



Customer Experience Committee Report

October 2022

An update from the Coastline Conversation -
hearing the Customer Voice and Community Engagement updates

Recommendations:

- To note the contents of the report

Customer Voice updates:

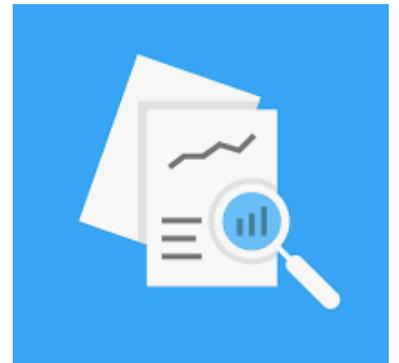
Membership and Recruitment —

We currently have 11 actively involved members of the group. Several members have reduced their involvement due to other commitments, but intend to remain involved in an ad hoc way, or via joining the soon to be launched Development Customer Group. We have received feedback that although quarterly meetings, scrutiny group meetings, consultation, and other opportunities take place at different times of day and days of the week, these are not easily compatible with work commitments and in some cases, childcare responsibilities. In response to this, we will be focusing on accessibility in partnership with the members of the group who remain actively involved.



The Customer Voice group are currently conducting a scrutiny review into the diversity and representativeness of involvement and engagement at Coastline. This month they will be presented with demographic data prepared by XXX, XXX and XXX, to enable them to compare engagement demographics with those of the wider customer base. This will include representation of volunteers, survey respondents, event attendance, and ad hoc engagement, linked to our Connect With Us offer. We hope that the outcome of this scrutiny review will enable us to better target recruitment to Customer Voice, but also highlight and showcase the multiple, less formal ways that customers can have an influence on services, and feed into the Customer Voice group.

In addition, the Volunteer Manager is working on recruitment to ensure representation across a spread of tenure and geography, as these areas are currently under represented.



Performance—

Customer Voice received the latest performance data at their September meeting, and discussed the data with the Operational Risk & Performance Manager. They also had a separate, focused meeting on the then upcoming Tenant Satisfaction Measures, to work with colleagues to ensure that the Trust Charter aligns with the new regulatory requirements. An update was provided at the Customer Voice meeting by the Customer Voice & Experience Manager, to ensure that the whole group were aware of the work that is being undertaken. Customers told us that they would like us to continue our work to align the Trust Charter and Pledges with the Tenant Satisfaction Measures, and they will attend a future meeting now that the TSMs have been published, to give approval to the changes that are required to the way we name and measure our performance targets.

Repairs Review—

This is a standing item for Customer Voice, and at the September meeting it was agreed that the Customer Voice scrutiny into Communication relating to Repairs will be launched. A scoping meeting has been set up for customers, to identify which area of the service they would like to focus on. Customers were also updated on the changes to the operational structure at Coastline, and the associated mobilisation plan. The upcoming Repairs Review newsletter will be shared with the group.

Scrutiny Reviews—

Scrutiny reviews are underway, and customers are also involved in other forms of consultation and feedback:

Current reviews:

Scrutiny Topic:	Method: in-depth reviews	Date:
Diversity and representativeness of involvement and engagement	Desktop review of engagement and identifying gaps.	Currently active
Communication about repairs	Scoping meeting planned to establish area of focus.	Starting in November 2022

Follow up from the Condensation, Damp and Mould scrutiny recommendations:

Recommendation:	Customer Voice activity:	Date:
Conduct a thorough review of existing communication regarding damp and mould, and share findings with Customer Voice.	Repeating the Mystery Shop that was part of the original review—customers will attempt to self-serve information about damp and mould, and how to report it, and present findings in comparison to the results prior to the recommendations.	November 2022
<p>Create a campaign to raise awareness about health risks associated with damp and mould, the cause and impact of damp and mould on the home and how to reduce this, and to destigmatise reporting damp and mould. Promote the new approach which includes a surveyor visit, rather than automatically receiving a mould kit. Include clear instructions on how to report damp or mould. Ensure communication is inclusive and accessible to all customers.</p> 	A tutor has been identified via Cornwall Council's Adult Education support, who will be running a nine week course about damp and mould, and video making. The outcome will be a range of 'myth busting' customer made videos, in which they will feature explaining how to identify, treat, and report issues relating to damp and mould. This content will then be used in a social media campaign through winter 2022 to ensure that customers' voices are central to promoting messages relating to health, wellbeing, and gaining support. The Head of Innovation, Sustainability and Procurement has been central to ensuring this will be a success, by creating content and liaising with the tutor in advance of the course start date.	October— December 2022

Scrutiny Reviews—

Further topics for scrutiny, which need to be scheduled in include:

Topic:	Next Steps:	Proposed Date:
Un-pooling of service charges	Meeting established for CEC member to meet the Leasehold and Service Charge Manager, and identify areas of potential scrutiny, to feedback to CEC. This may then lead to CEC requesting CV undertake a scrutiny review.	October 2022
Goodwill Gestures linked to the Complaints Process	Mystery Shop to ensure that Coastline managers are confident with the new process	Winter 2022
Community Standard Inspections	Site visits with the Tenancy Management Team. Reviewing before and after photos. Involvement in Dragon’s Den process. Currently waiting for customers to indicate interest in attending.	Autumn/Winter 2022
Development & Sales—communication and defects	Potential for Focus Group or interviews with customers, but also this could take place as part of the remit of the new Development Customer Group which is being established.	Spring 2023
Condensation, Damp and Mould—recommendation follow up	Mystery Shop into reporting process—interviews with CAT colleagues about how to log and action concerns relation to damp or mould.	Spring 2023
Online Lettings Mystery Shop follow up	Review of the Lettings Guide following Mystery Shop recommendations to include more visuals/icons/images.	TBC—due to changes in the team management
Development Group	Currently being established. Customers have expressed an interest in joining. Development colleagues are identifying a site for the first focus of the group. The updated Home User Guide will be available for review in October.	TBC—Development colleagues will run this group
Home Hunt—user friendliness	A Mystery Shop will be planned to find out how easy to use and accessible the Home Hunt process is.	Spring 2023
Website review	There have been delays in receiving the mock ups of the new web pages. Once these have functionality (clickable links in place, etc) then a focus group will be set up to review the content and user-friendliness.	TBC – Customer Voice & Experience Manager will schedule
Improvement Planning	Customer Voice members will be invited to attend a Focus Group on Improvement Planning as a result of the Business Benchmarking Annual Perception survey findings, to contribute to future plans.	TBC—Customer Voice & Experience Manager will schedule

Other consultation that has taken place:

- ⇒ Tenant Satisfaction Measures meeting to align the Trust Charter to the new TSMs.
- ⇒ First Quarterly Communication and Consultation meeting, to review Customer Guides. The outcome of this was onward work involving the Communications Team, to ensure consistency of approach through using templates, as this hadn’t been used by all colleagues.
- ⇒ Minor Planned Maintenance Focus Group, where customers highlighted the need for improved communication, which will feed into improvement plans. They also indicated that a 50 day completion target is desirable, depending on the complexity

“This was an interesting session with XXX, XXX and XXX, giving us insight into how staff put together customer friendly guides. We were not only able to input some helpful ideas, but also to learn new information.” *Customer Voice member*

Upcoming engagement opportunities:

Customers have been invited to get involved with:

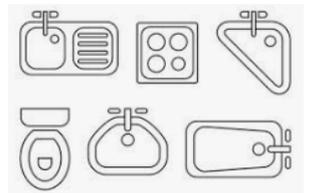
⇒ **Meet the Regulator Event**—hosted by Brighter Places and Placeshapers— rescheduled due to rail strikes.



⇒ **Corporate Induction**—in response to Customer Voice requests, we have arranged for members to be able to access Allister’s monthly Induction sessions for new starters online.



⇒ **Kitchens and Bathrooms event**—Exeter—two Customer Voice members will be going to Exeter with the Asset and Facilities Manager & Contracts Manager, following their involvement in a recent Kitchens and Bathrooms focus group.



⇒ **Customer at the Heart Awards**—alongside those members who have received nominations, Customer Voice members have been invited to enjoy the awards evening in October.



⇒ **Residents’ Design Conference**—following the success of dialling into Plymouth Community Homes’ annual event last year, we are co-hosting this year, and welcoming a guest speaker from Planet A to Coastline House to talk about energy efficiency. The event will be promoted online, to encourage attendance from a broader range of customers, and Customer Voice have also been invited. Senior leadership team members will attend to spend time with customers, and to meet with the speaker.



⇒ **Rent Setting meeting**—this has been scheduled for November, to enable Customer Voice members to give feedback on rent setting.



⇒ **Volunteer Christmas Meal**—all volunteers will be invited to celebrate the successes of the Volunteering Scheme in December 2022.

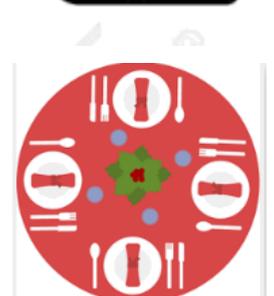
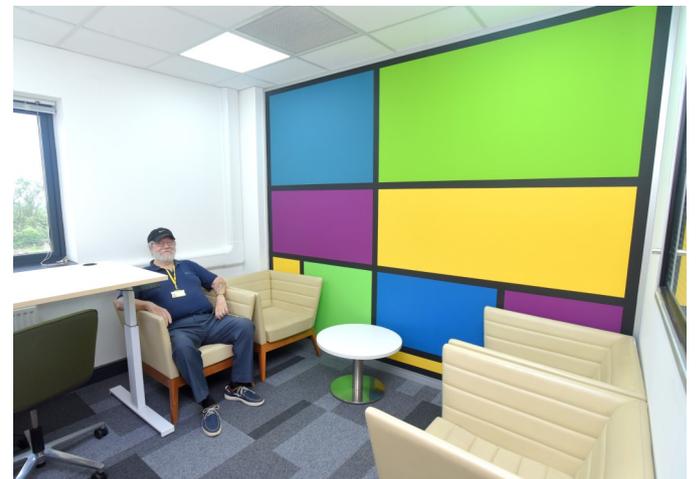


Photo shoot:

Customers were invited to join in a photo shoot following the Coastline House refurbishment, to feature in photos that will be used when the new Coastline website is launched. Photos were also taken of a customer meeting, to demonstrate the range of ways that customers can get involved.



Community updates:

The Coastline Conversation:

Customer involvement, engagement and consultation—

Online consultation:

The following consultation opportunities will be made available to all customers via our social media channels:



Have your say – The Better Social Housing Review

A consultation that will enable customers to share their experiences and insights on the quality of social housing. The survey is open until the end of October.

Social housing rents consultation - GOV.UK (www.gov.uk) This consultation seeks views on the Social Housing Rent Policy from 1st April 2023.

Customer Voice members have also been invited to attend a Rent Setting Consultation meeting with the Director of Finance & ICT, Finance & Performance on 22nd November.

Celebrating volunteering:

Planning is underway for the annual Volunteer Christmas celebration. We currently have 56 volunteers, 12 of whom are not customers. The celebration will be an opportunity for volunteers to come together and remember the achievements of 2022 with Coastline colleagues and fellow volunteers from across the group.



Wildflower project in Constantine:

Following the successful 'test site' planting in the spring, customers in Constantine had initially intended to sow the main patch this autumn. Following recent discussions with the Community Navigators, they have decided to wait until spring 2023, as this is a more favourable time for them. In the meantime, the Navigators will be working with colleagues in the Grounds Maintenance Team, to continue to learn from the spring pilot, so that the project can be replicated in other areas next spring.



Customer Feedback from Engagement Events, Summer 2022

St Meriadoc Park



St Meriadoc Park was identified as a Coastline managed park in need of attention by the Customer Voice group, via a scrutiny review that involved consultation with the local community from 2019—2021.

The scrutiny recommendations focused on:

- ⇒ Reducing anti-social behaviour in the park
- ⇒ Reducing costs associated with anti-social behaviour and vandalism
- ⇒ Enhancing the space for both people and nature

Actions taken in 2022 included:

- ⇒ Trees and native hedging planted with Smartline, the Forest for Cornwall, customers, Board members, colleagues, and a local councillor
- ⇒ Bulb planting and wild flower seed planting with children from Weeth School
- ⇒ Grass left to grow long to promote biodiversity
- ⇒ Wide paths cut through long grass to maintain access and ability to enjoy the space
- ⇒ Vandalised play equipment and fencing removed
- ⇒ New signage about green space enhancements installed
- ⇒ Litter picks undertaken
- ⇒ Consultation on the location of new goal posts
- ⇒ New picnic benches installed
- ⇒ Launch event and celebration held with local groups:

Literacy Trust

Fire Brigade

Healthy Living Cornwall

Hayle Library Wildlife Garden Volunteers

Kaos Food Surplus



Summer Event:

The summer event enabled colleagues to engage with the local community, to ask them to complete a survey, but also to get a feel for the way in which people were responding to the changes that had been made.

It was the best attended community based event we have held, and neighbours commented on how positive it was to see the space being used by so many people, and how nice it was to get to know new people in the area.

There is definitely an appetite for future events to be held in the space, and the consultation feedback demonstrates that there is planning to be done to ensure that the space continues to be appreciated, and the biodiversity goals understood, next spring.



At least 94 children attended the picnic celebration day, as counted on photo consent forms. Further numbers attended but declined to have their photos taken.

One local family shared their enjoyment of the improved space on the Community Investment Team's Coastline Communities Facebook page. Three generations gathered together at the event, to celebrate a family member's 40th birthday.

Consultation details:

- ⇒ **146** customers were contacted by email and asked to complete a survey following the improvements made to St Meriadoc Park. **11** responses were received.
- ⇒ In addition, Community Navigators conducted an afternoon of door knocking and face to face consultation.
- ⇒ Leaflets were dropped to the streets adjacent to all adjoining properties, to promote the celebration event.
- ⇒ Opinions and feedback were gathered via a survey at the celebration event. **17** surveys were completed.
- ⇒ A total of **28** surveys were completed. People did not respond to every question, and there was a mix of Coastline customers and non-customer community member responses.
- ⇒ An exhibition showing the stages of improvements that were made was displayed at the event, and Coastline colleagues had informal conversations with attendees about their reaction to the improvements.



Consultation questions responses:

Have you visited St Meriadoc Play Area since the Trees Hedges ,Bulbs were planted ?

[More Details](#)

<input checked="" type="radio"/> Yes	15
<input type="radio"/> No	10
<input type="radio"/> No but i would like too	3



Many people noted having been unaware that the space existed, until they saw the promotion of the summer event. Those who discovered it for the first time were keen to return to use the space again.

Do you feel there is less anti social behaviour such as littering , excessive noise and general misuse of the space ?

[More Details](#)

Insights

<input checked="" type="radio"/> Yes	21
<input type="radio"/> No	1



This is a really positive response, as the concerns relating to anti-social behaviour were a key driver for change when the scrutiny review was undertaken.

Grass mowing:

We were keen to understand what the local community's thoughts about the revised grass mowing schedule, which let grass areas grow longer, with paths mown through, to promote increased biodiversity.

New signs explaining why the grass was being kept longer were installed. The wording reads:

We are leaving this area uncut through spring and summer months to encourage more insects, birds and other wildlife. We will cut in autumn to prevent overgrowth with brambles, and to encourage new growth next spring.

This helped to promote Coastline's environmental strategy commitments to raise awareness about biodiversity and give all customers access to green space and nature. Cornwall Council's Making Space for Nature Team reports an uplift of 26% in personal wellbeing from access to quality green spaces.

Some feedback received through consultation at St Meriadoc Park demonstrates that more work needs to be done around awareness raising of issues surrounding the biodiversity emergency, and the role that reducing mowing schedules plays in contributing to promoting positive environmental outcomes.

Some customer reported being '**unhappy**', as they saw long grass as '**untidy**', and were concerned about the spread of '**weeds**' into their own gardens. Others **enthusiastically welcomed** the changes. Overall customers reported wanting **more wildflowers** and **more information** about encouraging wildlife to their own green spaces..

95% of respondents said that 'new signs explaining why the grass is remaining longer will aid understanding of the new cutting schedule'.

Do you think the balance of mown grass/unmown grass is correct?

[More Details](#)

 Insights

 Yes	10
 No	7
 Maybe	11



Of those who answered 'no', preferences were:

Wider paths cut through the long grass: **40%**

More areas for sports and play: **47%**

More unmown areas for picnicking and relaxing: **13%**

82 % of people surveyed welcomed more wild flower planting in the Play Area.



Play and leisure:

The UN Convention of the Rights of the Child, Article 31, states:

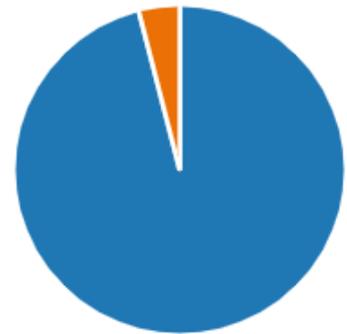
“That every child has the right to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts.”



When the Customer Voice scrutiny review findings led to the recommendation of the removal of the play park equipment, we were conscious that this could be badly received by the local community. In most cases, people who were opposed to its removal, changed their stance when the cost implications of maintaining frequently vandalised equipment was explained. Local school children surveyed stated that their preference was for a green space to run around in and play football was a priority. As a result, it was decided that football posts would be installed.

Our survey asked:

A three quarter size goal post is to be installed in June and the grass cut back in this area to enable play, as requested in the previous consultation. Do you welcome this change?



The response was overwhelmingly positive.

At the summer event, we worked with young people to agree the positioning of the goal posts, taking into account adult's feedback about the risk of balls being kicked over fences, as well as the risk of damage to the newly planted trees.

Some community members were also keen to learn more about green space improvements they could make at home:

Would you like to learn more about attracting wildlife to your garden or open spaces?



55% said yes.



4.00 Average Rating

How does the areas feel to you now, after the new planting?



Consultation Comments: addition comments or suggestions for improvements -

Stop fuel emissions and plant more native trees.

Big big IMPROVEMENT - much calmer feel about the park.

Some play equipment or even some logs to sit on or walk along would be good.

I have lived here 43 years . Where is the football post going? I miss the young children playing, as you do not see them anymore, now that play equipment has been removed. There should be play equipment for young children. The wire fence to rear of my property backs directly onto the park, and there is no alley at the back of my address. This means that the football comes over into my garden and the public lift the wire fence to get in. No football has helped this problem for me. I do not like the weeds and long grasses coming through and being so close to my garden boundary. Please cut this grass back . I would like to see children playing and there should be play equipment for small children. I was a foster carer for 43 years. Less people come to the are now it is less used.

"I think the area is really nice"

Bee friendly plants and plant ideas for butterflies on boundaries/ borders areas.

More spaces for sports and play.

We did not know this area existed until now!

At the moment I've only seen photos, but am very pleased with how it's going.

Can we have a dog poo bin?

I would like to see some baby play equipment, after all it's a park and the kids do miss it.

I am not sure about percentage of cut vs un-cut grass—I think it will be better when established. The benches sound great. I have seen people sitting on the benches chatting. I think it is a brilliant idea and has raised house prices. Chatted about yoga in the park!

A park area, as my daughter misses the park. Grass very long and didn't realise there was a path. Teenagers come down in the evening but they're no trouble. I come down most evenings with a cup of tea to sit on the benches.

There is less rubbish now.

I am so glad the fun days are back. Are you doing any more ?

Consultation Comments continued:

Although I understand the issues of having a play area, it is definitely a want of many people to have it returned. More dog bins needed.

Park back please.

I already attract birds of various types and grow pollinators so do not need help. I don't want trees too grow to large as that effect my aerial. There is definitely less anti social behaviour. Kids used to lift the wire fences to get football back. I don't like kids knocking after hours to get their football back but understand they need somewhere to play.

It has been such a fantastic day!

It is nice to see the area looked after. I walk my dog there.

I love the worms!

Play stuff for children like years ago.

More areas for picnicking and relaxing.

It is so peaceful here now. I walk ten minutes each day to sit here and relax with my dog.

I think it has increased house prices.

Wildlife nesting boxes etc.

Would like more play equipment for children.

I visit sometimes to have my lunch break. The long grasses are beautiful.

It looks untidy as you are not cutting the grass.



Consultation feedback will be used to plan future engagement events and projects with the local community.

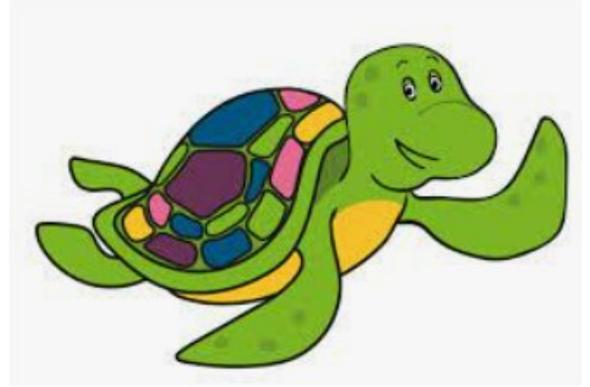
Overall, community members understood the financial rationale for the removal of play equipment, and didn't appreciate it being vandalised and therefore inaccessible, but do miss it as a resource for the community.

Whilst some people had reservations about the new mowing schedule, on the whole people were positive about the environmental improvements that had been made and would like to see more in future, and to better understand Coastline's environmental commitments.

Summer Litter Picks in Coastline communities:

The Community Investment Team, with help from colleagues in other teams, visited St Austell and Padstow, to:

- ⇒ Connect with the local communities
- ⇒ Litter pick
- ⇒ Promote Coastline's environmental strategy
- ⇒ Launch the 'Name The Turtle' Competition
- ⇒ Give away grow packs and sunflower seedlings to children
- ⇒ Find out what matters most to people who live there



This is how customers responded to the question: "What word/s describe your community?"

Badgers Watch, St Austell

Caring

Positive – the kids all get on really well

The kids all play so nicely together

Needs more green space, as there's nowhere for kids to play football

Soldon Close, Padstow

Love it! It's lovely around here

Friendly

Quiet

Peaceful

Lived in Padstow all my life, I love it

Friendly and quiet

Lovely kid's playground



Customer contributions:

National Housing Federation Summit 2022:

Clare, Customer Voice and newly appointed Customer Experience Committee member, joined a Placeshapers panel of three other social housing customers from across the country to speak about how it feels to be an involved resident.

The panel session involved each social housing customer speaking about their experiences, and then an audience question and answer session.



Clare's story was powerful and moving, and feedback we received was:



"It was a great day and Clare was a pleasure to work with."

Charlotte Kay, Business and Support Manager, Placeshapers

"I am so glad I went, it was an amazing experience and I thoroughly enjoyed myself, learning new things."

