for this amount ☐

We will pay by BACS ☐

Please use the same logo as previous ☐

We'll forward the logo to: ☐

sinead@clydebank-ha.org.uk

Signature: _____

Date: _____

We thank you for supporting the fund.

Clydebank Housing Association Ltd, 77-83 Kilbowie Road, Clydebank G81 1BL

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