



Coastline  
housing

LOCAL AND  
COASTLINE  
OFFERS 2011/12



GREAT HOMES, GREAT SERVICES, GREAT PEOPLE

# Welcome to your Local and Coastline Offers

Welcome to Coastline's first Local Offers booklet. We are committed to providing you with excellent services, and this booklet identifies your priorities and confirms our commitment to meet your expectations.

Your priorities have become the Local and Coastline Offers which are split into 4 key themes, as indicated within the Tenant Services Authority's Standards, and these are:

- Involvement and Empowerment
- Home
- Tenancy and
- Neighbourhood and Community

Two of our core values are to respect people's differences and be sensitive to their needs, and to ensure that we are financially stronger for the future through efficient services which deliver value for money. You will see these important values reflected in your Local Offers.

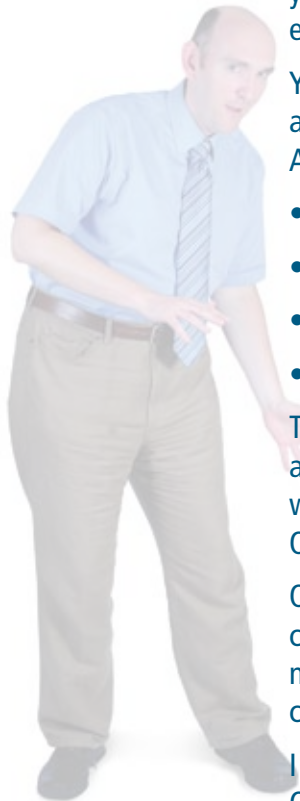
Our performance against the Offers will be monitored and scrutinised by you to ensure continuous improvement. The Offers are based on your priorities and because of this need to be regularly reviewed to ensure they continue to meet your needs. During the consultation in 2010, you said that you would like to review them every 2 years.

I would like to thank you for giving up your time and getting involved in creating these Offers, during the consultation process throughout 2010.

Best wishes



Robert Nettleton



“Local offers are our priorities for services delivered by Coastline”

**Chris Towner**  
Customer Scrutiny Panel Chair

“A good statement of intent for the future.”

**Rose Davies**  
Customer Representative

“I think it’s fantastic that at last Coastline is now putting us first”

**Margaret Mullen**  
Customer Scrutiny Panel Vice Chair

“Keep going on as we are, onward and upwards”

**Phil Bridgewater**  
Customer Representative

“The Local Offers show that Coastline are listening to us and are doing what we ask”

**Kate Williams**  
Customer Scrutiny Panel Member



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# Involvement and Empowerment

# Local Offers

The Involvement and Empowerment theme covers your priorities for:

- Customer service, choice and complaints
- Involvement
- Diversity

These are your Local Offers for Involvement and Empowerment:



## DESCRIPTION OF LOCAL OFFER

**2012  
TARGET**

**FREQUENCY  
OF REPORTS TO  
CUSTOMERS**

1. We will ensure all documents are in plain language
2. We will acknowledge official complaints within 2 working days and respond within 10 working days
3. We will increase the number of involved customers and will support and empower them to get involved

**100%**

**Annually**

**100%**

**Quarterly**

**10%**

**Annually**

The Involvement and Empowerment Sounding Board monitors these Offers.  
If you'd like to get involved and have your say, please contact us.

Put our customers first

# Involvement and Empowerment

# Coastline Offers

These are your Coastline Offers for Involvement and Empowerment:

DESCRIPTION OF LOCAL OFFER	2012 TARGET	FREQUENCY OF REPORTS TO CUSTOMERS
4 We will provide a range of ways for you to contact us		Annually
5 We will answer your telephone call within 15 seconds	91%	Quarterly
6 We will offer every caller a call reference number	100%	Annually
7 We will acknowledge your emails and letters within 48 hours	100%	Quarterly
8 We will answer your letters within 7 working days	90%	Quarterly
9 We will answer your emails within 7 working days	97%	Quarterly
10 We will offer an agreed menu of ways for you to get involved with us		Annually
11 We will promote involvement in all external communications		Annually
12 We will contact new involved customers within 10 working days	100%	Annually
13 We will monitor and report involvement by diversity	100%	Annually
14 We will assess the impact of your involvement in our services and report back to you		Annually
15 We will develop an annual training programme with you	at least 4 sessions per year	Annually
16 We will provide a range of ways for you to make a complaint or compliment		Annually

# Involvement and Empowerment

# Coastline Offers



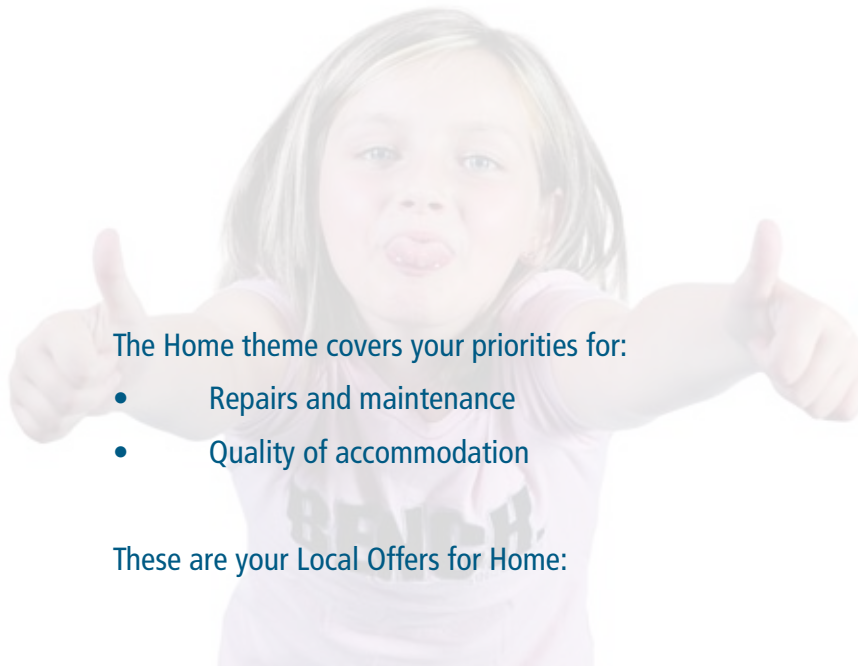
DESCRIPTION OF LOCAL OFFER	2012 TARGET	FREQUENCY OF REPORTS TO CUSTOMERS
17 We will ensure that you are satisfied with how complaints are handled	71%	Quarterly
18 We will report a summary of complaints and compliments which includes information relating to diversity		Quarterly
19 We will use your complaints and compliments to help shape service delivery		Quarterly
20 We will review the complaints procedure with you		Annually
21 We will collect all customer profiling information to assist us in meeting your needs	82.5% by April 2011	Annually
22 We will always take customers views in to account	77%	Quarterly
23 We will increase the number of customers who have access and are using the internet	40% by end of April 2011	Annually
24 We will review the website with customers to ensure accessibility and relevance	Once per year	Annually
25 We will ensure that all staff and contractors carry photographic identification	100%	Annually
26 We will update the Customer Handbook		Biannually

Put our customers first

# Involvement and Empowerment

# Coastline Offers

DESCRIPTION OF LOCAL OFFER	2012 TARGET	FREQUENCY OF REPORTS TO CUSTOMERS
27 We will produce an annual report for you which identifies our progress against local offers		Annually
28 We will review local offers with you every 2 years and feedback		Biannually
29 We will agree a support plan with you within the first week of receiving a support service	100%	Annually
30 We will provide you with a menu of support services and will work with you to ensure that your support is tailored to your needs including provision of appropriate emergency alarm equipment		Annually
31 We will provide a support service alongside a 24/7 emergency response		Annually
32 We will provide all recipients of support services with an Information Pack	100%	Annually
33 We will work with you to facilitate events to promote and maintain independence, whilst combating ageism	12 per year	Annually



The Home theme covers your priorities for:

- Repairs and maintenance
- Quality of accommodation

These are your Local Offers for Home:

DESCRIPTION OF LOCAL OFFER	2012 TARGET	FREQUENCY OF REPORTS TO CUSTOMERS
1 We will develop a Warm Homes Standard with you and implement over the next 5 years	By 30/03/11	Annually
2 We will acknowledge your repair appointment by letter within 5 working days	100%	Quarterly
3 We will ensure that repairs are carried out within agreed timescales	E-99.8% U-99.0% R-99.0%	Quarterly

The Home Sounding Board monitors these Offers. If you'd like to get involved and have your say, please contact us.

These are your Coastline Offers for Home:

DESCRIPTION OF LOCAL OFFER		2012 TARGET	FREQUENCY OF REPORTS TO CUSTOMERS
4	We will ensure that all homes let, comply with the re-let standard	100%	Quarterly
5	We will ensure that all new properties are fitted with energy monitors	100%	Annually
6	We will use an independent occupational therapist to ensure adaptations are made to your home before you move in, if required	100%	Annually
7	We will install minor adaptations to your home within 5 working days of request	100%	Annually
8	We will monitor and report your satisfaction regarding disabled adaptations to your home	97.5%	Quarterly
9	We will carry out a satisfaction survey after 4 weeks of you moving in to your home	100%	Quarterly
10	We will publish progress against the Coastline Decent Homes Standard		Quarterly
11	We will check how satisfied you are after moving in to your newly built home within 6 months	91%	Annually
12	We will create a local lettings plan for all new Coastline developments over 10 homes	100%	Annually

DESCRIPTION OF LOCAL OFFER		2012 TARGET	FREQUENCY OF REPORTS TO CUSTOMERS
13	We will provide a parking space for all newly built homes	100%	Annually
14	We will publish information in CoastLines magazine relating to hazards in your home, such as asbestos		Quarterly
15	We will provide you with an energy performance certificate when you move in to your home	100%	Quarterly
16	We will ensure that all heating systems are serviced annually	100%	Annually
17	We will ensure that you are satisfied with the repairs we carry out to your home	95%	Quarterly
18	We will provide a range of ways for you to report a repair		Annually
19	We will ensure that you are involved in the procurement of contracts	100%	Annually
20	We will ensure that all contractors who visit your home are checked by the Criminal Records Bureau and sign up to the Contractor Code of Conduct	100%	Annually
21	We will attend Advantage South West meetings to ensure Value for Money for procurement		Annually

# Tenancy

# Local Offers

The Tenancy theme covers your priorities for:

- Lettings
- Rents
- Tenure

These are your Local Offers for Tenancy:



DESCRIPTION OF LOCAL OFFER	2012 TARGET	FREQUENCY OF REPORTS TO CUSTOMERS
1 We will work in partnership with Cornwall Council to ensure that new and complete housing benefit claims are processed within 8 weeks	80%	Annually
2 We will develop a partnership agreement with Cornwall Homechoice and report outcomes to you	-	Annually
3 We will offer up to 6 empty properties to clients of The New Connection per year	-	Quarterly

The Tenancy Sounding Board monitors these Offers. If you'd like to get involved and have your say, please contact us.

# Tenancy

# Coastline Offers

These are your Coastline Offers for Tenancy:

DESCRIPTION OF LOCAL OFFER	2012 TARGET	FREQUENCY OF REPORTS TO CUSTOMERS
4 We will offer you a range of ways to pay your rent and service charges		Annually
5 We will send you a quarterly rent statement	100%	Quarterly
6 We will send you an annual service charge statement	100%	Annually
7 We will ensure that all leaseholders, shared owners and owner occupiers are invoiced annually	100%	Annually
8 We will visit every tenant in rent arrears of more than 6 weeks	100%	Quarterly
9 We will visit tenants in rent arrears upon request within 5 working days	90%	Annually
10 We will review your rent annually to ensure that it moves toward "target rent" as per Government guidance	100%	Annually
11 We will write to you annually to advise you if your rent, service charge or supporting people charge is changing	100%	Annually
12 We will benchmark our rents with similar organisations in the south west		Annually
13 We will ensure verification of all housing benefit documents presented upon sign up	80%	Quarterly

Provide excellent services to our customers



DESCRIPTION OF LOCAL OFFER	2012 TARGET	FREQUENCY OF REPORTS TO CUSTOMERS
14 Develop a service level agreement with the floating support provider and report outcomes to you		Annually
15 We will identify vulnerable customers and refer them to support, before they move into their new home	90%	Annually
16 We will develop a service level agreement with credit unions and report outcomes to you		Annually
17 We will re-let all empty properties quickly and efficiently	18 days	Quarterly
18 We will carry out a pre-tenancy interview and risk assessment on all new and transferring tenants	90%	Quarterly
19 We will provide a fair and honest reference to other landlords within 7 days of request in respect of mutual exchanges	100%	Annually

# Tenancy

# Coastline Offers

DESCRIPTION OF LOCAL OFFER	2012 TARGET	FREQUENCY OF REPORTS TO CUSTOMERS
20 We will offer a percentage of vacant properties for transfer	25%	Annually
21 We will photograph all new tenants, including those who are mutually exchanging	100%	Annually
22 We will publish our tenancy management policies in a range of ways	Annually	Annually
23 We will support probationary tenants to progress to full assured tenancies	100%	Annually
24 We will support all customers to maintain their tenancies and will prevent unnecessary eviction	less than 2 per year	Annually
25 We will visit every property to reduce fraud through sub-lettings	Once in 5 years	Quarterly
26 We will ensure that you are formally consulted prior to undertaking any communal repairs or large capital expenditure	100% in accordance with section 20 of Commonhold Leasehold Reform Act 2002	Annually

Provide excellent services to our customers

# Neighbourhood and Community

# Local Offers

The Neighbourhood and Community theme covers your priorities for:

- Neighbourhood management
- Anti-social behaviour
- Partnership working

These are your Local Offers for Neighbourhood and Community:

DESCRIPTION OF LOCAL OFFER	2012 TARGET	FREQUENCY OF REPORTS TO CUSTOMERS
1 We will monitor the service level agreement with Cornwall Council's Anti-Social Behaviour Team and report outcomes to you	–	Annually
2 We will publish and carry out a 12 month timetable of neighbourhood inspections and risk assessments	100%	Annually
3 We will respond to anti-social behaviour complaints: high level within 1 working day, medium level within 5 working days, and low level within 10 working days	100%	Annually

The Neighbourhood and Community Sounding Board monitors these Offers. If you'd like to get involved and have your say, please contact us.

# Neighbourhood and Community

# Coastline Offers

These are your Coastline Offers for Neighbourhood and Community:

DESCRIPTION OF LOCAL OFFER	2012 TARGET	FREQUENCY OF REPORTS TO CUSTOMERS
4 We will carry out quarterly RESPECT walkabouts and will invite you and other partners	100%	Quarterly
5 We will attend Partners and Community Together meetings	at least 3 per year	Annually
6 We will represent your interests when working in partnership with other organisations at a local strategic level		Annually
7 We will issue a log number and agree an action plan upon receipt of an anti-social behaviour complaint	80%	Annually
8 We will benchmark our performance in respect of anti-social behaviour and report to you		Quarterly
9 We will consult and agree financial inclusion targets and report performance against them		Annually
10 We will supply a fuel poverty DVD upon sign up	100%	Quarterly
11 We will support the development of Residents' Associations in your community	100%	Quarterly
12 We will attend every recognised Residents' Association's Annual General Meeting	100%	Annually

Maintain our neighbourhoods to high standards

## Neighbourhood and Community

## Coastline Offers

DESCRIPTION OF LOCAL OFFER		2012 TARGET	FREQUENCY OF REPORTS TO CUSTOMERS
13	We will involve you in neighbourhood inspections	50%	Quarterly
14	We will feedback the outcomes of neighbourhood inspections to you	100%	Quarterly
15	We will remove fly-tipping within 24 hours of you reporting it to us	100%	Quarterly
16	We will remove hate related graffiti within 24 hours of you reporting it to us	100%	Quarterly
17	We will identify community cohesion areas on an annual basis using neighbourhood information and through consultation with you	3	Annually
18	We will clean communal areas in accordance with your standards	100%	Quarterly
19	We will publish the grounds maintenance specification and report performance to you		Quarterly
20	We will develop a menu of service charges in consultation with you		Annually

If you want to get involved and have your say, contact us on 08082 027728

**Coastline Housing Ltd**

Ferris House  
Dolcoath Avenue  
Camborne  
Cornwall  
TR14 8SD



**Coastline Services Ltd**

Dudnace Lane  
Pool  
Redruth  
Cornwall  
TR15 8QZ



**Coastline Care Ltd**

Veor House  
South Terrace  
Camborne  
Cornwall  
TR14 8SS



**The New Connection**

11 Basset Road  
Camborne  
Cornwall  
TR14 8SE



Alternatively, please visit our website at:  
[www.coastlinehousing.co.uk](http://www.coastlinehousing.co.uk)



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