



## **Clydebank Housing Association (CHA) Appoints New Manager to Support Excellence in Customer Service**

### **Sinéad Farrell appointed to new role of Customer and Corporate Services Manager.**

Lynette Lees, Chief Executive of CHA, said of the appointment, “CHA’s commitment to its customers is to ensure we ‘offer our community more than a home’. As part of our ongoing commitment to our customers and to ensure effective and efficient services, we have expanded our Senior Staff team to include this new role of Customer and Corporate Services Manager.

“Sinéad excelled in her application for the role and I’m delighted to welcome her onto the Senior Staff team at CHA where she will undoubtedly embrace the role with vigour and strive to provide a first class customer service experience.”

CHA is the largest community-controlled Housing Association in West Dunbartonshire with 1,129 tenants, 40 sharing owners, 600 factored owners and over 900 waiting list applicants. Their customer base is supported by a high-performing staff team, who also provide a varied wider role programme including the ownership of a community centre and a combined heat and power subsidiary.

The new role will see a dedicated focus placed on enhancing customer service across all areas of CHA’s service delivery and the new Manager will coach, train and support the staff teams to continue to ensure customers are valued at all points of contact.

Sinéad, who has been with CHA since 2002, latterly as Communications Officer, is a well-regarded staff member who is a specialist in key areas such as tenant involvement, customer care, communications and complaints management.

Sinéad was delighted by the appointment, stating “I am so lucky to work in such a great environment and with an Association that focuses on supporting its tenants and the local community and wants to offer an excellent customer experience. I will strive to achieve excellence in the quality of all points of our customers’ journeys with

CHA and to support customers through post-Covid recovery and the many other challenges ahead.”

Sinéad commented that it was an exciting time to work at CHA, as it is a developing organisation, stating, “We are about welcome 60 more tenants and families to the Association over the Summer with brand new homes becoming available, including 37 at the prestigious Queens Quay location, and a further 18 on site for next year.”

Catherine Boyle, Chairperson of CHA’s Governing Body, stated, “I am delighted for Sinéad on her promotion. She thoroughly deserves this opportunity and recognition having being committed to the Association’s values and providing excellent services in her time at CHA. The Management Committee and myself look forward to continuing to work with Sinéad for many years to come.”

Lynette concluded, “Having worked with Sinéad for the last 15 years, her energy and enthusiasm for CHA has never waived and I look forward to seeing what she achieves for our customers in this new role.”

**Notes to Editor:**

- CHA is assessed as compliant by the Scottish Housing Regulator
- CHA has among the lowest rents in West Dunbartonshire
- The Association’s most recent annual report can be accessed here:  
<https://www.clydebank-ha.org.uk/cha-downloads/cha-annual-reports/>

**Photocall:**

A photograph of Sinéad Farrell is shown below.



**Contact Details:**

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