

Clydebank Housing Association Ltd

To: Management Committee

From: Sinéad Farrell, Communications Officer

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

Meeting: 2 February 2021

Date: 28 January 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, 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

Rent Setting – NEW AND CONCLUDED. Consultation on the above commenced in mid-December. It was promoted through a half page newsletter article, direct mailing booklet/feedback slip to those not on email, email including link to online form to those with email, promoted numerous times on social media and in 2 x weekly emails to tenants in January also. A meeting was also hosted for our Registered Tenants Organisations. Consultation concluded on 21 January. 98 responses were received (8.4%) and the majority (75.5%) chose Option 1 (0.7% increase) (response rate for both 2019/20 and 2018/2019 was 14%). All feedback will be reported in detail via the Rent Setting Policy for 2021/22 including the results of a Value for Money question added this year for the first time. Other comments/feedback received during the process are now being addressed by the appropriate team. The winner of the prize winner for a £50 voucher was a Radnor Park tenant.

Business Plan – CONCLUDED. Consultation documents including a business Plan Summary booklet and feedback slip, and a website page and online feedback form were issued/promoted from 20/11 to Registered Tenants Organisations, tenants and other customers. 1 response was received and they were satisfied with the content of the Business Plan per the summary.

NEW Assurance Statement – CONCLUDED. Consultation documents on this were issued to all registered tenants organisation members and tenant panel members for comment on 20/11. 2 responses were received and both were satisfied with content of the annual assurance statement

Future focus groups and timescales:

Development Activity – Spring – this was postponed but was 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:	-	*	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

Tenant Panel

As predicted, our December meeting could not go ahead due to apologies received. This meant that only 3 meetings had taken place in the year whereas the Panel remits state "meetings should be no fewer than 4 times per year". This breach, although not legislative, was noted in the Service Failings Log regarding Coronavirus. No response was received to a front page December newsletter article so the following has been agreed to promote/encourage involvement:



- Develop a leaflet for giving out at sign ups
- Plan in monthly meetings again from February 2021
- Update work plan for 2021
- Get in touch with all current members

Feedback

Complaints Handling Surveys

12 surveys for October – December have been issued and findings will be reported when received (14 complaints but 1 no address, 1 did not wish further contact).

Charter Report Feedback

Really pleased to report that 33 feedback forms were received. All results are shown at the end of the report but pleased that 100% (30) of those who responded confirmed the information was useful to them and 97% (30 of 31) who completed the question confirmed the information was presented clearly. 6 tenants wished to get involved in the preparation of the next report. All feedback provided will be taken on board when developing/issuing the next report.

Linnvale Community Group

We have been approached by a member of the Linnvale community interested in setting up a community group over the coming months. They are also setting up a community website and they requested we submit information for it which has been done (general information and contact details). We have committed to support them in the printing of an initial newsletter as a one-off given:

- that it is at the request of this group in its infancy
- to help with equal opportunities in text size

- the community is underrepresented by tenants groups and this is promoted in each of our newsletters
- the size of area covered is c. 680 properties
- the group are delivering them themselves.

There will be a visible mention of our support in the newsletter.

Any further support going forward would have to be in line with our Tenant Participation Strategy.

Tenant Participation Budget

In partnership with the Head of Finance & Corporate Services the budget requirements for tenant participation in the coming financial year have been reviewed and are adequate to give effect to our Tenant Participation Strategy (required under the Housing (Scotland) Act 2001)) and includes increased resources in the event that the above community groups register.

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

All group meetings had previously been postponed until 2021. However, there has been some activity.

2.1 The Head of Finance and Corporate Services and Head of Housing Services met with the group regarding Rent Setting for 2021/22 under the obligations of the Housing (Scotland) Act 2001 in consulting with Registered Tenants Organisations and 3 members were present. Very positive feedback was received from the members who attended the session.

2.2 Staff have assisted the group in applying for Community Budgeting funding for improvements to the area by providing support and advice and any conditions regarding the proposed improvements by telephone/email and Zoom. The outcome of the application is awaited (closing date 25/01).

In addition, an informal chat over Zoom has been arranged for 10 February in the hope we can get things moving, even in a digital sense, again for 2021. We will gauge at that time any support needs the group may have going forward.

Other meeting dates, once known, will be added to the RTO section of the Intranet. Group members are included in all information emails that are sent to residents. The Chairperson continues to submit information for our newsletter Get Involved sections.

3. La Scala Tenants Association (LSTA)

The snapframe noticeboards for each close were installed prior to the festive break. These were at the request of the group and will allow them to share information of interest or concern with fellow residents in the Graham Avenue development and encourage resident involvement in the group. We have provided information on Social Telecoms contact details (communal broadband provider) for the frames in case this is of assistance and these will be up in the coming days.

Unfortunately, although an invite was extended to the rent setting meeting reference above, no members were able to attend or proposed an alternative time. As above, an informal chat has been arranged for 10 February in a hope to get things moving, even in a digital sense, again for 2021.

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

Action	Progress/Completion
Our RTO section on the intranet and the RTO section of website will be updated	<i>Now complete.</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 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

A full report has now been received from the independent company who carried out the above survey. The results will help us to plan and shape support and services going forward. Many of the follow up calls requested during the survey have been carried out (about 50%) so good progress but staff are continuing to work through responding to customers and this will be completed by 11 February.

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 (this will now be agreed on 09/02/21 at our Communications Meeting).

6. Publications/Design

Charter Report

This report was compiled and issued as scheduled/required by the end of December 2020. The 9 tenants who got involved changed the content of the report, so 3 new areas are reported on, and 4 have been removed. That said, 2 areas normally requested by the Regulator and included in this report were not requested this year and this was highlighted during the consultation.

Postage/printing savings were able to be achieved given that we have now moved to email as default for publications (at tail end of 2019 we were still sending out in both formats), so lower paper copies has realised a saving of c. £100 and also this information was issued along with the Rent Setting information for 2021/22.

Adverts

In November, we featured as a partner in a 2-page advertorial paid for by Clydebank Can in the Clydesider Magazine. We also again took a small advert in the Clydebank Post 2021 calendar.

ChitChat Newsletter

The December ChitChat newsletter was issued as hoped prior to the Festive break (to remind of office closure and emergency numbers) and was another 20-page edition full of information and updates from the Association and other useful signposting/information. The gathering of information for the March 2021 will soon commence.

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’.

Annual Assurance Statement

The above was issued within the December ChitChat newsletter. A cost/admin time saving was made by having this included and not being issued separately. It was also included on our website to make it available to other customers.

<https://clydebank-ha.org.uk/cha-downloads/assurance-statements/>

Linnvale Development Newsletter

A newsletter for the Linnvale community regarding the new development is in the process of being drafted and will be issued in advance of the demolition.

Contractor Newsletter

A contractor newsletter to share good news, complaints information, reminders of our customer care standards etc. has been drafted. It was scheduled for January 2021 (as part of the Repairs & Maintenance Satisfaction survey action plan) however it may be slightly delayed, into February, as it will need expanded due to excellent feedback from staff to make it even more useful/informative.

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 had been a delay in the Housing Team reviewing the information packs in different languages, however, these are now being reviewed by 14/02. 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.

Close Signage

A tenant had recently highlighted the need for numbered close signage at Crown Avenue and this was installed prior to the festive break.

Press Releases/Promotion

2 press releases were issued in December and both got good coverage in the Clydebank Post (at least online) and Scottish Housing News e-bulletin. Social media posts about the press releases were also shared on our accounts.

21.120 – Y-Sort-It Donation

22.12.20 Investor in Young People Gold

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

There is one forthcoming press release regarding a community benefit provided by a contractor and this will be in progress shortly.

Press Enquiries

There were no press enquiries since the November report.

Email Responses

Since moving to the Homemaster housing system a great deal of email automated processes have been put in place. There are about 60 email templates and myself and the Head of Finance and Corporate Services are currently working through them to ensure they meet with the Association's standards of communication.

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 due to be held on 21/01/21 was not able to go ahead and has been rescheduled to 11/02/21.

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.

An action plan for improvement, following a recent Business Gateway web development surgery, will be provided to the Communications meeting on 09/02 for discussion.

Social Media

We continue to share information and signpost 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.

Again, an action plan for improvement, following a recent Business Gateway social media surgery, will be provided to the Communications meeting on 09/02.

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>

Google Businesses

In the past couple of months, we have successfully 'claimed' Clydebank Housing Association and Centre81 businesses on Google (as seen during web searches). This allows greater control over what customers see and, for example, opening hours and direction to the correct website, not a website of information (right or wrong) pulled together by Google.

Clydebank Can

An information session on social media and website management was provided to Clydebank Can (we are a project partner) so that the project can best be promoted online.

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. The Action Plan is enclosed for information.

11. Coronavirus Communications Plans

As referred to previously, we will put a 4-week plan in place for providing information on the office reopening. Since lockdown 2 we have recommenced a campaign of information sharing which has included weekly emails to all tenants providing advice and contact information for tenancy, neighbourhood, financial and repair issues and regular social media posts on the Association's services and other signposting. The texting of customers through our new housing system is also being explored as another means of assuring customers we are still here for them during the pandemic.

12. Communications Meetings

The next quarterly meeting with Senior Staff, Data Protection and Compliance Officer and Communications Officer is due on 09/02 (the previous meeting was unable to be reorganised prior to the Christmas break so the meeting has been moved to the next scheduled date).

13. Complaints Handling Procedure

The new Model Complaints Handling Procedure went live as scheduled on 01/12. As noted in the previous report it was clear from external training attended that we are very 'ahead of the game' having this in place. As noted in the separate

Complaints Report for Q3, additional learning/identification of trends and themes noted from complaints has already begun. We received correspondence on 28/01 from the SPSO to confirm that the updated KPI guidance regarding what additional information we should be reporting to the Management Committee has not been published yet.

Customer Feedback Form – CHA’s Annual Performance Report for Customers – January 2021

33 responses received were as follows. All feedback will be taken on board for future editions.

Was the information useful to you? Yes – 30 (91%) No – 0 No response – 3 (9%)

If not, how can it be improved?

- Very informative and clearly done

Was it presented clearly? Yes – 30 (91%) No – 1(3%) No response – 2 (6%)

If not, how can it be improved?

- Very clearly done

Did you like the graphs and narrative which supported the statistics?

Yes – 30 (91%) No - 1 (3%) No response – 2 (6%)

If not, how can it be improved?

- Too technical

Was there too much information?

Yes – 3 (9%) No – 27 (82%) No response – 3 (9%)

Could there have been more information?

Yes – 2 (6%) No – 26 (79%) No response – 5 (15%)

Do you have any comments regarding our performance?

- Can't really comment as just taking over tenancy
- Very good
- I have always been very satisfied with all the performance of CHA
- Good
- As a shared owner I feel there isn't a lot of relevance to me in the report*
- Still waiting for info about windows. When will we get new ones?***
- Very well presented

Would you like to examine areas of our performance in more detail or are there any areas we did not report on and which you would like to have seen?

Yes - 2 (6%) No – 28 (85%) No response – 3 (9%)

If yes, please detail:

- No report for shared owners
- A bit more info on repairs

Do you agree with who we compared our performance against?

Yes – 30 (91%) No – 1 (3%) No response – 2 (6%)

Would you like to be involved in the preparation of your next report?

Yes – 6 (18%) No – 24 (73%) No response – 3 (9%)

What is your preferred method of communication?

Post – 24 (73%) Email – 6 (18%) Phone – 3 (9%)

** issued to sharing owners on this occasion as accompanied the Rent Setting for cost saving*

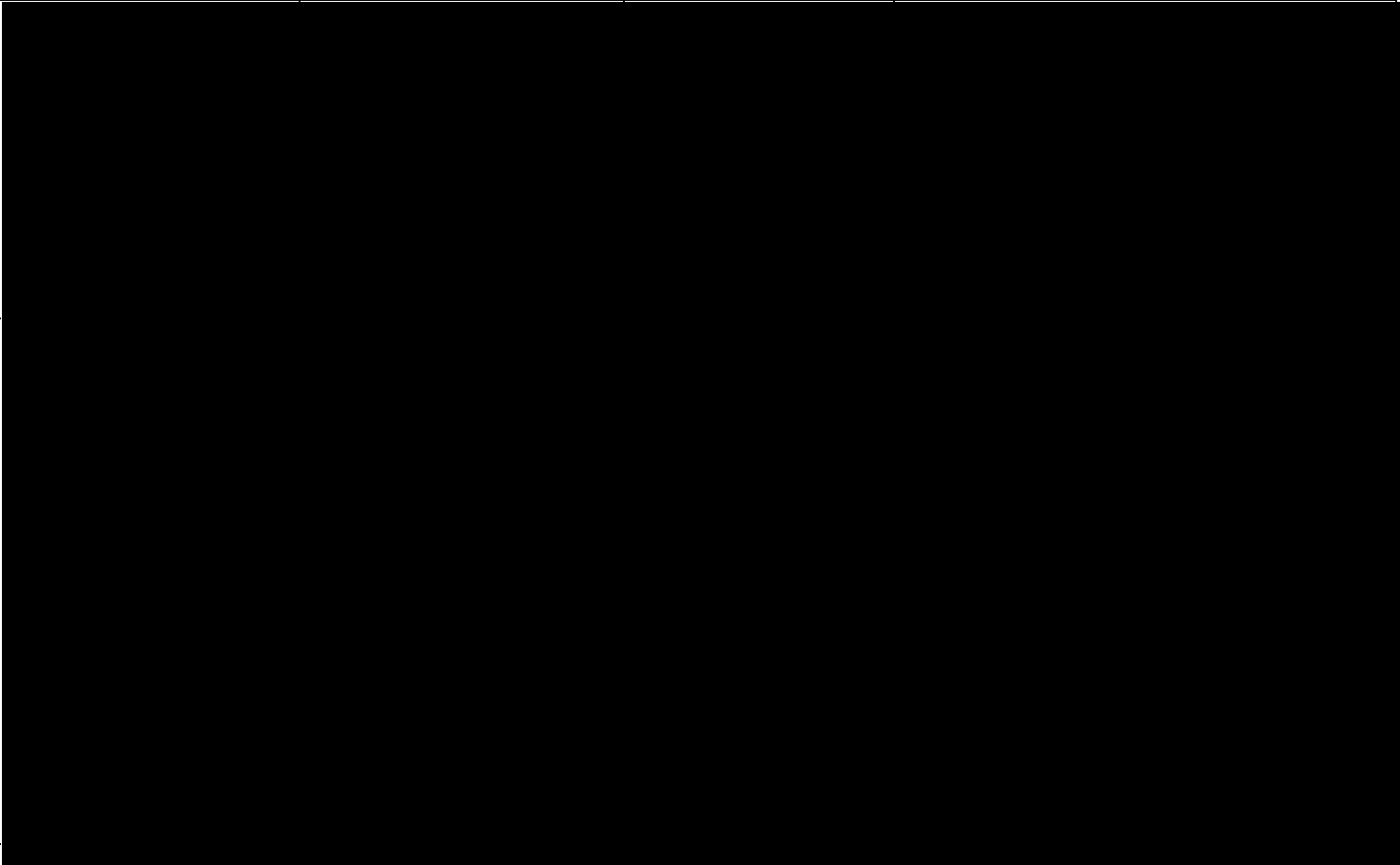
*** comment passed onto maintenance*

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(Section heading references Communications Strategy – May 2020)

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Section	Topic	Action Required	Responsibility	Target Date	Action to date
N/A	General				
4.1	Customer Care				

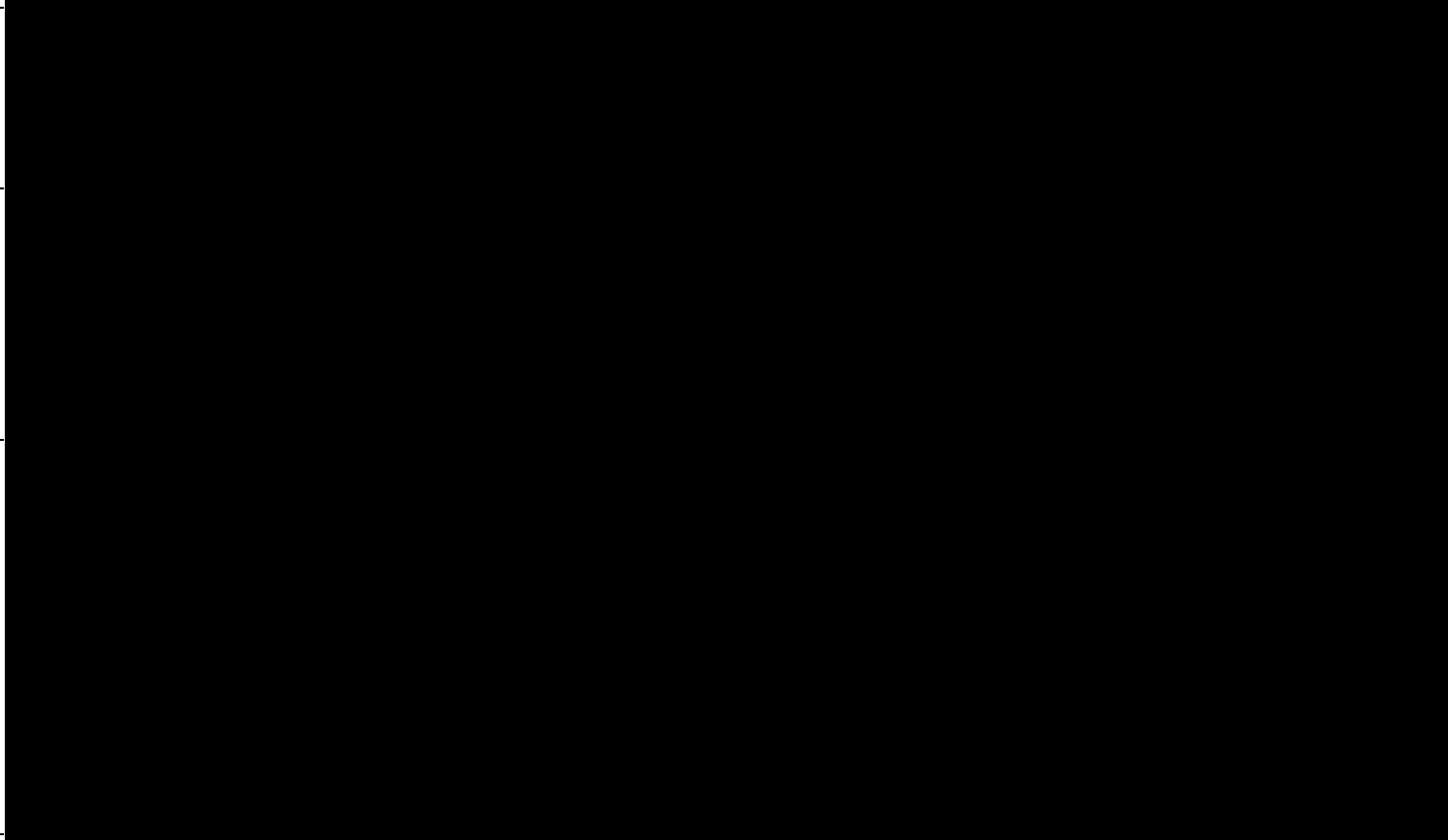
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4.2	Complaints				

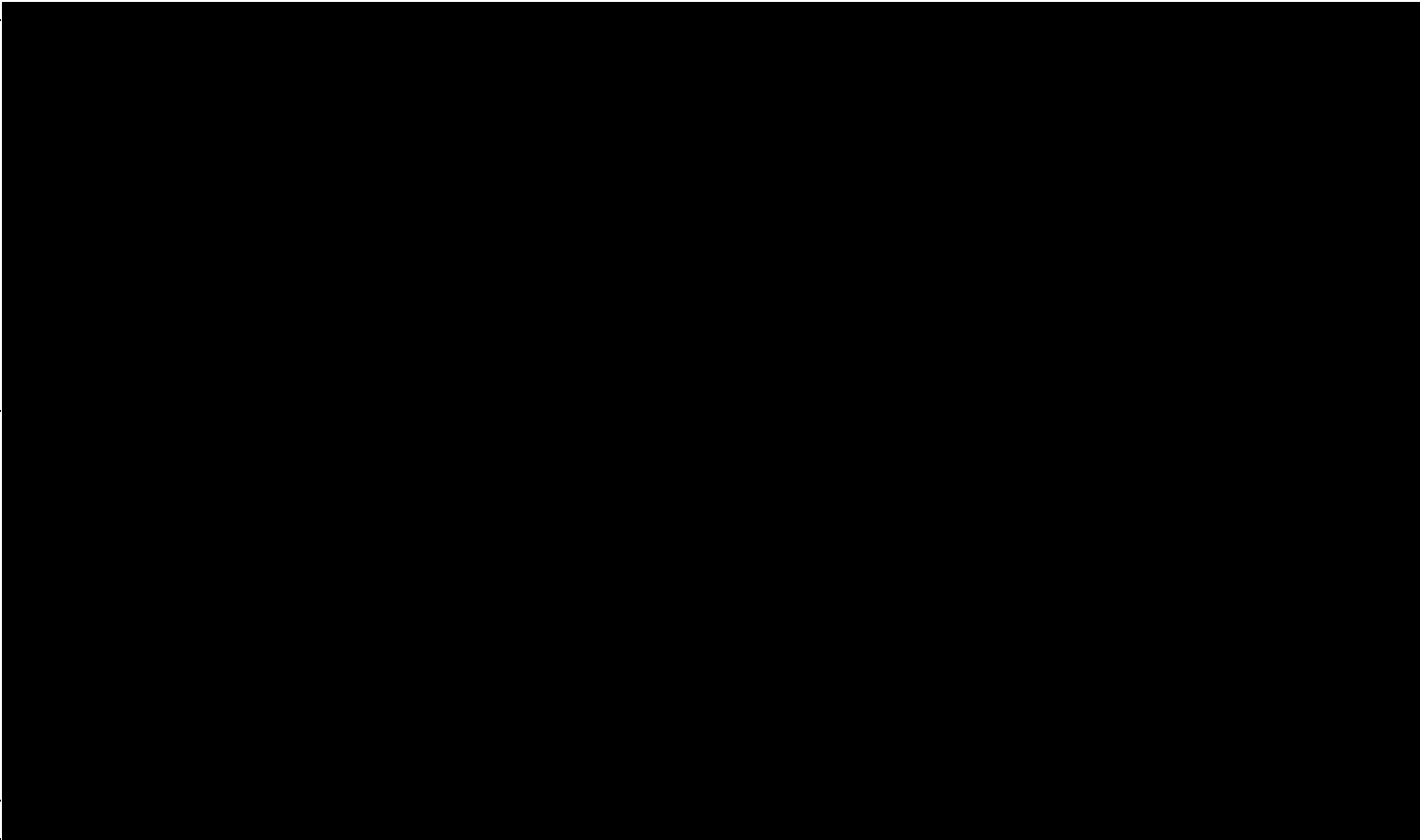
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4.3	Regular Communication s/General Contact				

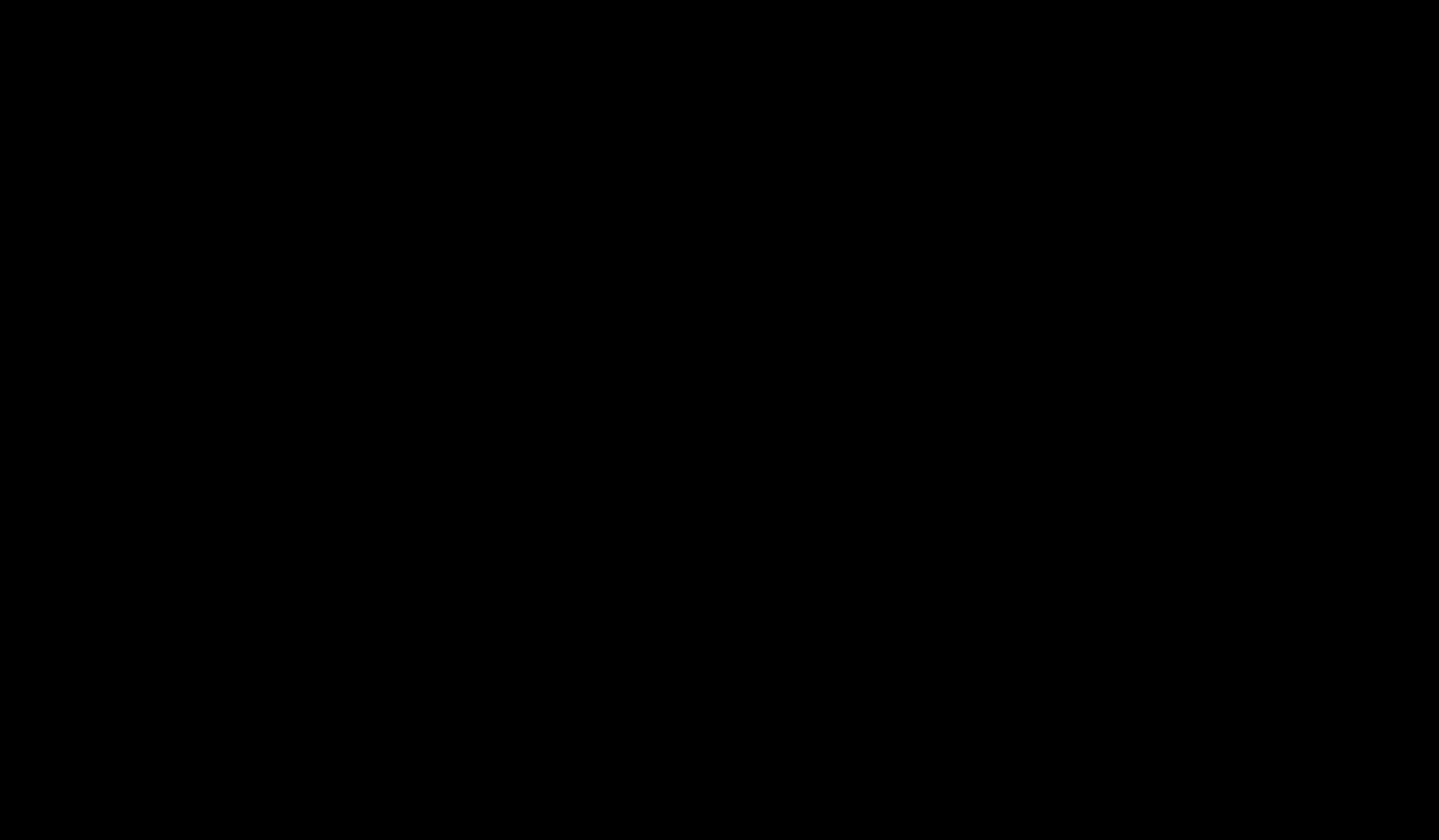
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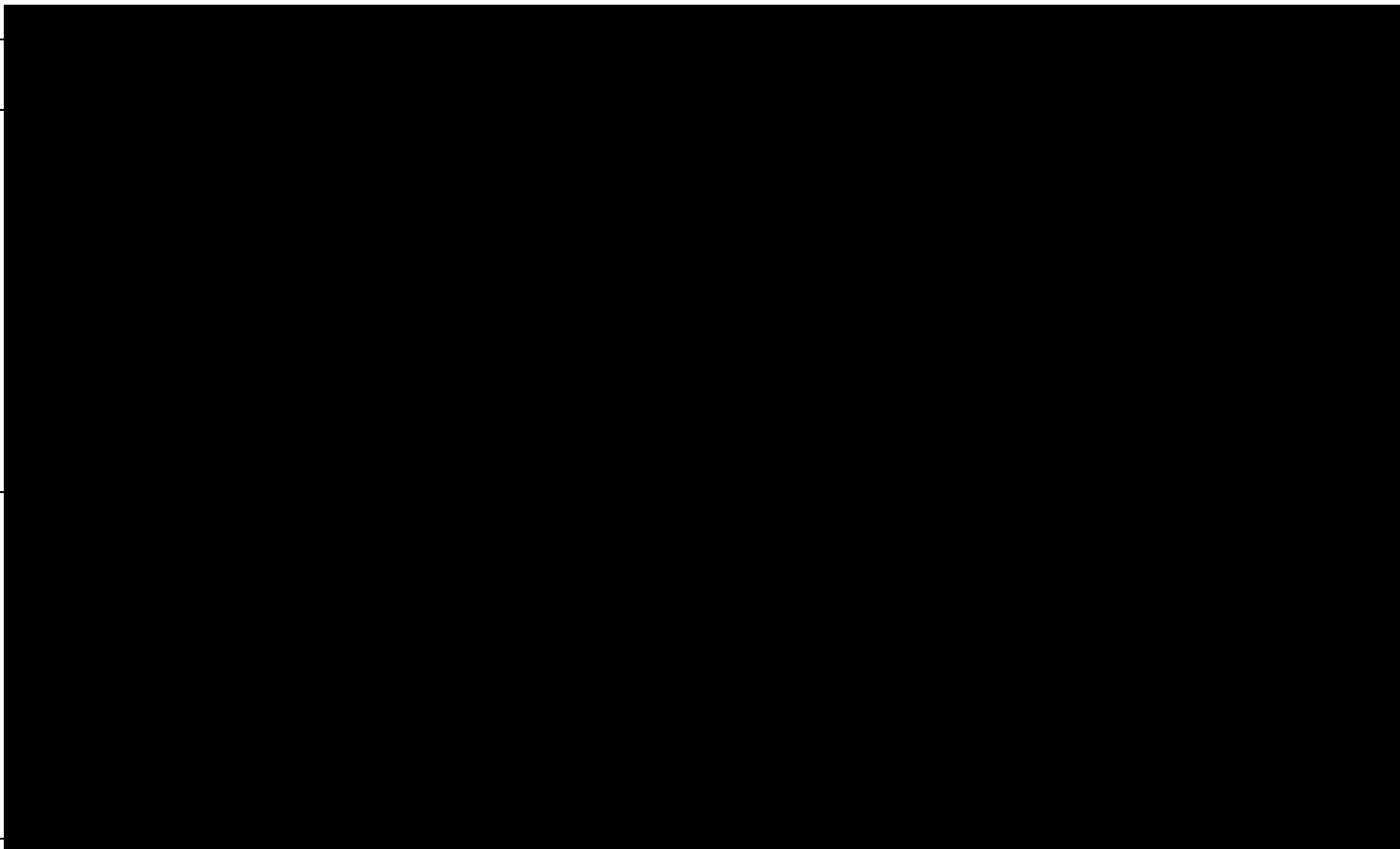
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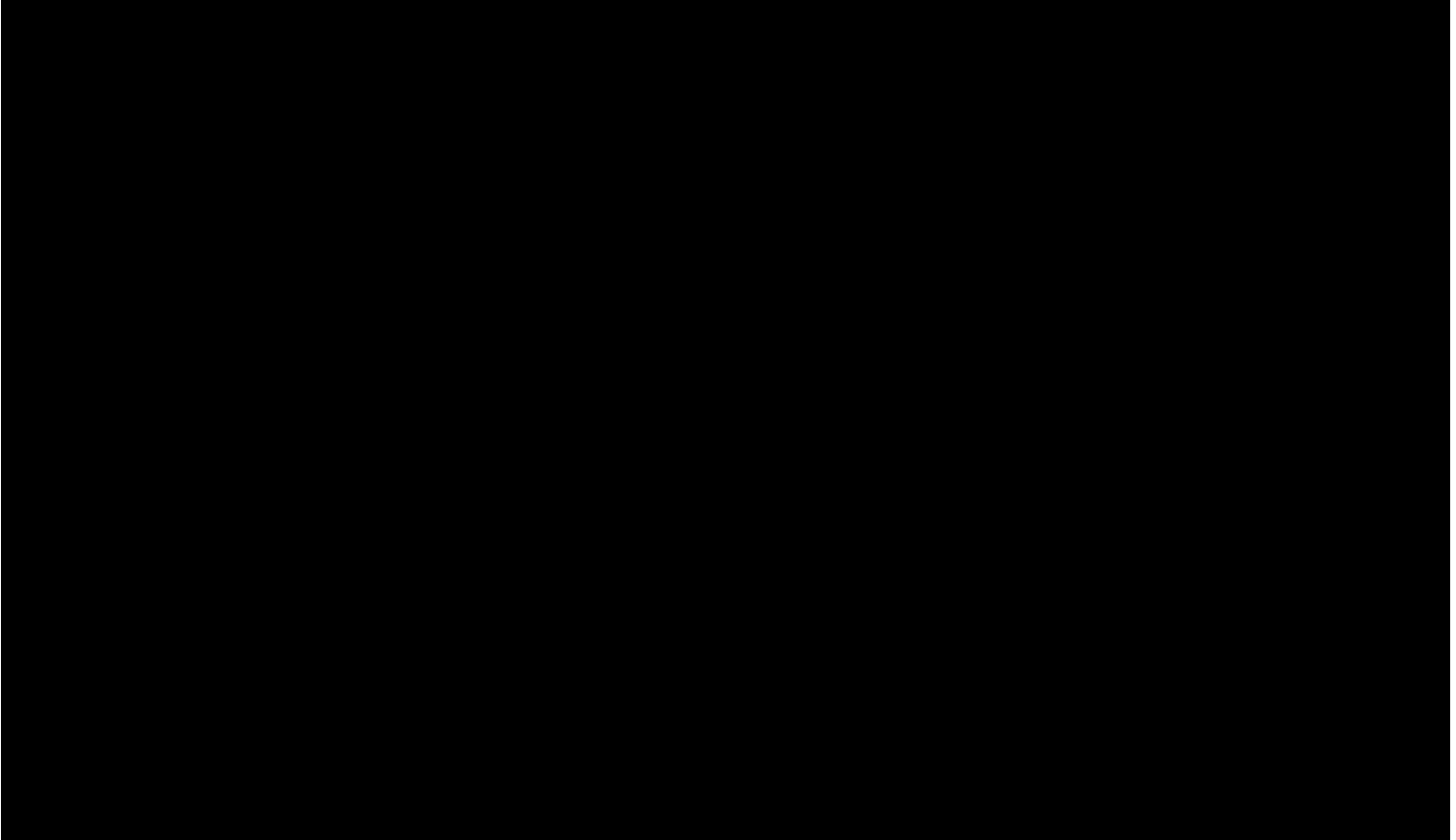
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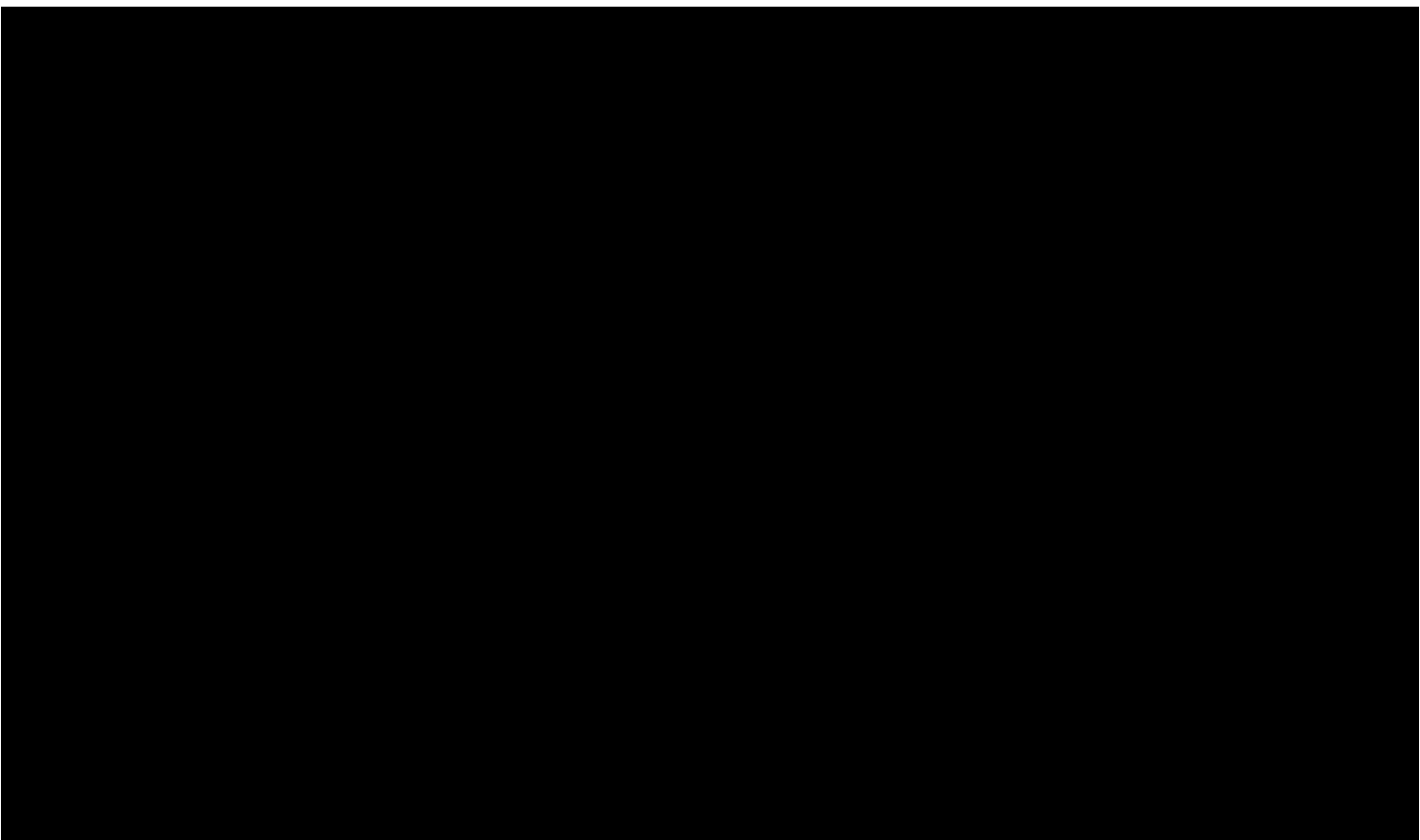
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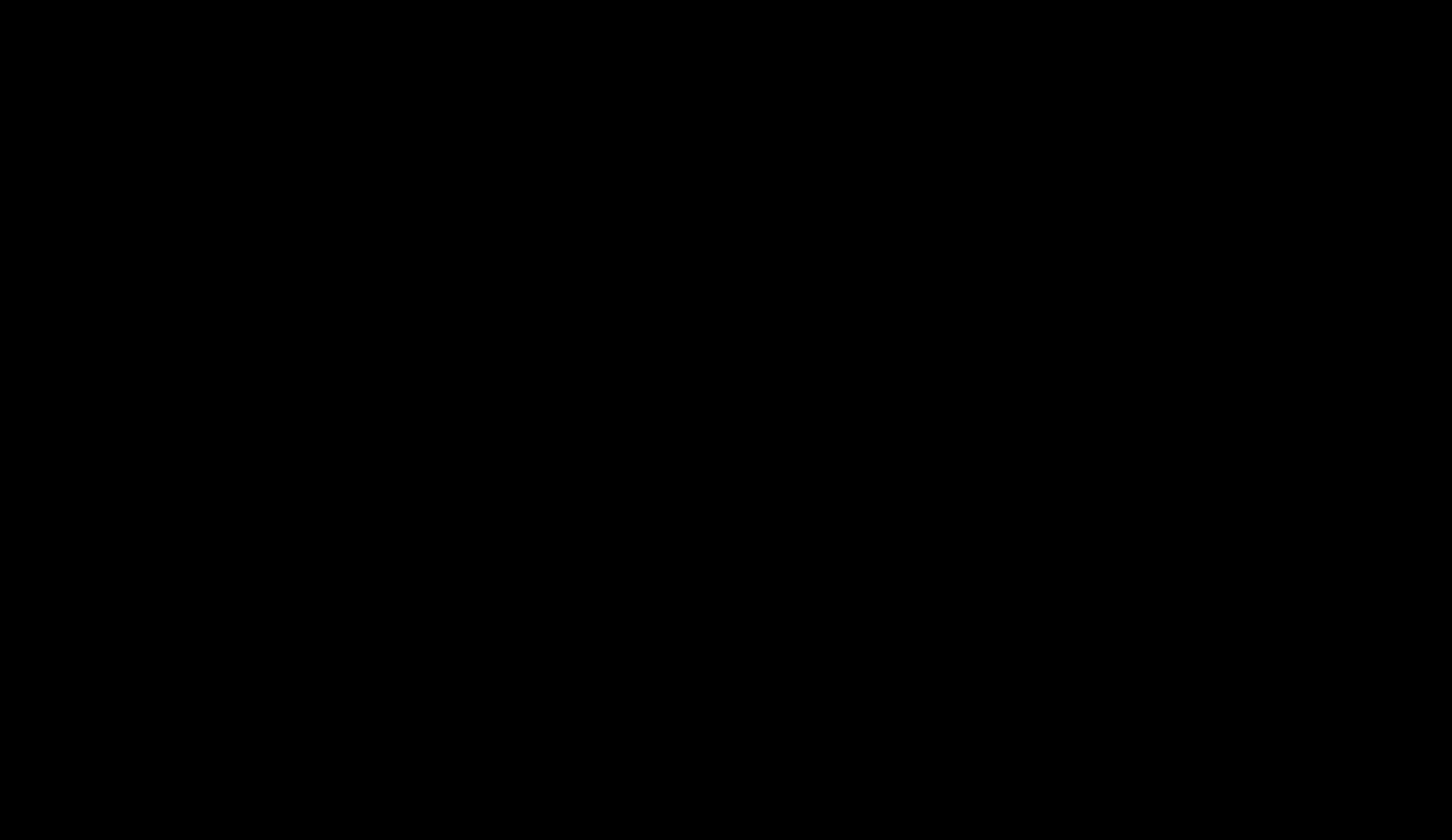
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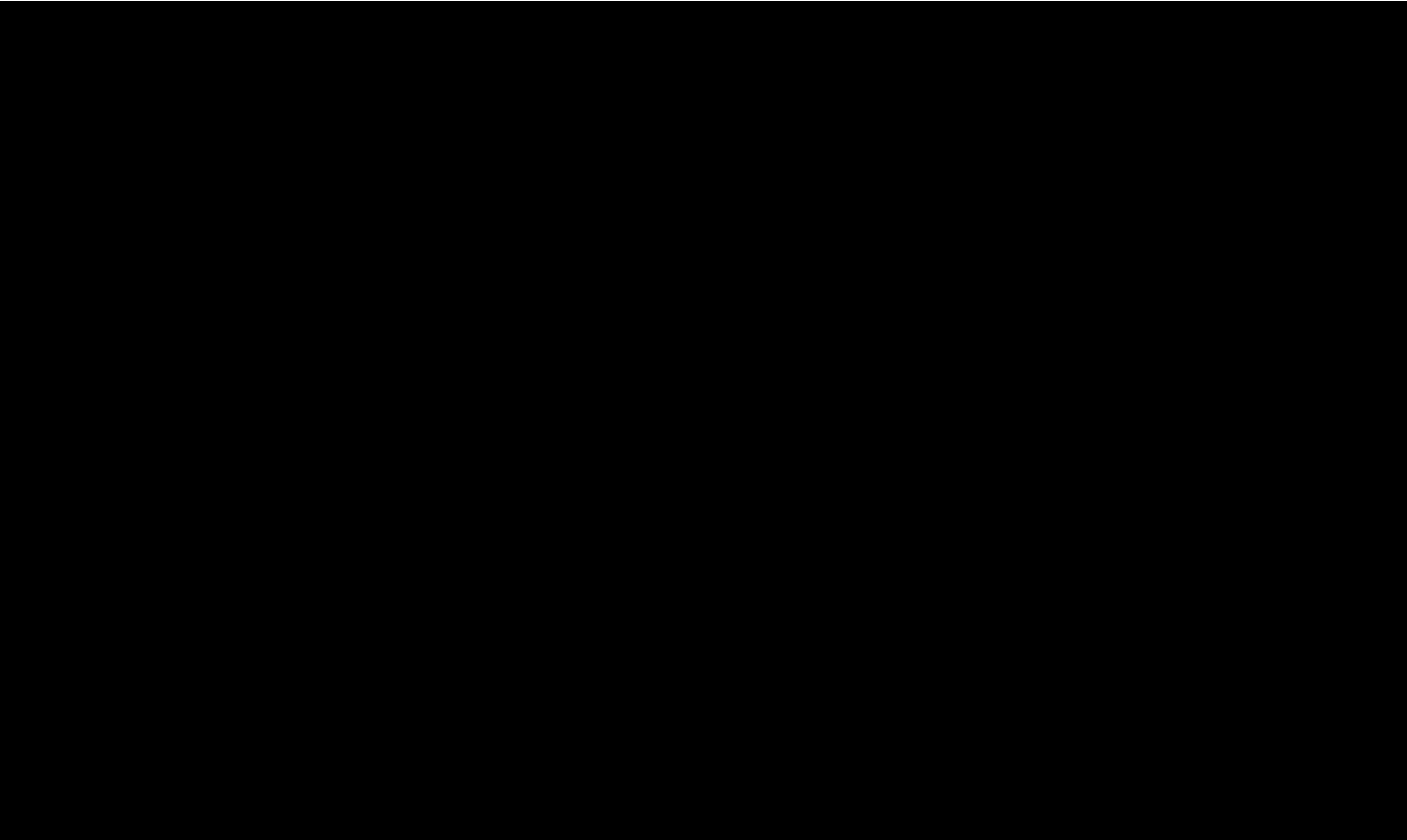
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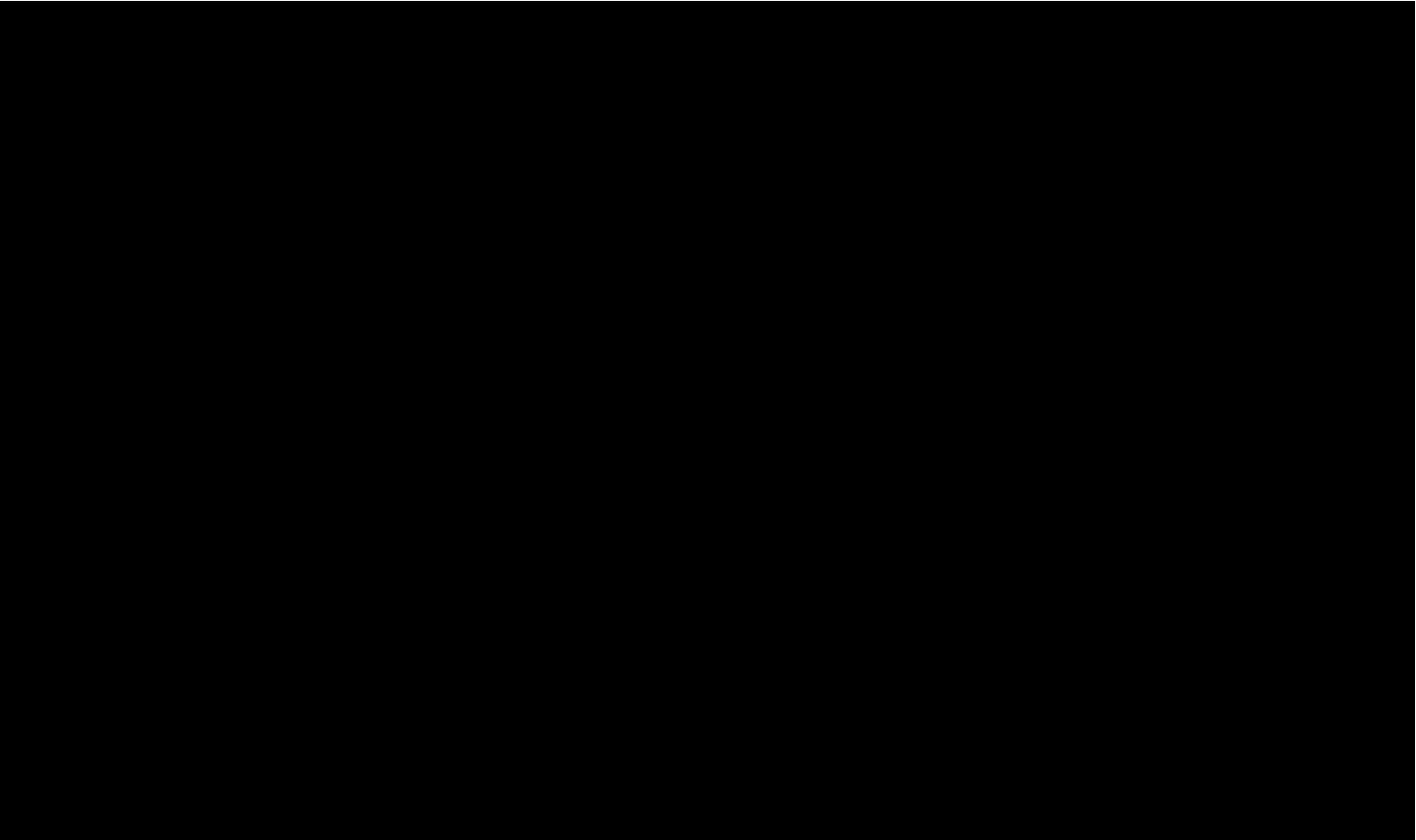
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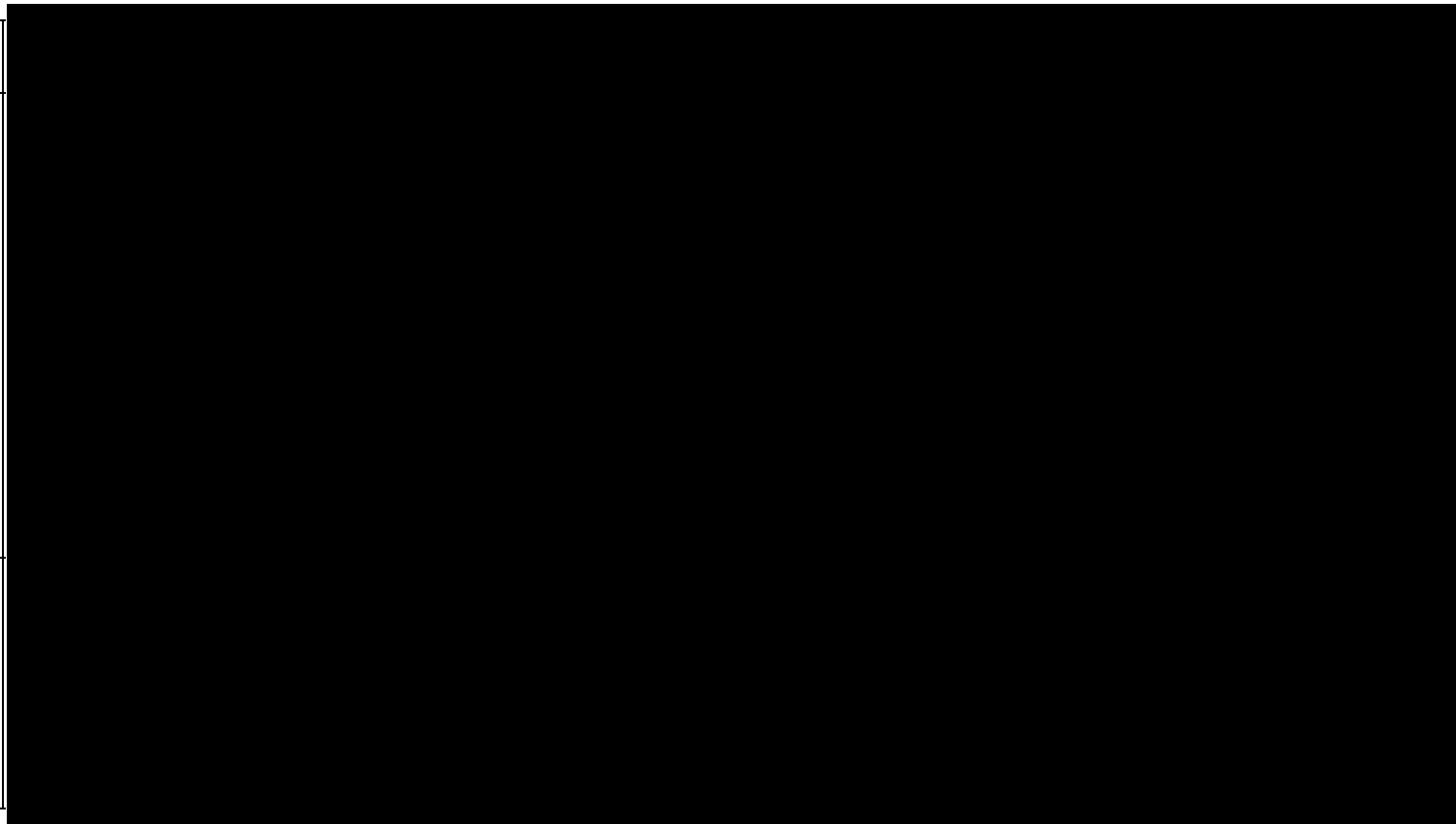
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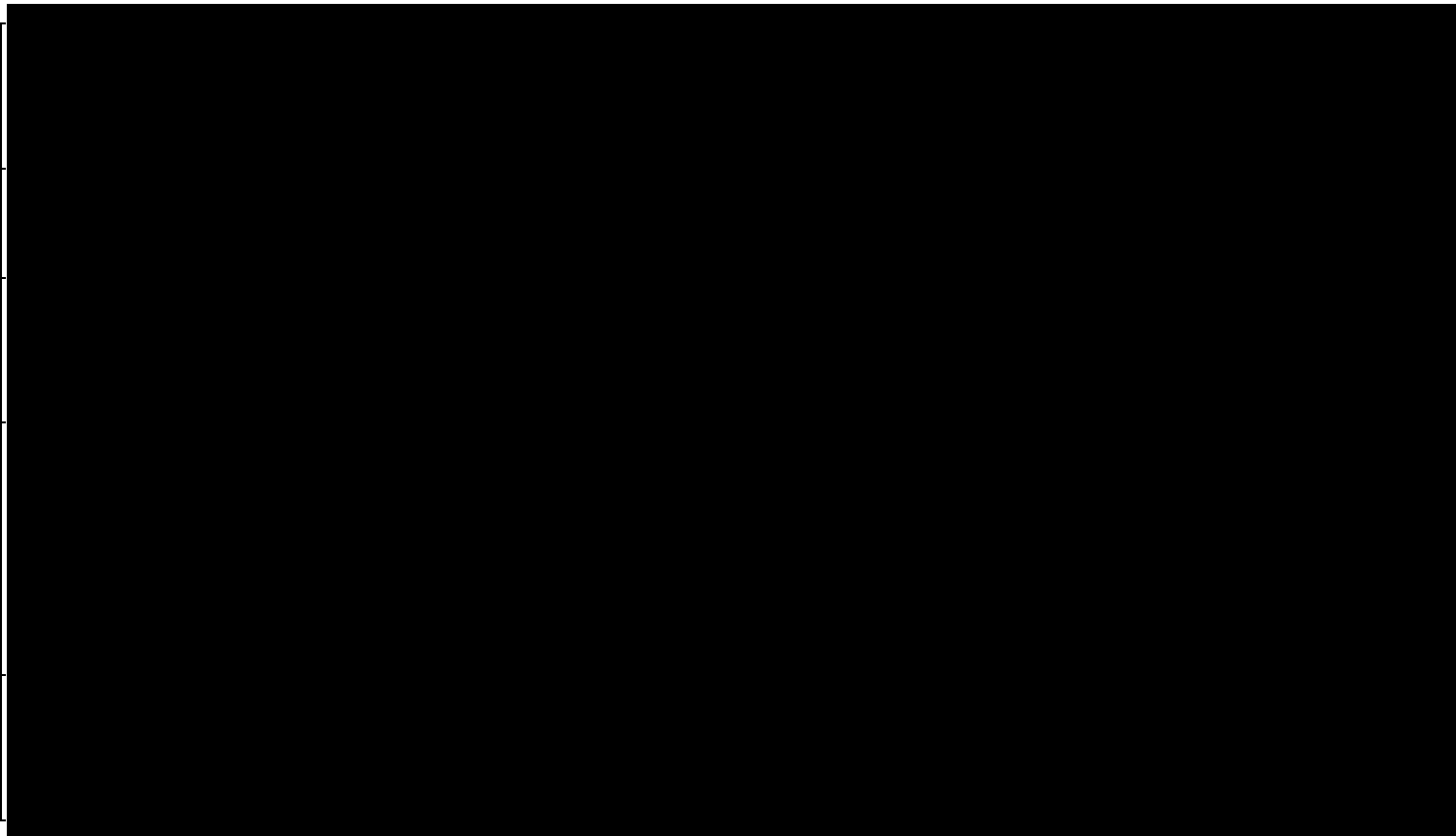
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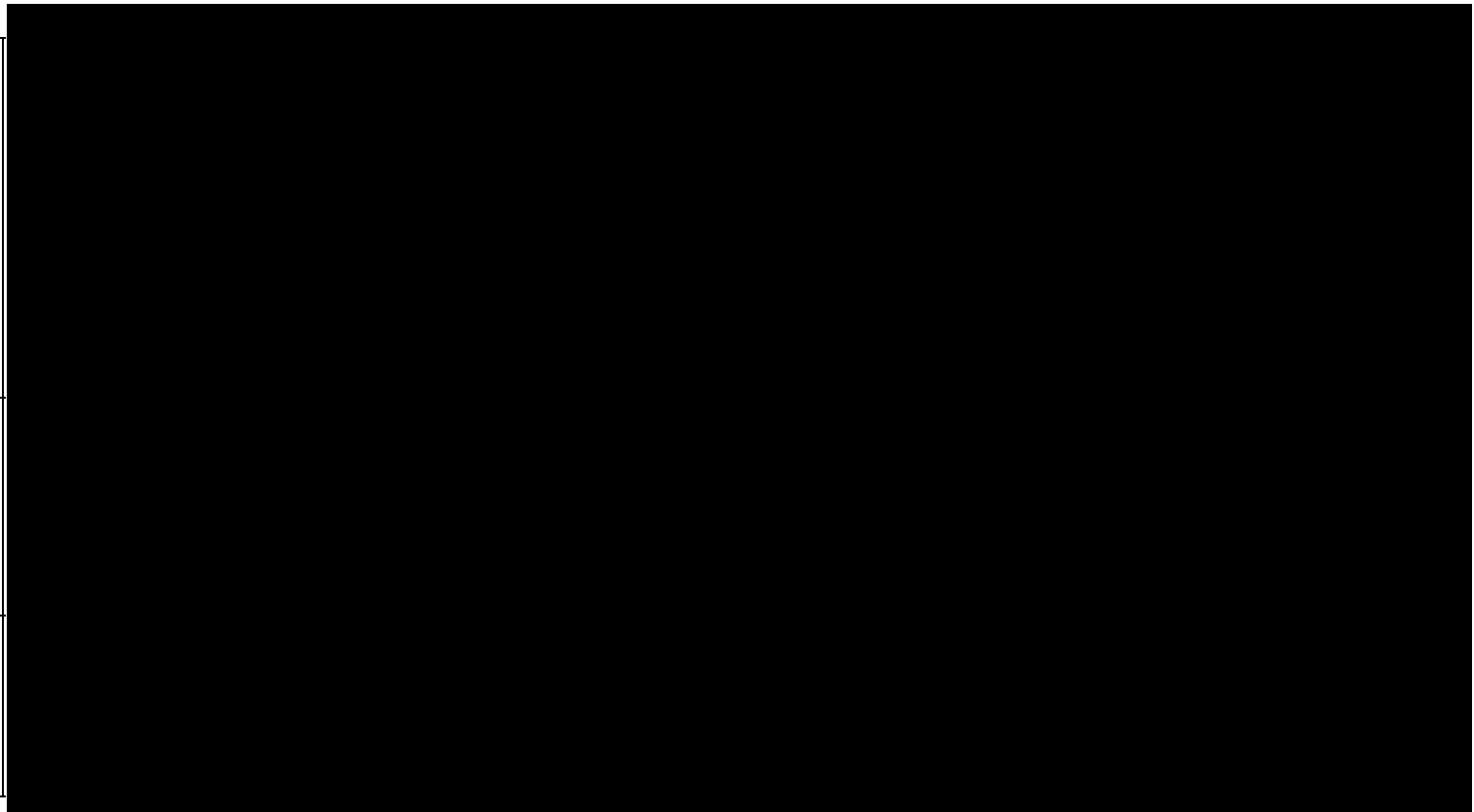
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