

Clydebank Housing Association Ltd

To: Management Committee

From: Sinéad Farrell, Communications Officer

Subject: Customer Engagement/Communications Update – April 2021

Meeting: 27 April 2021

Date: 23 April 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, as no feedback was received from the newsletter, a date will be now 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	2020/2021
Current number on consultation register:	-	*	750	920 (last known figure)
Customer consultations 2021/2022:	-		5	6
Focus Groups 2021/2022:	-			
Tenant Panel scrutiny processes	-		1	0
Customer consultation responses	-		150	143

* the method for getting this information onto the new housing system is currently being explored and the format on how this will be done was agreed 22/04

Tenant Panel

A catch up meeting with 3 Tenant Panel members took place on 31 March 2021. Another one has been arranged for 28 April in order to try and build some momentum for the remainder of the year. One member will again access to the online meeting by a device provided by the lending library.



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

24 complaints handling satisfaction surveys for January – March 2021 have been issued and results will be reported in due course.

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

A joint meeting with RPMTRA and La Scala Tenants Association is scheduled for 12 May. Unfortunately, the group were not successful in receiving the Community Budgeting funding they hoped for. 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 is scheduled for 12 May. 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.

Repairs and Maintenance Survey

The Maintenance team is currently being provided with assistance to have an independent Repairs and Maintenance Survey carried out to ascertain satisfaction with the service during 2020/21 (similar to the survey carried out in 2020). The survey will be carried out in the first 1-2 weeks of May and 220 tenants will be contacted from the 745 tenants who had applicable repairs. Results will be reported in due course.

5. Events

Calendar of Events

The agreed Calendar of Events which will be celebrated online/in newsletters in the coming year 2021/22 has now been allocated to staff/teams and has been put into diaries for the appropriate team to support the occasion.

6. Publications/Design

ChitChat Newsletter

The time for pulling together the June newsletter will be upon us in a couple of weeks. It is scheduled for issue w/b 21/06.

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’.

Wellbeing Feature

The March 2021 centre page Wellbeing Feature, developed with our Registered Tenants Organisations, was shared on social media and received some sharing/positive comments.

It was also condensed into a one page feature and put up in the noticeboards at the multi storey flats and also in Graham Avenue.

Housing Management and Maintenance Leaflet Review

The review of all leaflets related to the above services has now been carried out by the teams. The Housing Management leaflets were returned last week and have been redesigned and uploaded to the website. The Maintenance leaflets were returned this week and will be redesigned and uploaded w/b 26/4.

The redesign was required as there’s been very much a move towards emailing information to customers since their last review and the tri-fold landscape version doesn’t work well with that so they will now all be A4 portrait style. In addition, the large leaflet stand is no longer available in reception.

A suite of Scottish Water information leaflets and a link to factsheets has been added to the Maintenance leaflet website section.

<https://clydebank-ha.org.uk/cha-downloads/cha-housing-management-leaflets/>
<https://clydebank-ha.org.uk/cha-downloads/maintenance-leaflets/>

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.

The review of the information packs in different languages by the Housing Team remains on track to take place by the end of April. 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.

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.

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

1 press release has been issued since the last report:

12.04.21 New Chief Executive appointed at CHA

It was covered in Scottish Housing News and our social media graphic of the news received good interaction.

There was lots of online coverage of the press release issued on 18.03.21 regarding Dalton Avenue including in UK Construction Now online bulletin, the Clydebank Post and related social media accounts. There was significant online coverage of drone photos from the Wheatley Group of Queens Quay including the Herald, Clydebank Post, Scottish Housing News, Scottish Construction Now and related social media accounts.

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

Next topic for a press release, currently in progress, is our contractor's newsletter launch.

Promotional Items

The following items have now been received and will be utilised at future events:

- 2 branded tablecloths
- 100 cotton shopping bags – CHA
- 100 cotton shopping bags – C81
- 3 x A3 desktop banner stands
- 2 small PVC banners with our missions statement

Digital Lending Library

We have now received the following items related for 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

Drafts of the external office/window/door signage are expected w/b 26/4. This is being done with a view to making the style more modern and uniform around the building.

Specific Consent Form

The above form has been updated and uploaded our system/the website, with links circulated to staff to ensure the correct form is used for customer photos, ensuring we meet with GDPR.

Centre81

External signage has been designed and sent to the contractors carrying out the canal path works who will arrange for it to be produced and installed as part of the contract.

Vouchers for new tenants, as part of the new tenancy sustainment fund, for a month free at Gym81 and a lunch at Café81 have also been designed.

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, identified as an improvement within the February report on Landlord Performance, is currently being explored as it will have budget implications given that we have 92 closes.

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 on return to the office.

Customer Service Improvement Group

The next Improvement Group meeting is due to be held on the 13 May.

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, w/b 19/4 freshly reviewed housing management leaflets were uploaded, including topics such as Universal Credit and Paying Your Rent. An enhancement was made to the maintenance leaflets section with a variety of useful Scottish Water leaflets, and our own maintenance leaflets, just reviewed by the team, will be uploaded w/b 26/4.

An action plan for improvement has been put in place and discussed following a Business Gateway website review sessions. There has been a good deal of progress including the purchase of www.clydebankha.org.uk being pursued (with visitors being redirected to our website). The housing system 'customer portal' log-in button has also been updated in advance of tenants and contractors being asked to sign up to the portal. This also means staff have another way to access the system when out and about.

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</i>

	<i>over to the new 2021 workplan)</i>
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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).

The majority of recent activity focussed around promoting our new Chief Executive, and Tenancy Sustainment and Welfare Rights services.

An action plan for improvement has been put in place and discussed following a Business Gateway social media surgery. There has been a good deal of progress including question suggestions and corresponding automated responses being added to the Facebook messaging facility. Centre81 is also being supported in resolving issues they have with the Facebook messaging facility in order to improve customer service.

Management Committee Paper Upload

The Data Protection and Compliance Officer and I will now continue to 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 is therefore appended to this report.

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 is scheduled for 11 May.

13. Complaints Handling Procedure

The Factoring Complaints Handling Procedure being developed and adopted was the last outstanding action from the review of the model procedures and this adopted at the March meeting.

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

We have been in contact with the Chairs of the Housing Complaints Handling Network of the SPSO in order to gauge the commitment of being part of the Network so that we can further learn and develop if we can.

We have also joined the Housing Complaints Handling Network (Scotland) group on Knowledge Hub. Knowledge Hub is an online service to connect, collaborate and communicate with members across public services. This group provides a space to

enable housing complaints professionals to share information and best practice in respect of complaints handling and decision making.

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

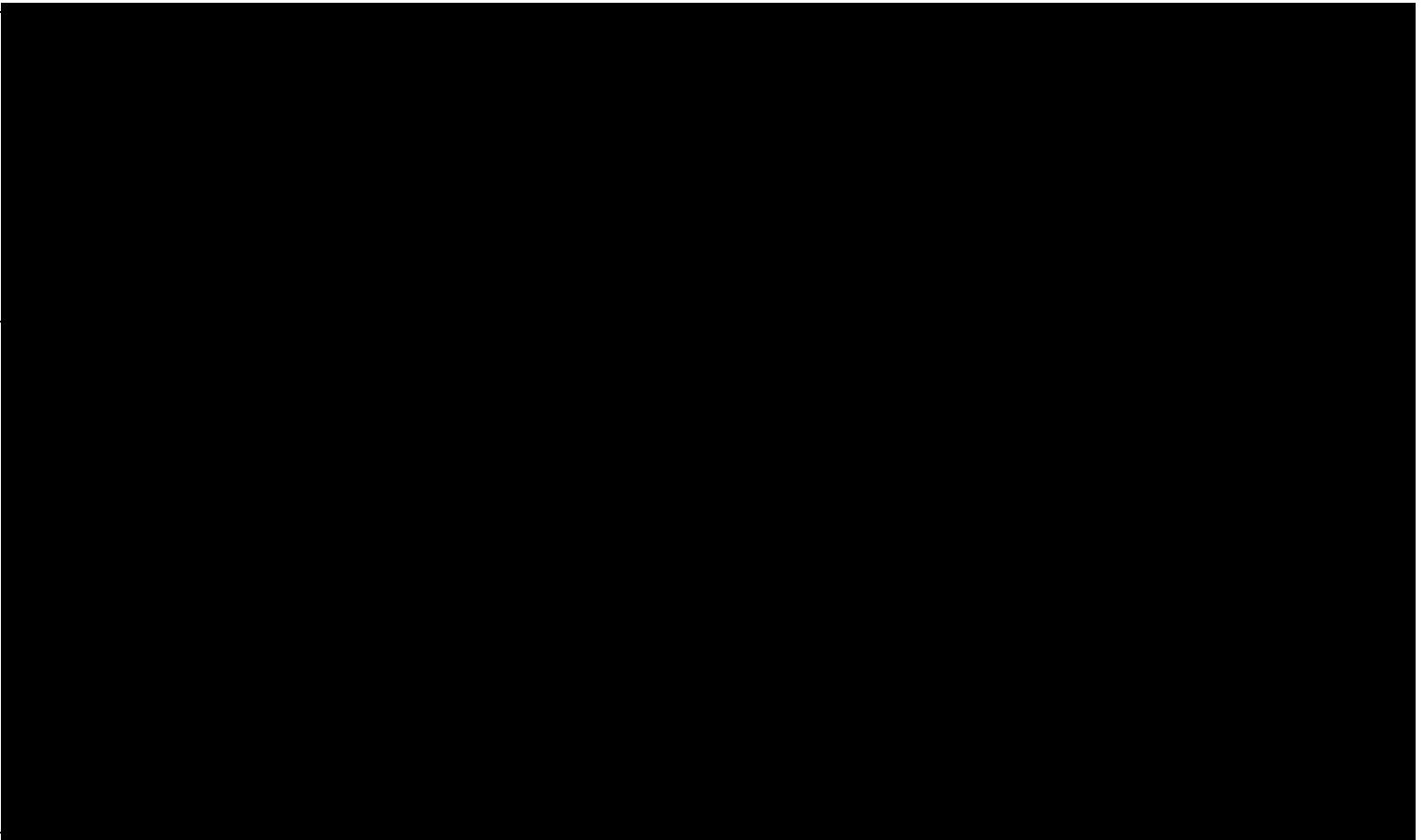
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Communications Strategy – Action Plan (April 2021) – Management Committee submission 27/04/21

(Section heading references Communications Strategy – May 2020)

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

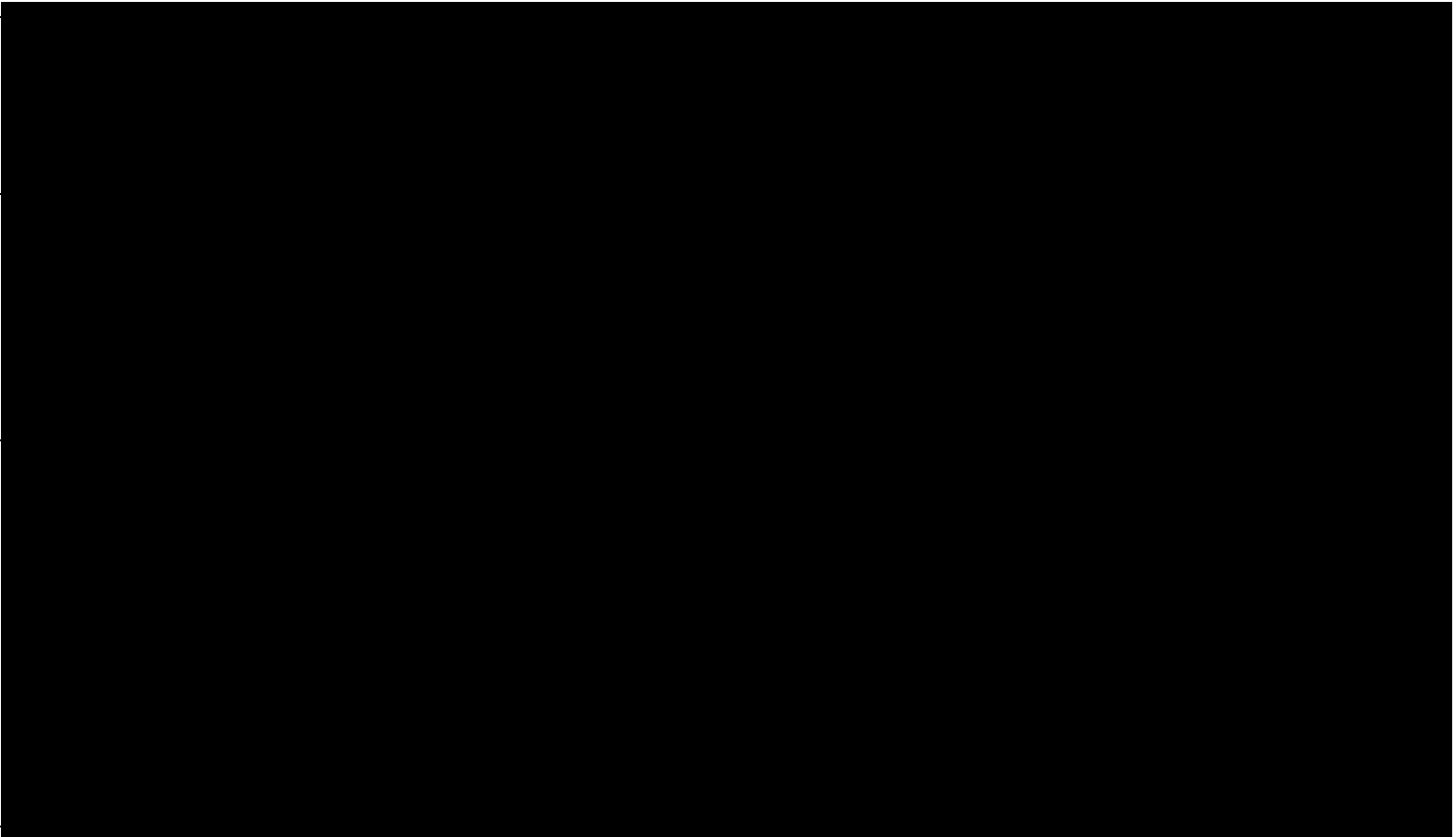
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4.2	Complaints				

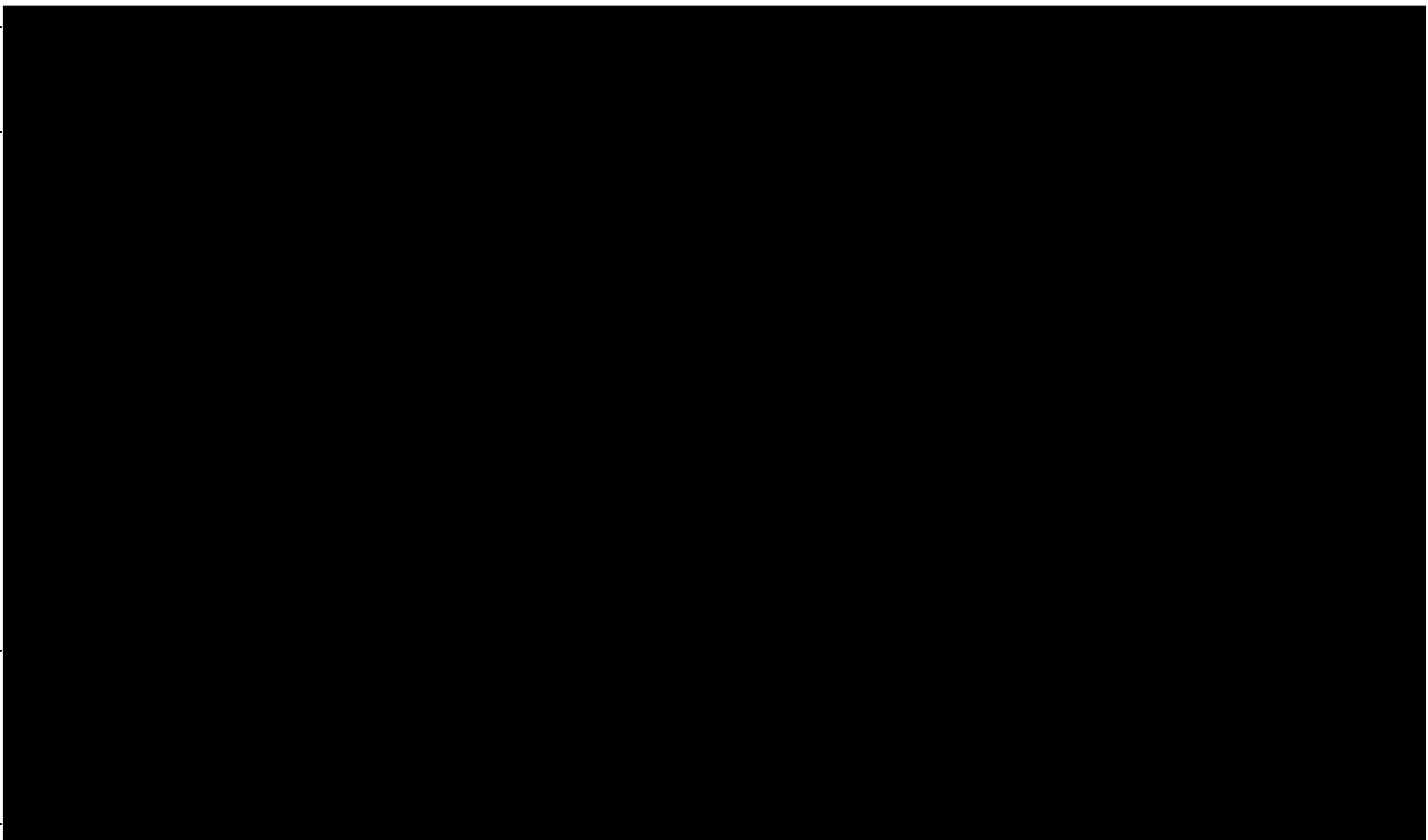
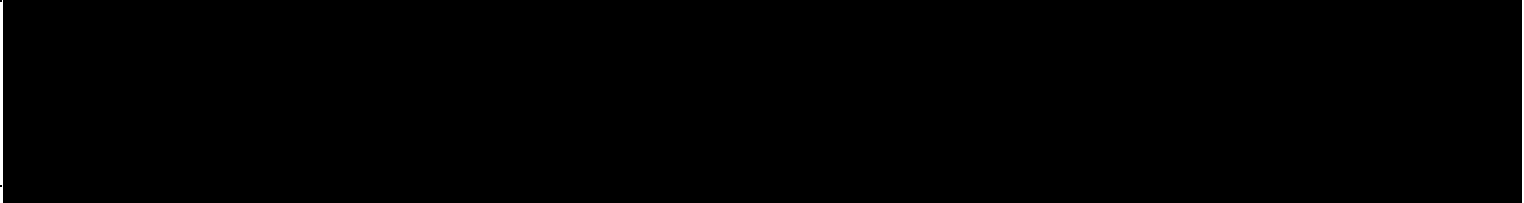
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4.3	Regular Communication s/General Contact				

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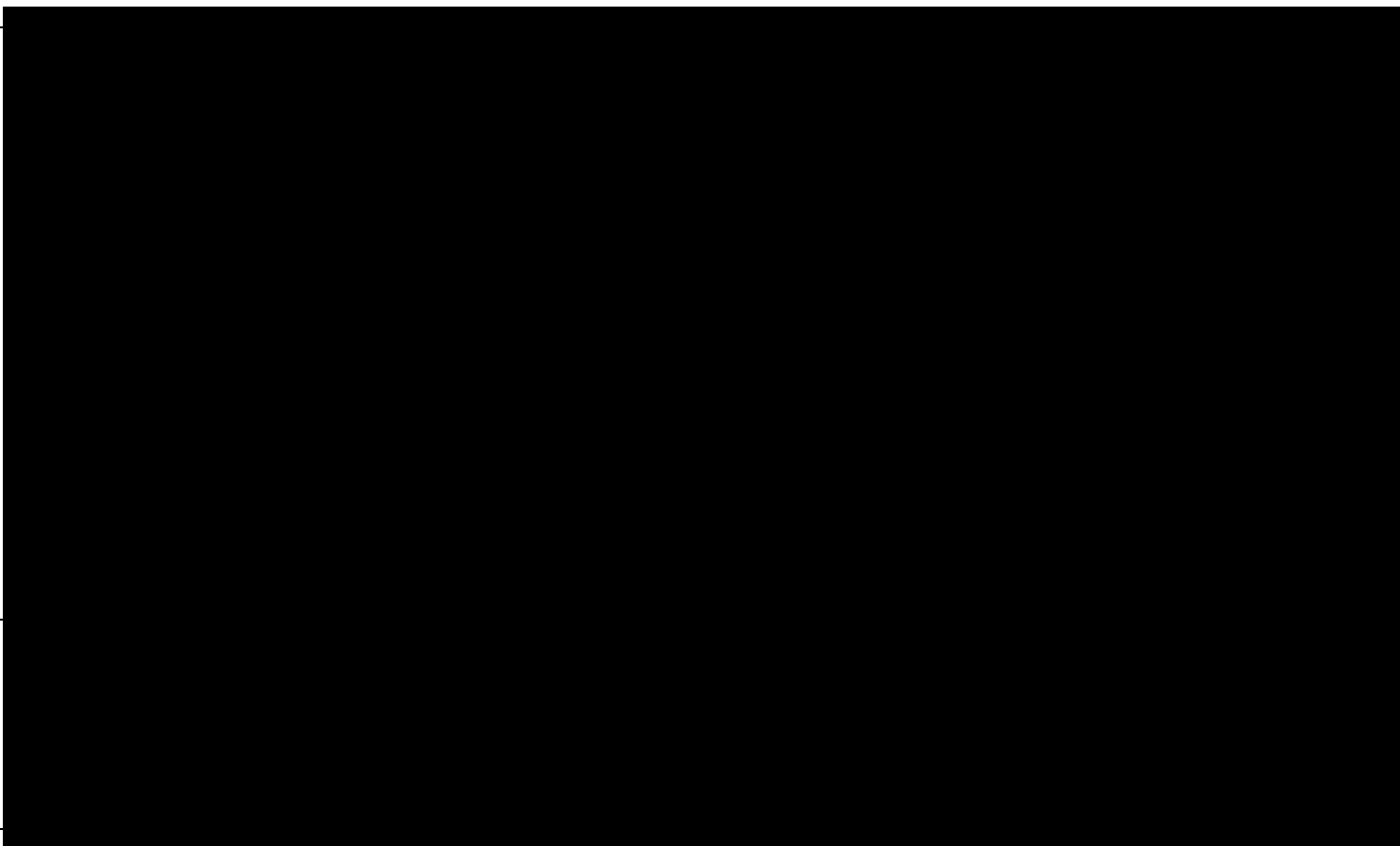
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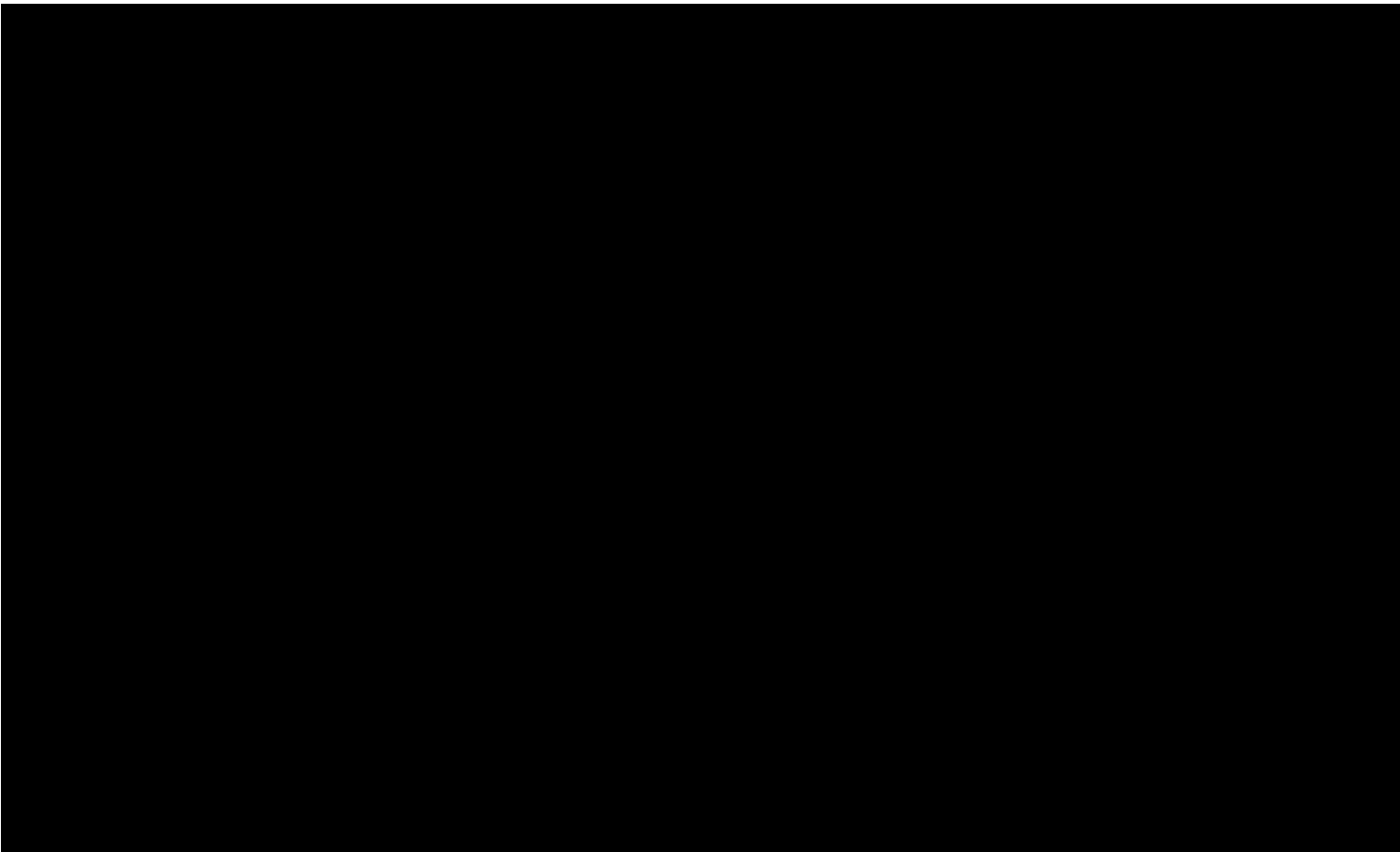
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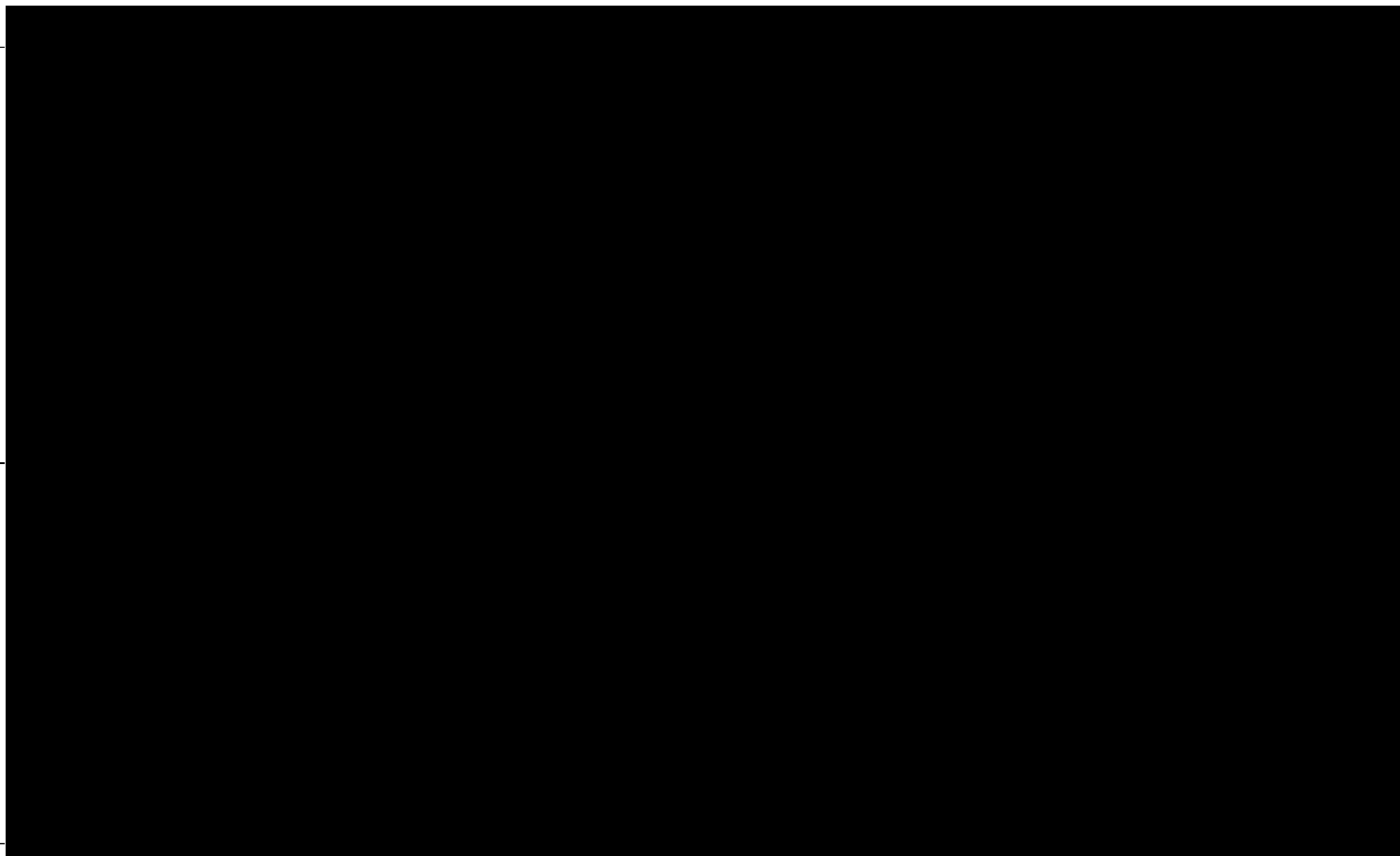
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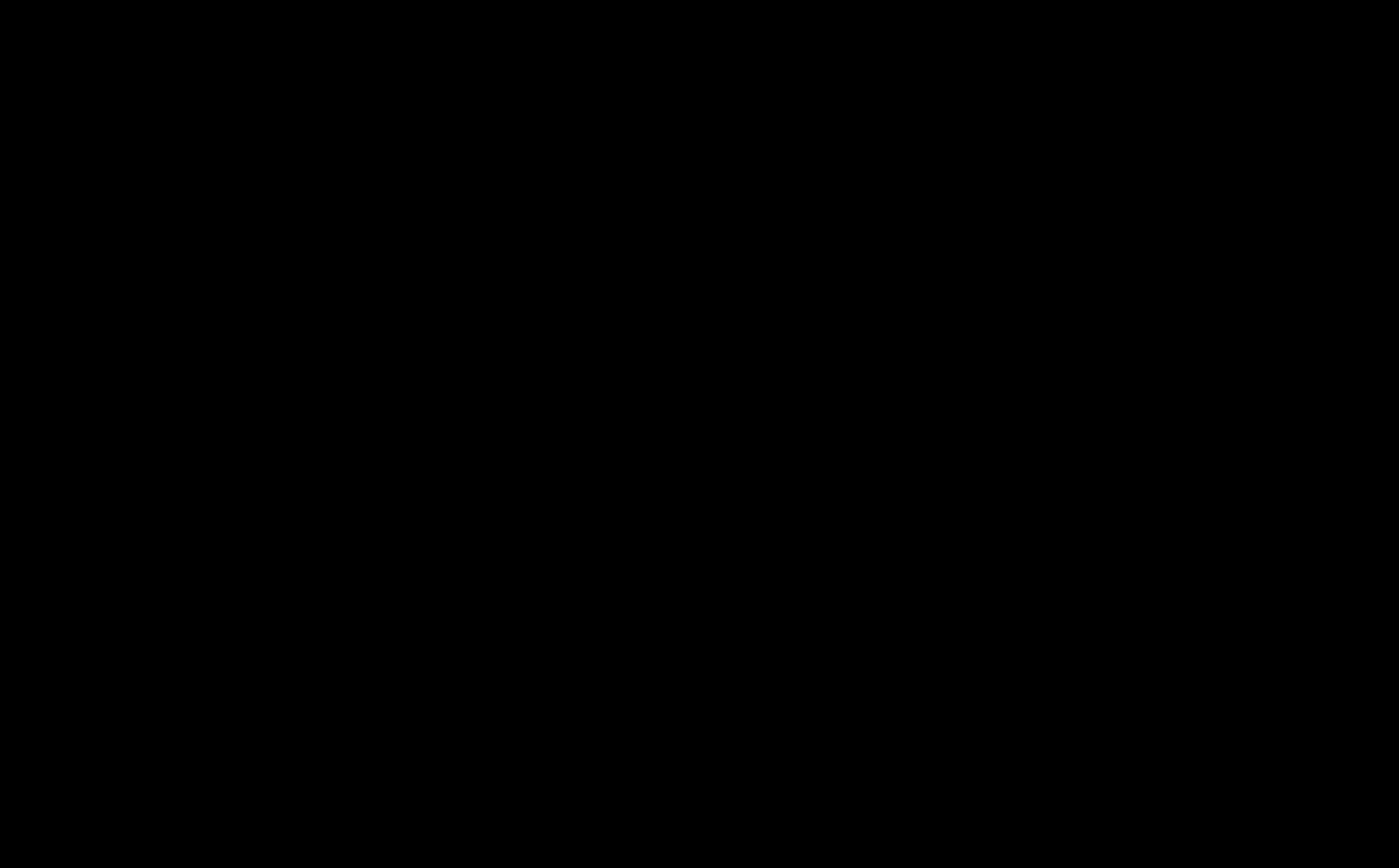
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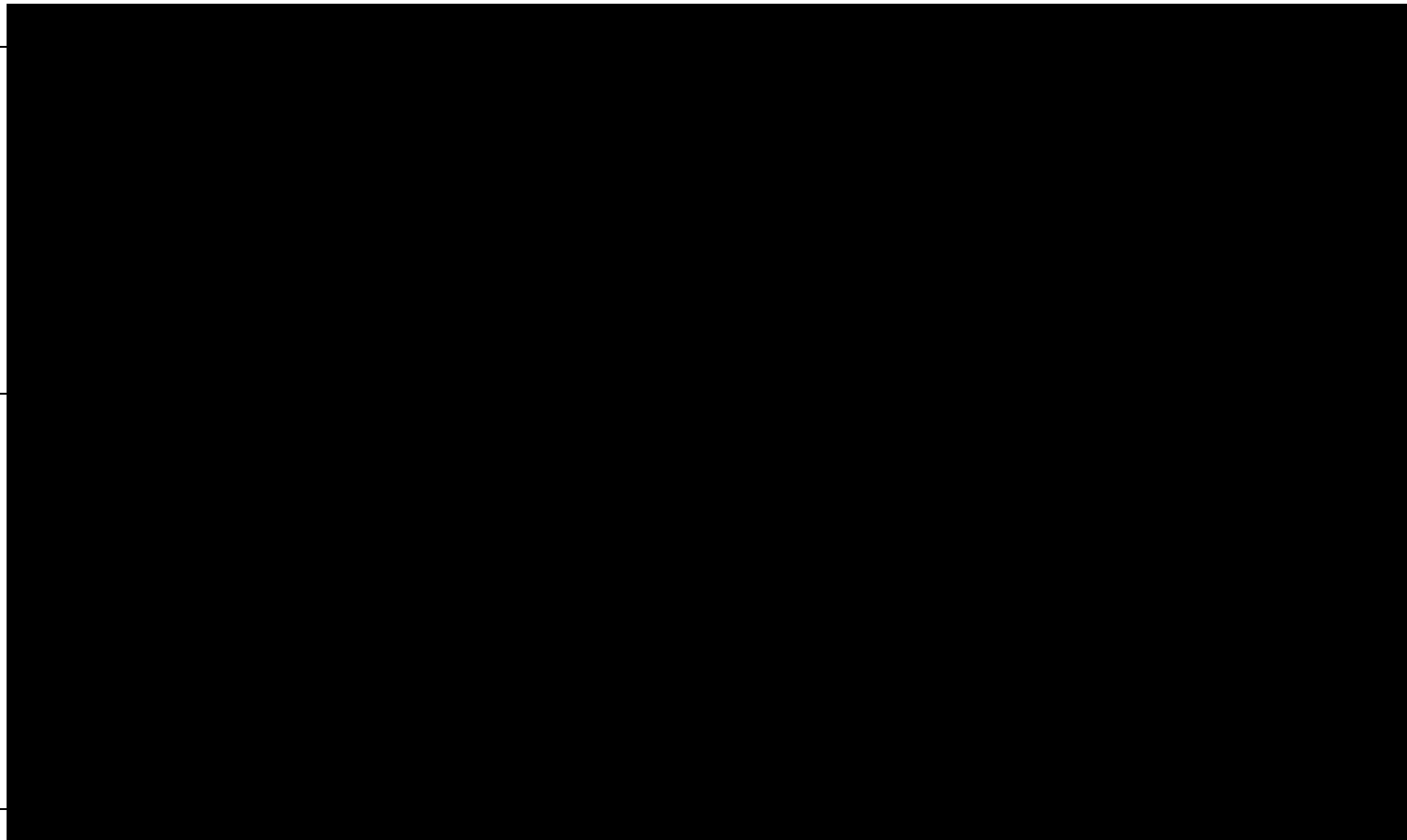
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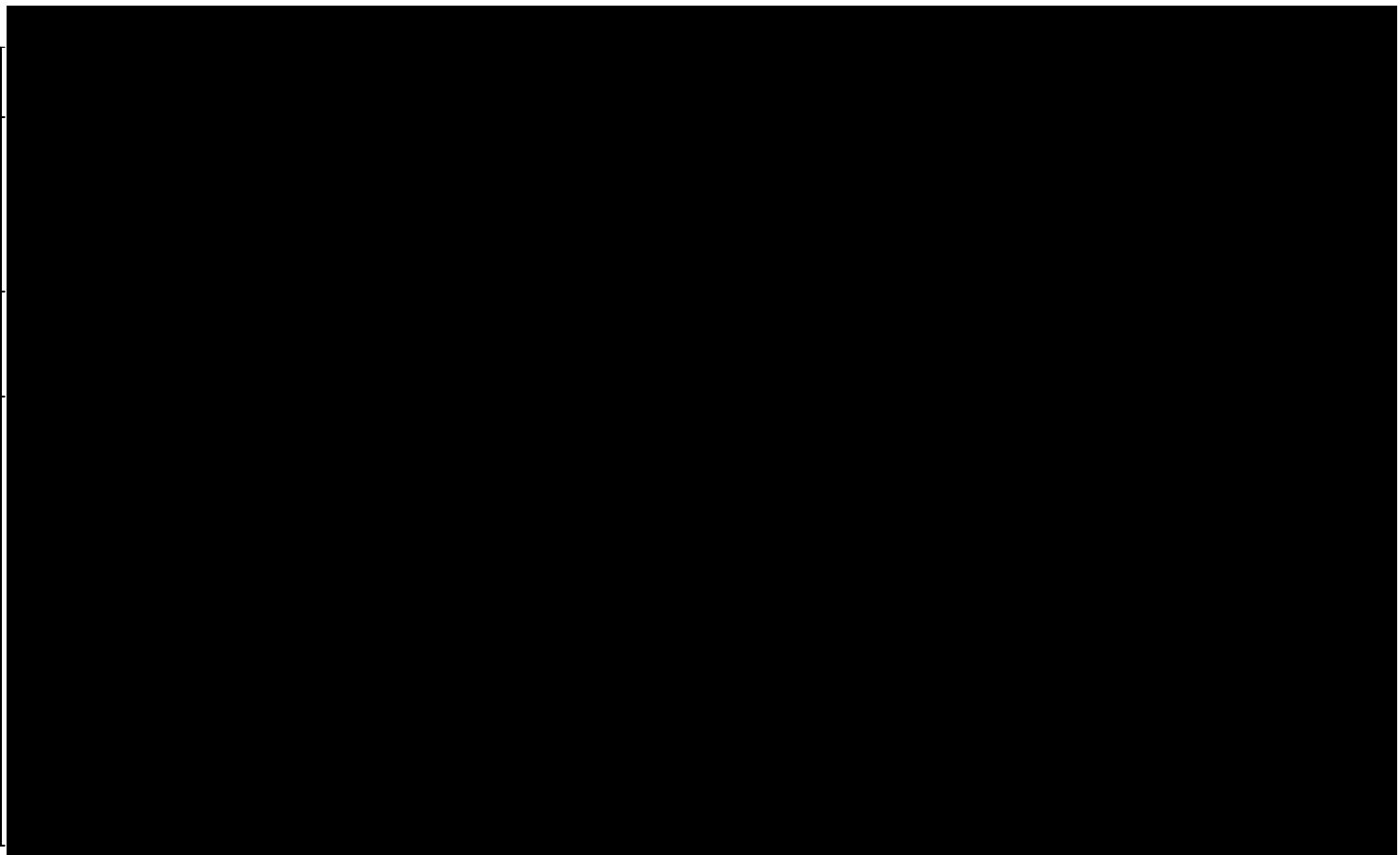
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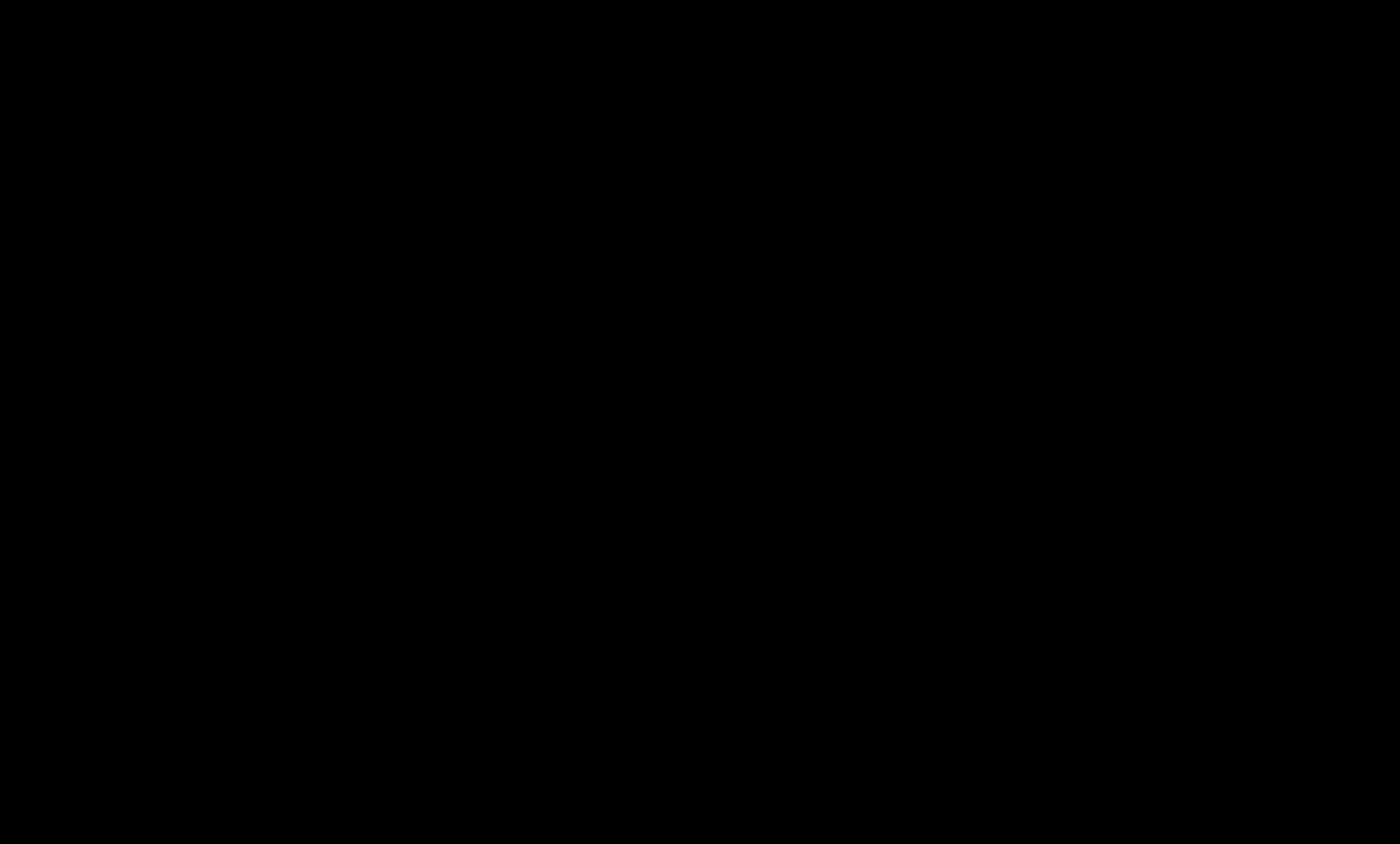
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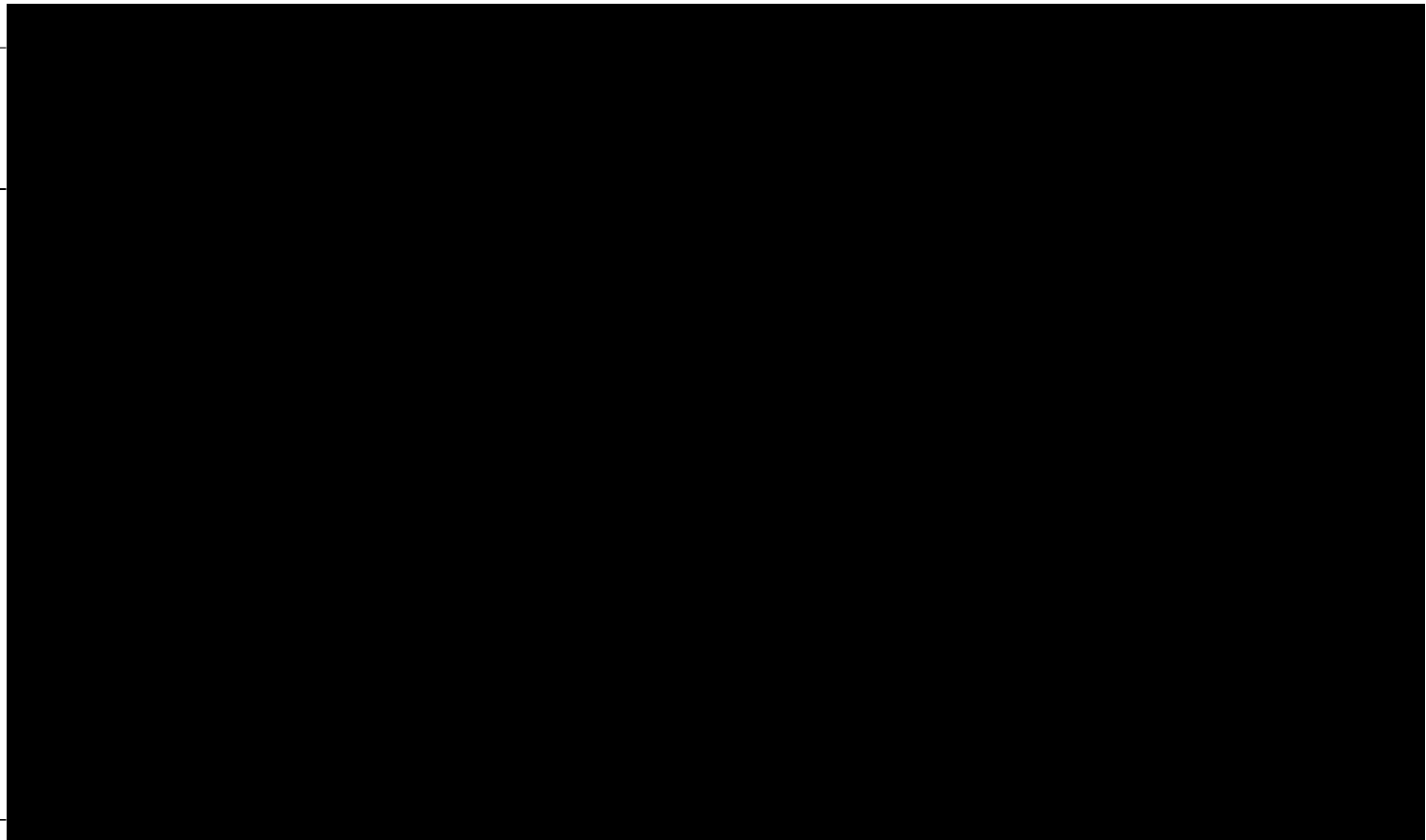
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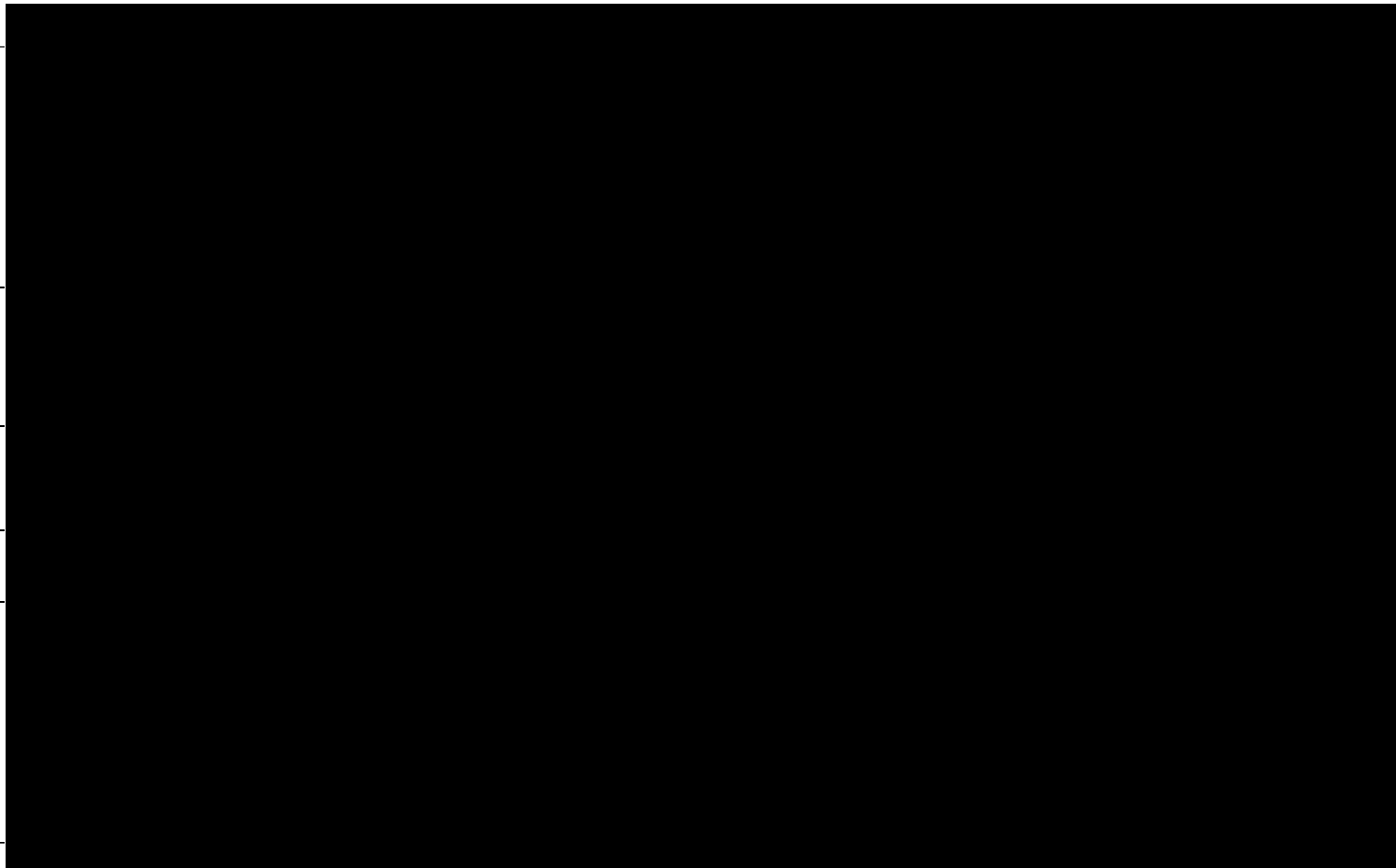
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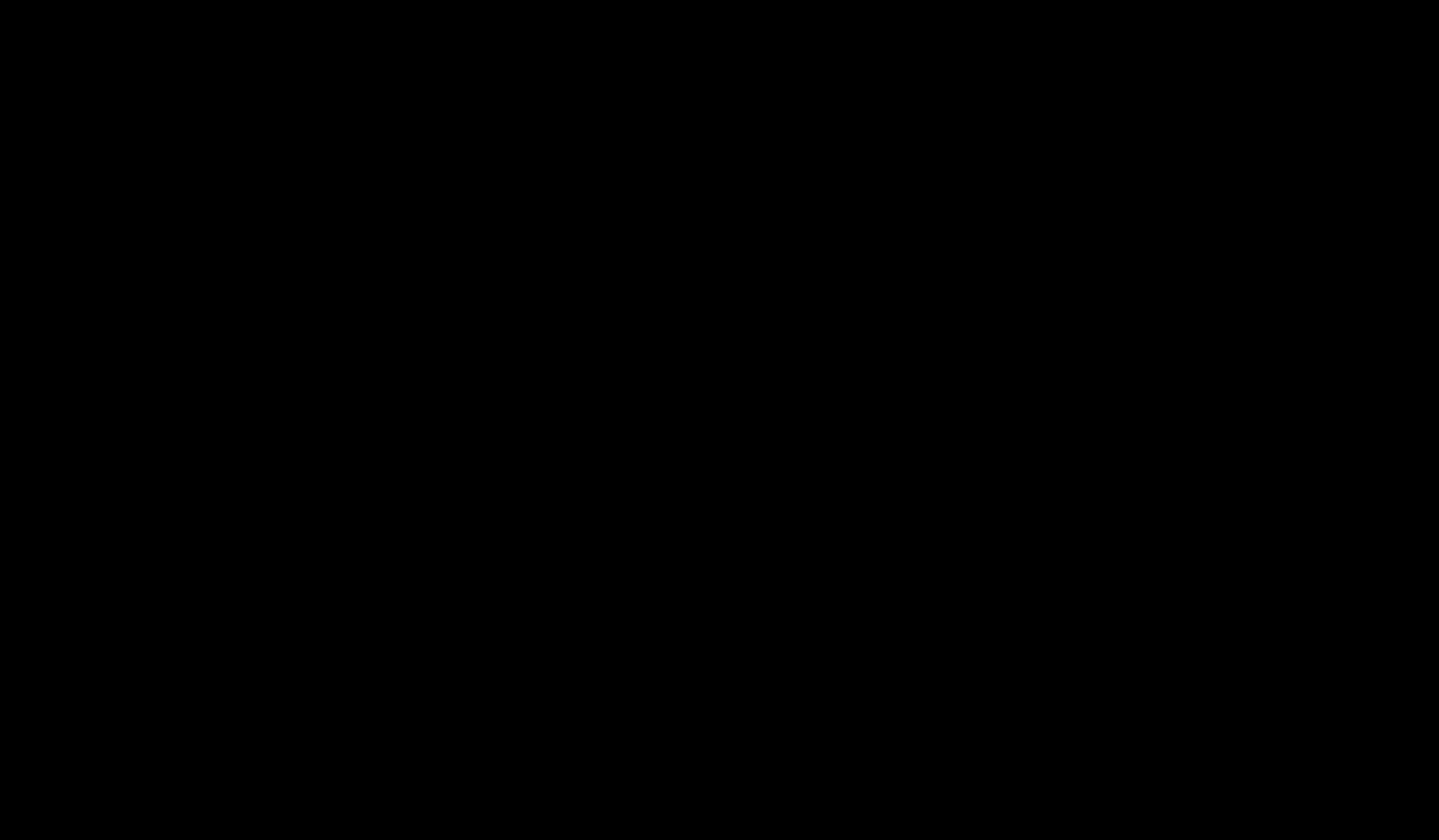
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