

Coastline Conversation Report

Providing a clear line of sight
between Coastline Customers,
communities, Committees and
the Board



April 2025

Customer
Voice

Summary

The Coastline Conversation Report aims to provide a clear line of sight between Coastline customers, communities, Committees, and the Board. This report highlights key initiatives and their impact on customer engagement and community involvement.

Recommendations for CEC

- To note the content of the report;
- To provide an update to Customer Voice on the progress against the scrutiny recommendations at the next quarterly Customer Voice meeting.

Appendices

- Appendix A - Under 35s Engagement Plan
- Appendix B - Communication Relating to Repairs Scrutiny Review
- Appendix C - Community Investment Annual Plan 2025/26

Contents

Have your say

- Involvement & Engagement Tracker
- Increasing Engagement with Under 35s
- Housing Perks
- Community Connections
- Catch Up with Coastline

Make an impact

- Volunteer Scheme
- Your Next Step
- Customer Groups
- Community Collaboration
- Community Impact Funding

Help us decide

- Customer Voice
- Voids Inspectors
- Complaints Mentors
- Scrutiny Reviews

Have your say



Involvement & Engagement Tracker

Using data to track outcomes for customers across the Coastline Conversation

177 engagement opportunities have been recorded since April 2024, with **43** in the last quarter. Over the period covered in this report, **667** customers, **248** community members and **669** Under 18's have been engaged across all levels of the Coastline Conversation. **23.97%** of customers at events this quarter were under 35.

Increasing Engagement with Under 35s

Using data to identify under represented demographics

Under 35s Engagement Plan- Appendix A

To address the underrepresentation of customers under 35, Coastline have developed a comprehensive plan to enhance engagement and involvement within this demographic. This plan includes expanding the Coastline Conversation through digital engagement and introducing WhatsApp as a digital communication platform.

By listening to feedback from a 2024 consultation survey and addressing time constraints as a barrier to participation, the strategy aims to create more accessible and appealing opportunities for younger customers. Key components include monthly workshop-style sessions, targeted digital forums, interactive webinars, social events, and innovative use of social media and virtual reality. The introduction of a dedicated WhatsApp channel will further facilitate direct and immediate communication, ultimately leading to increased engagement and improved customer satisfaction.

Housing Perks

Everyday savings for customers

Initiated in response to the cost-of-living crisis and to recognise time donated by involved customers, the Housing Perks app is being used by an increasing number of customers.

- ✓ **630+** customers have signed up to the app
- ✓ **610+** purchases have been made in the app
- ✓ **£40K+** has been spent by customers
- ✓ Over **£2.2k+** in savings for customers

"I'm surprised at the number of supermarkets on here, it's really helpful with everyday costs"

- Coastline customer at Helston Community Café

Community Connections



Support and signposting for Coastline customers and communities

18 customers, **240** community members and **21** under 18's have received support and signposting from Involvement & Engagement Coordinators at Community Larders and Food Banks across Coastline Communities. **17.4%** of customers were under 35 years old.

- ✓ Income Team – **2** – Universal Credit and Housing Benefit concerns
- ✓ Coastline compliments – **2** – response to repairs completed by Coastline
- ✓ Lettings- **1** – Inheritance query followed up for bereaved customer
- ✓ Your Next Step- **34** – employment, training and volunteering support and signposting
- ✓ Housing Perks- **14** – app promotion to support with savings during cost-of-living crisis
- ✓ Accessibility queries- **1** – question about specific permissions answered for a customer with accessibility needs
- ✓ South West Water- **41** – applications for support eligibility and water saving devices
- ✓ Pentreath - **1** – mental health support referral for a customer in need
- ✓ Homechoice - **1** – information given after community member was unaware of the process required

"I am very pleased with Coastline's response when I logged my repair, they were quick to resolve my issue"

- Coastline customer from Camborne

Catch Up with Coastline

Building a better living experience together

In response to requests across Housing for Older Persons Schemes, we've planned quarterly "Catch Up with Coastline" sessions. These multi team events have been held in communal spaces within communities, bringing support directly to customers. Customers were benefitting from regular visits from Tenancy CoOrdinators, Facilities Management Assistants and Community Investment Team members so these coordinated sessions provide an opportunity to discuss repairs, tenancy issues, and ways to get involved, making it more effective and accessible for customers to access support and information.

45 customers attended the first **6** sessions in the first quarter. A recurring concern raised was regarding the new bin scheme being introduced across Cornwall. As a result, a flyer with information to support customers is being circulated through doors and on social media.

"It's been great to come together and air things today. Looking forward to the next session."

- Coastline customer from Scott's House



Make An Impact



Volunteer Scheme

Building Skills, Creating Opportunities

Volunteer Annual Statement [Published](#)

Coastline is proud to publish its Volunteer Annual Statement for 2024/25, celebrating the remarkable contributions of our volunteers. In 2024, an impressive **76** volunteers dedicated a total of **5,955** hours, generating a social value of **£337,533**. Among these volunteers, eight successfully transitioned into employment with external companies, and **43** accessed training courses throughout the year.

Notably, this year saw a significant increase in young volunteers engaging in formal opportunities. The number of young volunteers rose from just one in 2023 to five in 2024, reflecting our growing appeal to younger generations and our commitment to increasing engagement with under 35s.

Volunteer Lone Working Procedures

Feedback was gathered from volunteers engaged in lone working roles within the community. Based on their valuable input, we have successfully updated our procedures to align with current practices. These updates ensure the ongoing safety of our volunteers, reflecting our commitment to their well-being and enhancing their confidence while volunteering.

Introduction of Trelawny Court Activities Volunteer

In January 2025, Coastline Housing introduced a new Activities Volunteer role at Trelawny Court, successfully filled by XXXX. This role builds on last year's sessions led by the Community Investment Team, aiming to foster community cohesion within Coastline's Housing for Older People schemes and enhance overall customer wellbeing.

XXXX began hosting coffee mornings every Tuesday at Trelawny Court. These sessions have allowed her to connect with residents and gather their ideas for future activities. The coffee mornings have been well received, with an average attendance of nine residents each week. They have brought customers together, encouraged them to share their life stories, and led to the organisation of a darts tournament, with more activities planned in the coming months.



"A group used to play darts regularly here before COVID, so it's nice to see it running once again. Although I won't be playing, I will enjoy watching them from the comfort of the armchair."

- Coastline Customer from Trelawny Court

Once established, the goal is to replicate this role in other schemes, with Veor House being the next identified location after their communal area is refurbished at the end of Spring 2025.



Volunteer Roles Created Around Individual Skills and Experience



This quarter, **2** new volunteer roles have been created based on the unique skills and experience of individual volunteers:



XXXX expressed an interest in volunteering with Coastline Housing. With valuable skills and experience gained from volunteering with Cormac's grounds team, XXXX was looking for additional opportunities to fill his time and give back to the community. Coastline created a volunteer role tailored to XXXX expertise. He now assists the Grounds Team every Friday with de-weeding and litter picking in Coastline Communities.

We are also pleased to welcome XXXX to the Community Investment Team as a Marketing Volunteer. XXXX, a recent Master's degree graduate, sought a volunteer role to gain work experience in the marketing field and enhance her employment prospects. She now contributes to the team once a week by creating video content and promotional materials to encourage more customer involvement and engagement.



Volunteer Learning Lunch

The bi-annual Volunteer Learning Lunch was held on March 12th, bringing together **12** volunteers from various areas, including Miners, Homeless, Coastline House, and Customer Voice. The meeting provided an opportunity to share updates and gather feedback on topics impacting volunteers.

Key Discussions and Feedback

Cornwall Time Credits Proposal:

- Volunteers felt the new Time Credit subscription model did not offer good value for money.
- Many volunteers expressed that existing recognition methods (celebration events, meetings, one-on-one sessions, and informal thank-you's) already made them feel valued.
- To avoid disadvantaging volunteers, an alternative proposal was agreed upon: providing an annual voucher in a format accessible to each individual, usable in everyday stores and services. This proposal will be discussed and decided at the liV Steering Group meeting on March 31, 2025.

Online Training Provider Transition:

- Six volunteers volunteered to trial a new online training platform, with feedback expected by the end of March.
- Volunteers appreciated the idea of more interactive online training but emphasised the need to retain in-depth training options for those who prefer them.
- Feedback from volunteers will contribute to a broader review by the Community Investment Team on the training package offered to volunteers and customers.



Your Next Step



Empowering Futures: Coastline's Employment and Training Support

This quarter, **17** customers and community members have been supported with training and **13** into work and volunteering.

University of Exeter Report - Addressing Barriers to Entrepreneurship Among Residents Report

In collaboration with the University of Exeter, Coastline conducted a study to identify and address barriers to entrepreneurship among low-income residents in Cornwall.

The research highlighted key obstacles such as financial insecurity, skills gaps, limited professional networks, bureaucratic complexity, and geographic isolation. Despite these barriers, many residents demonstrated strong entrepreneurial spirit and innovative business concepts. Coastline's supportive environment has helped build confidence and skills through volunteering and accessible opportunities.

By leveraging its facilities, raising awareness of support services, and collaborating with local organisations, Coastline can enhance economic resilience and self-sufficiency among customers. Findings and recommendations from the report will be taken forward in the Your Next Step offer to customers.

First Aid

In March we held a First Aid training course attended by **5** customers and volunteers. Additionally, **2** community members who manage a warm hub in Camborne participated in the session.

Active Plus Confidence and Motivation Training

In February, **8** Coastline customers participated in a confidence and motivation course delivered by Active Plus at Coastline House. The course was delivered after the relaunch of Coastline's Your Next Step employment and training offer in January.

The Community Investment Team have formed a referral pathway with Cornwall Neighbourhood's 4 Change and the People Hub Cornwall and this introductory course was a valuable foundation on the journey back to work. Feedback from participants was overwhelmingly positive.

One participant shared -

"I have learned to work with a team, trust people, and listen."

Another added -

"I feel much better about myself and more confident about going out."



Customer Groups

Providing customers with a wide range of opportunities to influence and scrutinise Coastline's strategies, policies and services



Communication & Consultation Group

The Group meet to review policies and initiatives with customer-facing impacts. Feedback is incorporated into the final documents, to ensure that customers' priorities are reflected in publications. This quarter, the group met across monthly meetings to discuss:

<p>Rent and Service Charge letter review</p> <p>You said: <i>"The letter should reference that FAQs are available if needed"</i></p> <p>We listened and together we: Included the link to the new FAQ in customer rent letters.</p>	<p>Rent & Service Charge FAQ document review</p> <p>You said: <i>"Should the answer be more specific to the question – rather than include 'if coastline didn't increase rents, we may not be able to maintain our homes to the same standard...'"</i></p> <p>We listened and together we: Reworded to remove the part about maintaining homes and tie it more closely to the covering letter. Are bringing reviewing the letters forward in the process to give us more time to consult and implement any appropriate suggestions.</p>
<p>Tenancy Agreement review</p> <p>You said: <i>"Can we remove the reference to training and volunteering being expected of customers"</i> <i>"Can we tell customers where they can find referenced documents and policies?"</i> <i>"Can we explain why not all grounds are listed in Schedule 1"</i></p> <p>We listened and together we: Removed the reference to training and volunteering. Added directions throughout so inform customer where they can find other documents. Review the contents of Schedule 1 with input from our solicitors, with this being a key legal area of the tenancy agreement. Any amendments here will be carried out alongside a wider review of this section, taking into account the Renters Reform Bill.</p>	<p>ASB document review</p> <p>You said: Guide to completing the incident diary - <i>"Guide is outdated", "Not user friendly"</i> Outcome of Court Hearing document - <i>"Imprisonment is seen as too extreme and "result in loss of tenancy" should precede."</i> Acknowledgement of recent contact - <i>"More needs to be made of victim support that can be offered. "...you are advised to notify the police and obtain a log number".</i></p> <p>We listened and together we: Are updating the guide to incident diary. Changing language in the court hearing document. Are advising customers of support that is on offer.</p>
<p>Scrutiny Methods</p> <p>You said: <i>"It would be a good idea to make our own core question sheet for desktop reviews."</i> <i>"There is room for both bootcamp and in-depth methods."</i></p> <p>We listened and together we: Are including all agreed TPAS scrutiny review methods in future reviews, with the appropriate method chosen during topic scoping. Creating a core question sheet for desktop reviews.</p>	<p>Website review for complaints</p> <p>You said: <i>"The language is too formal."</i> <i>"It's not clear what happens at each stage."</i></p> <p>We listened and together we: Changed the language to make it more user friendly. Made changes to make it clear what happens at each stage.</p>

Development & Environmental Group



This quarter, our Development Group held two meetings. The first took place at Coastline House, and the second was a site visit to our new development in St Erth.

Four involved customers visited the St Erth development site. They toured a shared ownership property and an adapted rented bungalow, accompanied by colleagues from the Development Team.

During the site visit, they engaged with residents from the neighboring estate. They shared positive feedback about the development, expressing how pleased they are with the appearance of the estate.

Customers thought the stonework on the properties was amazing and in keeping with the environment.

All customers thought the upstairs bathrooms were particularly nice:

“How wonderful to have an overhead rainfall shower, in addition to the detachable power shower head!”

The Environmental Group are yet to appoint a lead. Their current focus is the recruitment of more members, supported by the Volunteer Manager. Whilst the membership grows, their meetings will take place alongside the Development Group meetings, as many themes overlap, so the Development Group meeting will contain an environmental focus.



Community Collaboration

After consultation with Customer Voice and Involved Customers, we are excited to announce the launch of Community Collaboration Sessions starting in May.

These monthly workshop-style sessions will replace some of the existing individual customer meetings, aiming to streamline processes and enhance engagement as a result of customer feedback stating time as a barrier to involvement and recognising involved customer feedback, that customers were attending meetings multiple days in a week.

Held mid-week on Tuesdays, Wednesdays, and Thursdays, these sessions will rotate between mornings, afternoons, and evenings to accommodate various schedules.



Each session will cover themes such as Development, Environment and Communication & Consultation, with a prize draw to encourage participation. This new format addresses customer feedback on time constraints and aims to foster greater collaboration and involvement within our community.

Community Impact Funding



Applications made to benefit customers in their communities

The Community Impact Funding Guide was updated last year, after consultation with the Customer Voice Group. The fund is now accessible to groups that are not formally constituted, to remove this as a barrier and encourage more customers and communities to access the funding. This has resulted in an increase in applications.

Application	Status
<p>Treleigh Primary School Book Box</p> <p>An application of £450 was made by Treleigh Primary School. The school applied for a Book Box for their School Outdoor Learning Classroom and Early Years outside area with the purpose of engaging children to read around the school community.</p>	<p>Customer Voice group members approved the funding in January.</p> <p>Two Coastline colleagues attended the reveal, meeting children and staff from the Reading Group.</p> 
<p>Troon Players</p> <p>Troon Players made an application of £484.99 for lighting and sound equipment for their performances in early 2025. 20% of their cast and support are Coastline Customers, and the group are in an area of Coastline homes.</p> <p>The group has been created with the express purpose of providing community focused opportunities for children, young people and adults from all backgrounds to participate in amateur dramatics and enable them to develop skills and confidence both on and off stage but also to ensure anyone in the local area can join in without finances being a barrier.</p>	<p>Customer Voice group members approved the funding In January and items were purchased for delivery to the Troon Players group.</p> <p>A visit was organised for the Customer Voice group to see a rehearsal in action.</p> 
<p>Communal garden bench at Copper Close Redruth</p> <p>Customers at Copper Close, Redruth applied for £457.20 from Community Impact funding to purchase and install a bench in their communal garden so that customers and their families could further enjoy the area.</p> <p>Customers cleared an area and applied for the funding in December.</p>	<p>Customer Voice group members approved the funding in January and the bench has been ordered in March for Delivery in April.</p> <p>The bench will be fitted by Coastline Services in April and maintained by the customers who applied for the funding.</p>

Help us decide



Customer Voice

Listening, Responding, Improving

Customer Voice ensures that customer views are sought, heard, and acted upon. At the meeting this quarter, XXXX was appointed as the new Customer Voice Chair and XXXX as the Vice Chair. Their roles are expected to strengthen the line of sight between the Customer Experience Committee and Customer Voice Group. The Group welcomed CEC Chair, XXXX who said -

“The Customer Commitment statement was approved by the CEC, capturing all engagement efforts and demonstrating our passion and awareness in community engagement – it was well received by the Board.”

Voids Inspectors

The Group met in October to discuss visits undertaken and any improvements that needed to be made. There were **30** voids in the last quarter, however not many had been visited due to clashes with other meetings. The new Community Collaboration sessions planned should reduce the number of meeting clashes. The group requested weekly updates from Services to keep Inspectors informed about voids inspections and progress.

Feedback from Voids Inspectors informed the following changes –

- The creation of a separate folder for checklists to track trends and ensure follow-ups on reported issues before re-letting properties.
- Collaboration with the Lettings team using the 'confirmed handover' system to improve efficiency in handling voids.
- Adjusted forms (checklists) to include space for honest feedback, which will be discussed at Toolbox Talks to improve service quality.
- Recognition and encouragement for voids teams, who typically lack face-to-face interaction with customers.

Complaints Mentors

This quarter, one Complaints Mentor was assigned to a particularly complex case. Customer Voice Chair XXXX and the Governance Team requested that feedback be shared with Complaints Mentor XXXX, highlighting the excellent handling of the case by XXXX.

Scrutiny Reviews

Ensuring Excellence Through Scrutiny



Providing customers with accessible information about landlord services and how customers' views are taken into account to make improvements.

An update on current, customer led scrutiny reviews:

Review	Brief scope	Status	Update	Business lead(s)
Lettings & Voids Process Mystery Shop Review	This enabled customers to look into the entire customer journey, from bidding, to moving into a re-let home.	Complete, managers are completing actions based on customer recommendations.	Follow up in June 2025.	XXXX (Lettings Manager) & XXXX (Contracts Manager)
Communication Relating to Repairs Scrutiny Review	This follows the completion of the Repairs Review, and afforded customers the opportunity to test new processes which were embedded. Customer Voice members were particularly keen to look into communication relating to unavoidable delays.	Complete, managers are completing actions based on customer recommendations.	Appendix B - complete with manager responses.	XXXX (Contracts Manager)
Antisocial Behaviour Action Plan and Risk Assessment Scrutiny Review	A review of end-to-end case processes and management. A specialist provider has completed a prior ASB health check.	The review commenced January 2025. Delayed due to changes in the team.	Underway, due for completion by May 2025.	XXXX (Housing Manager)
OK Each Day Deep Dive Review	The aim of this review will be for customers to play an active role in exploring alternative provisions for vulnerable customers.	Due after the Mystery Shop Review carried out in 2023.	Scheduled for 2025.	XXXX (Head of Housing Services)

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