

Coastline's Community Investment Impact Assessment 2022 - 2023

*Measuring, evaluating and celebrating the difference
customer engagement makes to our services.*



Great Homes, Great Services, Great People



Coastline's Community Investment Impact Assessment 2022 – 2023

Measuring, evaluating and celebrating the difference customer engagement makes to our services.

In 2022 – 2023, Coastline colleagues and customers worked together for another year, to continue to offer a wide range of opportunities to get involved, have a say, and make an impact within Coastline communities.

Coastline became Ambassadors of the National Housing Federation's 'Together with Tenants' initiative and have worked with customers to align our Trust Charter and Our Pledge to You documents with the new Tenant Satisfaction Measures.

One of our key strategic aims is to continue to place customers at the heart of our business. We do this by:

- Ensuring accountability – working with a broad range of customers throughout the year, we ensure customer scrutiny of our services informs decision making and governance;
- Improving services – developing our customer insight information using feedback from our annual survey and transactional surveys to improve service delivery and levels of customer satisfaction; and
- Developing thriving communities – delivering community development activities and supporting engagement across our communities.
- Working with customers in line with our core values:

Customer Focused



Put our Customers first

Trustworthy



Be open, honest and accountable

Learning



Strive to be the best

Caring



Value each other

This report shares what has changed as a result of customers being involved, in a variety of ways we offer through the Coastline Conversation.

The purpose of this Impact Assessment is to promote the positive impact that Coastline has within communities, and for customers and their homes, through involving and engaging with our customers. The report highlights some of the successes jointly achieved during 2022 – 2023, across our three involvement levels:

- Stay informed and have your say
- Get involved and make an impact
- Help us decide

[We also set out our commitments for 2023 – 2024.](#)

The 'Coastline Conversation' is how we talk about the multiple ways in which customers can get involved; we think of customer engagement as an ongoing, evolving discussion which takes place in different ways, at different times, to meet customers' availability and priorities.

There are lots of ways to get involved, as you can see in our Involvement Menu:



The year ahead – Regulatory changes in the social housing sector

Tenant Satisfaction Measures –

From April 2023 social landlords must collect data on a new set of tenant satisfaction measures (TSMs). They are part of a new system developed by the Regulator of Social Housing to check how well social housing landlords are doing at providing good quality homes and services.

The measures are aimed at helping improve standards for people living in social housing by:

- Providing visibility and letting tenants see how well their landlord is doing, and compare different landlords, to see who is doing better at looking after homes and tenants
- Giving the Regulator insight into which landlords might need to improve things for their tenants.

The Tenant Satisfaction Measures are designed to see how well landlords are doing across the following five themes. When we refer to the TSMs, we will use icons to make it clear which we are referring to:



Keeping properties in good repair



Effective handling of complaints



Maintaining building safety



Responsible neighbourhood management



Respectful and helpful engagement

There are 22 TSMs, including 12 tenant perception measures to be collected through a survey to customers, and 10 management information measures. Landlords are expected to have submitted their first year's performance in summer 2024, with the results shared publicly in autumn 2024.

Find out more:

You can read an accessible document about the TSMs here:

[Tenant satisfaction measures \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

www.gov.uk/government/publications/tenant-satisfaction-measures-standard

What does this mean for Coastline and customers?

Coastline's Trust Charter (launched in 2020) originated from joint working with customers in response to the National Housing Federation's 'Together with Tenants' initiative, which aimed to prepare for the introduction of the TSMs.

In response to the new TSMs, Coastline has worked with customers to update our Trust Charter, to align the wording with the new terminology from the Regulator, whilst keeping the focus on customers.

This is our new Trust Charter:

To support our Trust Charter, we have Our Pledge To You, which are our local offers, specific to Coastline customers. You can see how the Pledges link to the Trust Charter, and TSMs, through the colour coding and symbols used:

The Regulator is planning to introduce the TSM Standard to form part of an updated set of Consumer Standards.



Changes to social housing regulation – what we know

The government's social housing white paper; 'The Charter for Social Housing Residents' was published in November 2020, outlining the Government's pledge to:

- empower residents
- provide greater redress
- improve social housing regulation and
- improve the quality of social housing

As a result of the measures outlined in the Charter for Social Housing Residents, the Social Housing Regulation Bill was introduced on 8 June 2022. Three key aims of the Bill are to:

- make changes to the consumer regime
- strengthen the powers of the Regulator of Social Housing and
- strengthen economic regulation



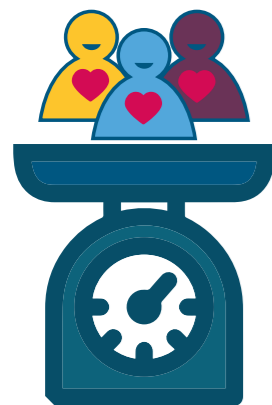
Regulator of
Social Housing

The Regulator of Social Housing

The Regulator of Social Housing two main objectives:

1. Economic objective: to make sure that registered providers (landlords) are well-managed and financially stable.
2. Consumer objective: to make sure that tenants get quality accommodation, have choice and protection, and can hold their landlords to account.

The regulator sets both economic and consumer standards, and in this Impact Assessment, we want to update you about the upcoming changes to the Consumer Standards, and how this will affect you.



Currently, there are five Consumer Standards, which apply to most social landlords:

- **Home Standard** – quality of accommodation and repairs and maintenance
- **Tenancy Standard** – how properties are allocated/exchanged and terms around tenure
- **Neighbourhood and Community Standard** – issues around neighbourhood and communal areas and anti-social behaviour
- **Tenant Involvement and Empowerment Standard** – customer service and complaints, tenant rights and involvement
- **Tenant Satisfaction Measures Standard** – reporting against the TSMs, which cover information on areas such as repairs, safety checks and complaints (applies from 1 April 2023).

Now that the Social Housing Regulation Bill has been passed by Parliament, consultation about the consumer standards will take place in autumn 2023. This will give the Regulator stronger enforcement and inspection powers.

The proposed new consumer standards are:

- **Quality** - quality of the home, communal spaces and services to tenants
- **Neighbourhood** - landlords' role, working with other agencies, to contribute to the wellbeing of neighbourhoods in which tenants live
- **Transparency** - landlords' role in making information accessible to tenants including roles and responsibilities within landlords, so tenants know who is responsible for matters relating to consumer standards
- **Engagement and accountability** - engagement between landlords and tenants, including how complaints are handled. Landlords' accountability to tenants and treating tenants with fairness and respect
- **Tenancy** - requirements on landlords in respect of tenancies, including allocations policies and opportunities for tenants to move
- **Safety** - landlords' safety responsibilities including safety within the home and in communal areas

This is why, at Coastline, we have our Trust Charter and Pledges, to help our customers to see how we are performing and hold us to account.

At Coastline, we will be consulting with our Customer Voice group, and more widely via focus groups, on the topic of consumer standards, and will share information more widely when the consumer standards are issued in the autumn.

If you have any questions about the Tenant Satisfaction Measures, or the consumer standards, get in touch via: getinvolved@coastlinehousing.co.uk

Find out more

www.gov.uk/guidance/regulatory-standards

[Reshaping consumer regulation: Our implementation plan - GOV.UK](#)

[Social Housing \(Regulation\) Bill](#)



Look out for these future opportunities

- Consultation on the Consumer Standards and how they impact on you, including focus groups and surveys
- Options to join our Customer Voice group, join the conversation and have your say in the [Coastline Conversation](#)
- Follow us on [social media](#) for more information about these changes

Tenant Satisfaction Measures

Review of Pledges and work on TSMs

Since Coastline became Early Adopters of the National Housing Federation's Together with Tenants initiative in 2019, and remain as Ambassadors now, customers have been closely involved in co-production of customer-facing documents, such as the Trust Charter and Our Pledge To You.

We have been working with customers to make sure that the Trust Charter and Pledges are in line with the Tenant Satisfaction Measures (TSMs), a new housing regulation that has recently been introduced. A group of consumers were involved in the process to maintain customer priorities, and they are pleased with how the Trust Charter's goals have been upheld in the following ways:

- Avoid tokenism and make sure the Trust Charter isn't just another poster on a wall
- Make local commitments that are relevant to Cornish residents
- Share how delivery against the Pledges are being tracked and reported



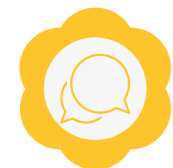


Overall satisfaction

It is important to us that you trust us as your landlord, and we pride ourselves on making improvements based on listening to your feedback. You can expect us to:

- Be open, honest and accountable
- Use helpful and clear communication
- Be consistent, fair and respectful
- Treat you as an individual

This will be achieved by:



Respectful & helpful engagement

- Respectful interactions and active listening
- A range of opportunities to give feedback and hear how it is used
- Consultation ahead of significant changes to services



Responsible neighbourhood management

- Clean and well-maintained shared areas
- Positive contributions to local communities
- Resolving community concerns and anti-social behaviour fairly and promptly



Keeping properties in good repair

- Affordable, clean and secure homes free from disrepair
- Easy to use, good quality and timely repairs service
- Friendly and reliable customer service



Effective handling of complaints

- Simple and accessible ways to raise issues
- Resolving issues before they become a complaint
- Learning from issues and complaints



Maintaining building safety

- Listening to, take seriously and act upon any safety concerns
- Meeting or exceeding all legal safety requirements



Overall Satisfaction

To build & maintain trust we will:

- Achieve high levels of customer satisfaction with our services
- Provide an inclusive and accessible involvement & engagement offer via the Coastline Conversation
- Respond to your digital contact within two working days, and all other contact within four working days
- Make it easy for you to contact us, however you choose



Respectful & helpful engagement

To respect & listen to you we will:

- Answer to and support the Customer Voice group to act as a critical friend to Coastline
- Share and celebrate how your feedback influences services and identify areas for improvement
- Treat you as an individual, respecting your communication preferences, recognising and responding to your needs



Responsible neighbourhood management

To take care of your neighbourhood we will:

- Take seriously and acknowledge reports of antisocial behaviour within one working day
- Keep our 'We're Always Listening' website page updated
- Visit your neighbourhoods regularly and act on improvements identified as part of our Community Standard Inspections



Keeping properties in good repair

To keep your home in good repair we will:

- Complete repairs right first time
- Complete repairs within our target timeframes



Effective handling of complaints

When things go wrong we will:

- Make it easy for you to raise concerns and complaints and try to put things right straight away
- Learn from the issues you raise to ensure we continually improve our services



Maintaining building safety

To keep your home safe we will:

- Ensure all our homes will meet or exceed the Decent Homes Standard (2)
- Ensure all of our properties are compliant with all required building safety checks

Stay Informed and Have Your Say



Coastline Our vision for 2040

For Coastline to be sector leading in the programme of decarbonisation, providing great green, clean homes for customers and to be recognised as outstanding for sustainability within Cornwall.

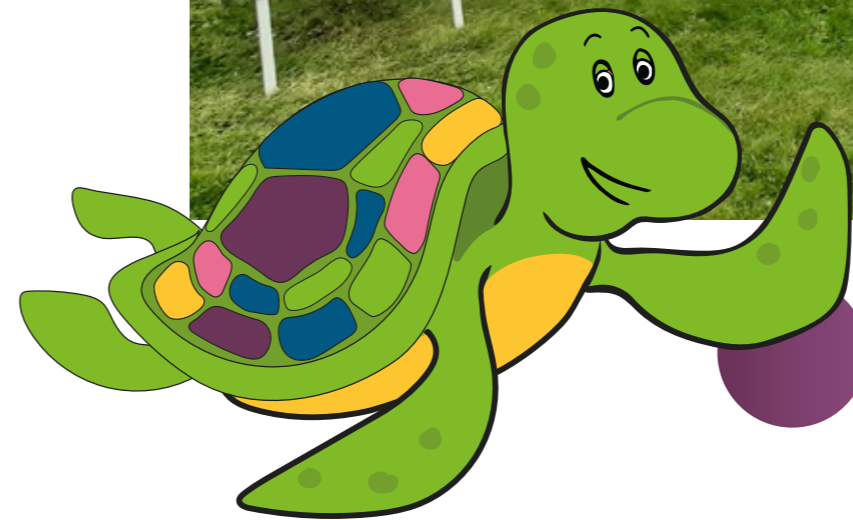
To be Cornwall's first zero carbon landlord and a leader in the provision of environmentally sustainable homes. **This includes:**

-  Achieving 80% carbon zero with an offset element at 20%;
-  Our maintenance services to have an Electric Fleet;
-  Zero waste;
-  Beautiful bio-diverse green spaces where customers live, relax and play; and
-  Biodiversity net positive.

Launching Coastline's Environmental Strategy

A key focus for 2022 – 2023 was the launch of Coastline's Environmental Strategy. Customers were given the opportunity to talk to colleagues about the strategy and find out more about our environmental commitments and projects, as well as suggest greenspace improvements in their communities. Our youngest community members also enjoyed nature themed treasure hunts, bug hunting, bulb planting, seed scattering, and grow kits to take home.

In 2023 – 2024, we will be working with customers to produce a shorter, customer-facing strategy pull-out, with all the key information that they have told us matters to them the most.



Name The Turtle

A competition to 'name the turtle' was run in conjunction with the launch of Coastline's new Environmental Strategy.

78 customers aged **4 – 76** years old from all over Cornwall took part!

Five customers suggested the most popular name, 'Myrtle' and Sally Trevena was drawn as the overall winner. She and family enjoyed a free day out to Newquay Blue Reef Aquarium, whilst runners up received a plush turtle toy.



“ I'm so chuffed, I have recently started home schooling one of my children and a visit to the aquarium will fit in so well. Thank you. ”

Sally, overall winner

Community Events

Spring and summer 2022 saw a series of community events to promote Environmental Strategy.

Locations of events included:

- St Meriadoc Park, Camborne
- Badgers Watch, St Austell
- Soldon Close, Padstow
- Pengeggon Parc, Camborne
- Strawberry Fields, Lanner



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

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

“There is less rubbish now.”

On spending time with us to talk about the Environmental Strategy, one customer said: “It’s such a lovely thing to do, thanks so much, it’s nice to meet Coastline in our community.”



EXPO 2022



The Generation Expo event informed the local community about the wide range of regeneration activity in Camborne, Pool, Redruth and Mining Villages. As one of twenty stall holders at the Generation EXPO events Coastline represented the role the housing sector plays in regeneration of communities. We will be focusing on three key strands: sustainable employment and a strong local economy; sustainable construction methods, carbon reduction and retrofitting; and increasing biodiversity and nature’s positive impact on wellbeing.

You can see the EXPO promotional video here:



Welcome Packs consultation

We consulted customers on how green and sustainable the welcome packs are that we provide when customers move in to one of our homes.

21 responded in total – **10** via events and **11** via satisfaction forms on move in and overall they were happy with the contents.

Overall, customers told us that they were happy with the contents, but that more information about how to use less plastic would be useful.

As a result, packs now contain more environmentally friendly products, such as sponges and washable cloths to replace disposable cloths, and recycled scourers. We also now have a new ‘greener living’ page on our website, which you can view here:



Customer Consultation

Following a pause during the pandemic, the Editorial Group has been re-established last year. With a broader remit, it has been renamed the Customer Consultation and Communication Group, meeting quarterly to review information for customers, and provide feedback to help keep our key communications easy to read and understand.

The group review new items, give feedback and offer suggestions for improvement. Updates are also received on how items are progressing.

It is proving to be really successful with invaluable feedback and customer perspectives on a wide range of topics. Membership extends beyond Customer Voice members, giving a broad and diverse perspective.



Customers told us: *"This was an interesting session. We were not only able to input some helpful ideas, but also to learn new information."*

Topics covered to date and outcomes have been:

Topic	Feedback	Outcome
Fire Safety – the group were asked to consider, from a customer perspective: <ul style="list-style-type: none"> How to communicate key messages to customers How to support vulnerable customers and gain access to carry out safety checks Communicating required actions in the event of a fire, including Stay Put policies 	<ul style="list-style-type: none"> Customers preferred posters and suggested engaging the fire service to provide community fire safety talks for reassurance on practicalities. Leaflets and fire drills were also suggested for vulnerable customers including those in flats with a Stay Put policy. A video, was suggested to increase customer reach. 	A specific Fire Safety meeting will be held with customers in June 2023, to make an action plan about communication and engaging the fire service to cater for a wide range of customers.
Customer Guides , including: <ul style="list-style-type: none"> Home User Guide; Winter Lawn Care Guide; New Build Heating Solutions Purchasers Guide; Green Travel 	<ul style="list-style-type: none"> Suggestions included advice for customers without a smartphone, using images, cost-saving information and green options. Guides should be consistent with concise content and more accessible language. 	<ul style="list-style-type: none"> Specific suggestions will be added to guides as they are finalised. Coastline's Communication Team will work with teams to create templates and guidance.
External Painting proposal to use white external paint to refresh properties and improve their aesthetic refreshes.	Customers agreed with this approach, and noted that this was cost-effective and that further consultation will take place prior to the next refresh.	White paint will be used moving forwards.
Ventilation Policy for customers	Customers liked the clear and succinct writing, icons and pictures and agreed that not all specifics of the full policy were required.	Customers will continue to work with us to finalise the document.

Topic	Feedback	Outcome
Environmental Strategy	Customers highlighted sections of the strategy that are most relevant to communities.	A more concise, customer friendly version will be produced.
Radon Sump Guide & EICR Testing Guide	Customers noted the consistency of the format of guides had improved as a result of their previous suggestions.	A more concise, customer friendly version has been produced.
Customer Environmental Champions proposal	Customers agreed to establish a Green Action group with interaction between the colleague group.	A Customer Environmental Action Group has been formed meeting monthly.
TSMs – how these align to the Trust Charter, and how they will be measured and reported on	The group asked how the findings of the perceptual survey will be interpreted and used to guide improvements to services.	Updates will continue to be provided as TSM monitoring gets underway.



Future topics will include:

- Internal refreshes in communal blocks
- Budget for 2023/24 and rents
- Customer-led events – safety guides
- Fences and boundaries
- Drain clearance
- Skip amnesty days
- Defects
- Fire safety communication – planning community visits – ongoing work the group are undertaking



We're listening

Through the Coastline Conversation, together we're acting on your feedback.



New Website

Coastline has been creating a new website, and customers have been involved in the process. A digital survey was carried out, with 68 respondents giving feedback about the proposed new website pages. They told us:

“ Easy to navigate. ”

“ Looks simple to understand. ”

“ Colour is a bit insipid. ”

Based on the feedback from the initial consultation, a further set of example pages was shared with the customers who had responded, to gain more detailed feedback. This has directly influenced the final designs, including adding more colour themes throughout. The new website went live in the Spring 2023.

Later in the year, we will hold a focus group, so customers can feedback on how user-friendly the site is.

CoastLines Magazine

In response to the new Tenant Satisfaction Measures, we were keen to find out from customers how best they like to be kept informed about their communities, and about Coastline more widely.

The Autumn 2022 CoastLines magazine included a survey to find out whether customers were happy with the frequency, relevance and amount of information shared in the bi-annual publication.

129 responded to the CoastLines survey. Responses demonstrated that the vast majority of people liked receiving CoastLines twice a year and thought it was about the right length with a good, engaging range of content. Coastline's Executive Team reviewed the survey results and decided that we should continue to produce the magazine twice a year and also aim to keep a regular flow of communications going on both social media and through email bulletins to keep people informed.



“ A good broad overall feed of information which keeps us in the loop as tenants. ”

“ It's very good reading. I can't handle all the online things so I find the magazine very helpful to me. Thank you. ”

“ I think it gives you most important information, and keeps you up to date. ”



Building trust by doing the right thing by our customers



Business Benchmarking

As part of our annual 'Have Your Say' customer survey customers told us we needed to improve how we respond when things go wrong. In summer 2022, customers met with colleagues to contribute to the improvement plan regarding the complaints process. Customers' views can shape positive change by being included in our improvement planning. After the meeting, customers told us: *'Thank You' for the 'excellent and uplifting presentation this morning.'*

Making a positive difference in our communities

Volunteering

2022 – 2023 has been a fantastic year for Coastline Volunteers. The Volunteer Scheme has gone from strength to strength, with new roles created, and brilliant outcomes for both volunteers and community benefits for Coastline customers they support. In May 2023, we celebrated the scheme's 10th birthday.

2023 saw the initiation of the Investing in Volunteers re-accreditation, which is being overseen by the Investing in Volunteers Steering Group, which has Non-Executive Directors, Executive Team members, volunteers and colleagues among its membership.

We are also working on expanding the scheme to involve more opportunities for young volunteers, and community based volunteering.

In 2022 – 2023, volunteers highlighted that the Time Credit reward scheme was limited in accessibility in Cornwall, and requested the opportunity to review how volunteers are thanked. As a result, a quarterly prize draw and Hour Milestone Certificates were established, to ensure that all volunteers' efforts are recognised in ways that matter to them.

Volunteers also reviewed and approved the updated Volunteer Policy during their quarterly meeting, and were familiarised with the new Coastline Code of Conduct, which applies to volunteers as well as colleagues. Involving volunteers in reviews of policies and procedures ensures that our working practices best meet their needs and expectations as they generously donate their time.

You can find out more about the brilliant outcomes that the Volunteer Scheme has for our volunteers, and for Coastline customers and communities here:

[Coastline Volunteer Annual Statement 2022-23.pdf](#)
(coastlinehousing.co.uk)



Join the Coastline Conversation and Connect with Us



Who's been in touch and how have they had their say?

850 customers responded to our annual survey

428 customers responded to all other (transactional) surveys – We develop improvement plans based on the survey feedback, and also report the responses to the Customer Experience Committee.

How do customers engage with us online?

April 2022 – March 2023:



Facebook
368 posts
147,339 reach
5,311 followers



Instagram
2,389 reach
656 followers



Website
104,000 visitors

Direct action during difficult times

Our Income Management Team ran a consultation focus group in autumn 2022 to understand the impact of the cost of living increases on our customers. We asked:

“In the context of the cost of living crisis what are you struggling with most, if anything, and is there anything more that Coastline could do to support you with this?”


Supporting customers affected by the cost of living crisis





Customers shared their personal financial struggles and made suggestions for how Coastline could support others having similar worries.


Some of the main points and suggestions raised were:

- The rising costs generally, especially for electricity pre-payment meter users
- The need for prepare customers' homes for winter – both structurally and how customers heat and use their homes
- The excellent quality of Community Energy Plus's information and advice, and how to share these more widely, including at community events
- The desire for more education and upskilling opportunities, such as cooking healthy meals on a budget
- The importance of not assuming what customers are already doing or not doing
- The interest in learning tips and tricks to save energy and money:

 Use thick curtains to retain heat

 Turn off the cooker before the recommended cooking time. When cooking veg, or boiling an egg, turn the hob off early to allow things to finish cooking.

 Use the oven to heat a pie but also cook something else to eat or freeze for later, rather than using the oven twice

 Boil only what you need when using the kettle

 Boil the kettle when cooking potatoes rather than start with cold water in the pan

For more tips why not read the 'Ways to be greener' section on our new website here? 

We appreciated the lively discussion and the honest feedback from our customers.

Following the consultation, the Community Navigators from the Community Investment Team launched a Winter Wellbeing project to help people cope with isolation and loneliness during the cold season, and to provide guidance about where to access help and advice.

Spring and Summer 2022 community events had identified communities that had more needs in winter and prioritised these for the Winter Wellbeing support, and may benefit from the opportunity to speak to colleagues in person, feel listened to, and benefit from signposting if needed.

The team visited:

- Camborne Public Rooms
- Sara's Foundry
- Apprentice Court
- Quentral House
- Bowpowis Flats
- St Meriadoc Road
- Trerise Road



The Winter Wellbeing information packs were created to help Coastline customers and communities cope with the cost of living crisis. They included information on winter welfare advice from local and national sources, as well as details on locally led programmes that addressed specific community needs.

The information was distributed in hardcopy and email formats, depending on the digital capability of the recipients. Partner organisations also received digital copies of the packs to increase their reach and impact.

Whilst the cost of living crisis has been a challenge for Coastline customers and communities, the consultation and onward support provided ensured that customers who were struggling were able to access the support they needed.

You told us,
We listened

Together,
we achieved...



The visits included **150** door knocks, and opportunities to connect with the community.

284 Wellbeing packs were distributed, and these included:



The winning Homeless Service Christmas Card with a festive message from Coastline's CEO, Allister Young

Winter Wellbeing leaflets (Cornwall Council)



Specifically targeted information for individual communities (eg: access to food, support with utilities, social connections, venues providing Christmas meals, etc)

Have your say....we're listening



Coastline volunteers took part in interviewing for a new Community Navigator in the Community Investment Team. Viewing a presentation, asking interview questions, and involvement in scoring enabled them to have meaningful input into decision making about the appointment.

Involving volunteers and customers in the interview process ensures that new colleagues are the right fit for our customers as well as our teams.

“It was a real pleasure and privilege to be asked to be part of an interview panel for a position at Coastline Housing.”

Volunteer Feedback

Section 20 Consultation Letter

Customers fed back dissatisfaction with the content of a Section 20 Consultation letter relating to service charges and external painting. In response, the Service Charges team worked with the customers to review and amend the wording to make it more accessible and customer-friendly.



“It was great to be able to talk to Coastline colleagues about the content and tone of the letter, and give feedback on how the information could be more accessible and clear.”

Customer Feedback



Miners Court Welcome Pack

Customers at Miners Court were invited to give feedback on a customer information welcome pack, with information about the amenities in the town, local services and useful phone numbers. Eleven customers took part, and told us:

“It's great to have all of the information in one place.”

“It looks very professional.”

Reviewing content with customers is an important way of ensuring that the information we communicate is relevant, useful, and meets customer needs.

Community Impact Funding consultation -



To find out how to maximise communities benefitting from the Community Impact Fund, we consulted at spring and summer events about awareness of the grant scheme. Most who responded were aware of it, though weren't involved in formally constituted customer groups. Most interest was in wild flowers, tree planting, and activities for children.

“It would be lovely to do more planting. I heard about the one in St Meriadoc and would love to have more trees here.”

Customer Feedback



In 2023 – 2024, the Community Investment Team will review the funding application process to make monies more accessible to customers who want to make improvements, but without the formality of a constituted group.

Get Involved and Make an Impact

Building Futures – pathways to employment and training

Coastline is a key partner delivering the Building Futures employability and wellbeing project, launched in 2021 and ending in December 2023, funded by the European Social Fund and managed by the Cornwall Council and Department for Work and Pensions.



We work individually with participants to create a personalised action plan, supporting them to:

- achieve their goals relating to confidence, wellbeing, training and employment and
- overcome obstacles to gaining or maintaining employment

Participants have access to work experience opportunities, like Participant A, who completed a placement in our Property Services Team and some time with our Customer Access Team. Participant A now has a temporary job in our Finance and Performance Team, to build his CV whilst looking for more permanent work.

“Throughout my placement I was welcomed and supported well, and everyone I worked with was friendly and a positive experience to work with”

Participant A

“He’s been a great help and offered some really constructive insight into our recruitment and induction process. He’s been a great pair of new eyes!”

People & Culture colleague

“His knowledge and expertise is amazing. It’s a shame he can’t stay with us as he would be such an asset.”

Customer Access Team colleague

More than a landlord... supporting you to reach your goals

We have worked with over **150** participants since project launch in 2021, and have over **50** currently participating.



Coastline offers a range of employability, volunteering and training opportunities through ‘Your Next Step’.



Joint working

Joint working with partner agencies is essential to ensure that participants receive support bespoke to their needs. We have worked closely with FedCap to receive referrals into the project, and they have been so pleased with the partnership that they have funded Coastline’s Level 3 Disability Confident Employer accreditation. Prior to this, we held Level 1. Working in partnership ensure that we connect with providers whose expertise best supports our participants, and enables us to progress as an inclusive and accessible organisation.

Smartline

How digital technology can improve daily life

As the Smartline project draws to a close in 2023, we can reflect on the positive impact that the technology and wellbeing focused project has had on Coastline customers. Sensors were fitted in participants’ homes, to measure humidity, temperature and Radon levels. The data helped identify customers who needed support with heating their homes or improving wellbeing. Customers could also check humidity of their homes via a dashboard to make changes accordingly.

The project reached out to **160** customers living in homes identified as having high humidity levels and low temperatures to offer support and advice. Where further support was identified, customers were referred to other services at Coastline, such as the Income Team, the Sustainability Fund and Surveyors. Others received Damp and Mould surveys and repairs as needed.



45 home visits took place to

- sync the smart radon sensors
- discuss radon and how to deal with it
- using ventilation help deal with radon and prevent damp and mould issues



Green spaces

The Smartline project also included greenspace activities to promote wellbeing opportunities.

The **St Meriadoc Park greenspace project** gained further improvements, with the addition of football goalposts, wildflower planting, a Family Fun Day and replanting enabling positive customer engagement and experiences.

The **Coronation Avenue Greenspace Group** is now a committee of customers dedicated to keeping the project running when Smartline ends. They have continued to make improvements to the area including further planting, additional raised beds for accessible gardening, borders and mulching and held events on the green. **25** homes were involved in this project and have benefitted from the improvements to the space.

In May 2022, participants took part in video interviews, to discuss the benefits of being involved in the project, the wider impact to Coastline and other housing associations and to government policy. Customer participants, Coastline colleagues, researchers from the University of Exeter and a variety of local organisations attended a celebration event at Heartlands in 2022 to see the impact and outcomes of their involvement.

Smartline



HM Government



Community Impact Funding

Supporting you to create great communities

Community Impact Funding 2022—2023:

Customers can apply for grants from the Community Impact Fund to improve their communities or host events. The number of formally constituted Residents' Associations and groups has decreased since the pandemic and in turn a lower number of applications have been received.

In 2023—2024, the Community Investment Team will review how to promote funding to community groups.

The most popular grant application to this year has been for the 'Small Change Big Impact' fund, which allows £50 to be allocated at the discretion of a Community Navigator, with approval from a Customer Voice member

You can find out more about the Community Impact Funding here:

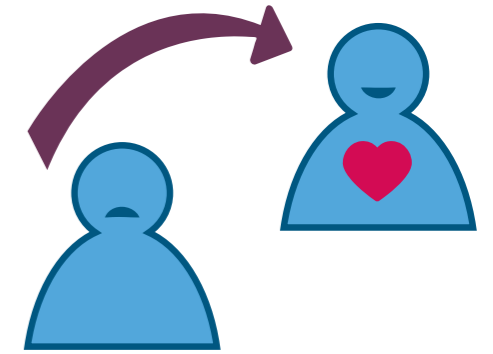


[Take Part webpage](#)

Doing the right thing

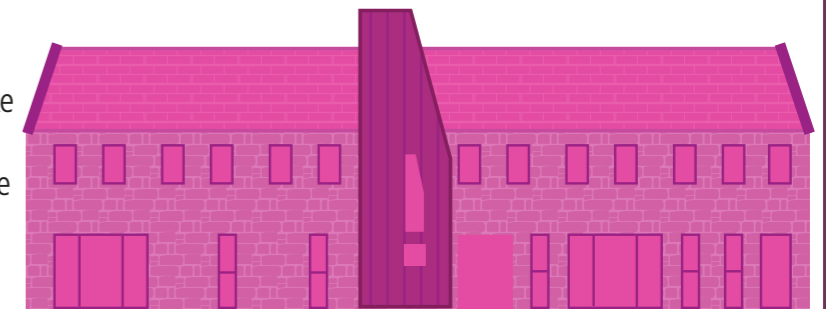
Complaints Mentors

Following the successful introduction of the Customer Complaints Mentor role in 2022, the scheme has been expanded, enabling newer Customer Voice members to take part. The role provides peer support to customers who are going through Coastline's complaints process, including attending panel reviews with the complainant, to ensure that customers feel supported and heard throughout. Group members have been updated about changes to the Complaints Process, including the updated approach to Gestures of Goodwill policy, and have agreed to run a Mystery Shop relating to Gestures of Goodwill later in the year, once new processes are embedded.



Homeless Service

The Homeless Service have a bespoke Activities and Inclusion offer, which is co-delivered by Partner Programme members - volunteers who use the service. You can find out all about what they have achieved in 2022 – 2023 on the website, where their annual Activities and Inclusion Annual Statement can be found.



Miners Court customers have their say

Events Calendar

Over 10 customers at Miners attended a group meeting to agree changes to the annual events programme to ensure a good variety of activities. St Piran's Day and St Patrick's Day were added to the event calendar, in addition to annual Easter activities.



“It's nice to have a bit of a change and not the same events all of the time.”

Miners Court Customer

Customer Group

Customers can express their ideas and discuss any issues they may have with the scheme through the face to face meetings of the Miners Customer Group.

“I'm glad that we get to have a say and that things are taken on board”

Miners Court Customer



Small Change Big Impact
Constantine Wildflower Project
£50 awarded for native wildflower seeds



Small Change Big Impact
Camborne Deaf Centre
£50 awarded for a turkey crown for their Christmas Lunch



Small Change Big Impact
Veor House
£50 awarded for Coffee and Games afternoon



Great Places, Great Spaces
Tarn West
£500 awarded for garden improvements project

Coastline used leftover funds at the end of the financial year to make a donation to the Lanner Defibrillator Group. This funded a defibrillator to be installed at Strawberry Fields in Lanner, where Coastline and LiveWest had organised a successful community event in summer 2022.

New Customer Groups

In 2022 – 2023, three new customer groups were set up at the request of customers:

Environmental Action Group – to work alongside Coastline colleague Environmental Champions and enhance green outcomes within Coastline communities.

The Environmental Action Group formed following a request from Coastline colleagues to get involved in the Coastline colleague Environmental Champions group. They decided that their preference would be to have an independent group, focusing in customer priorities, but to regularly link in with the colleague group.



The group have viewed the SHIFT analysis – an external, independent analysis of how Coastline is performing in relation to environmental improvements, and have been made aware of projects which are a key focus now, and those that will be in the coming years.

Examples include:

- Clear communication of targets relating to net zero to colleagues and customers to ensure understanding of the clear environmental commitment– this will be incorporated into the new website
- Tree planning and wild flower planting – we will work with Climate Action Groups and local communities to support their green initiatives

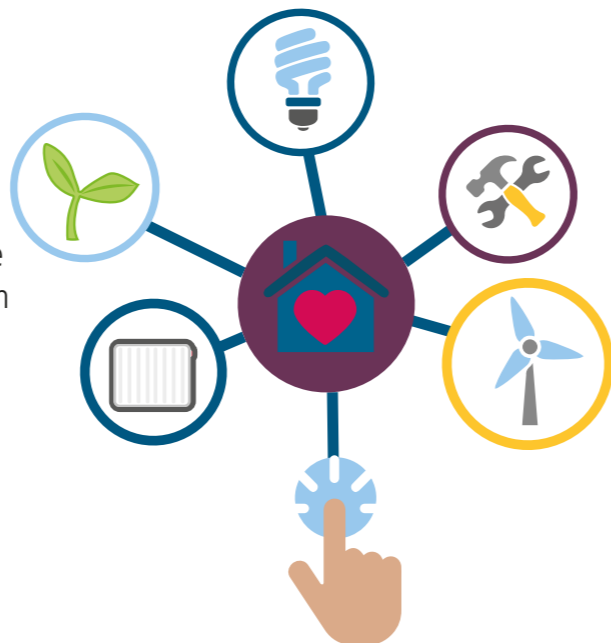
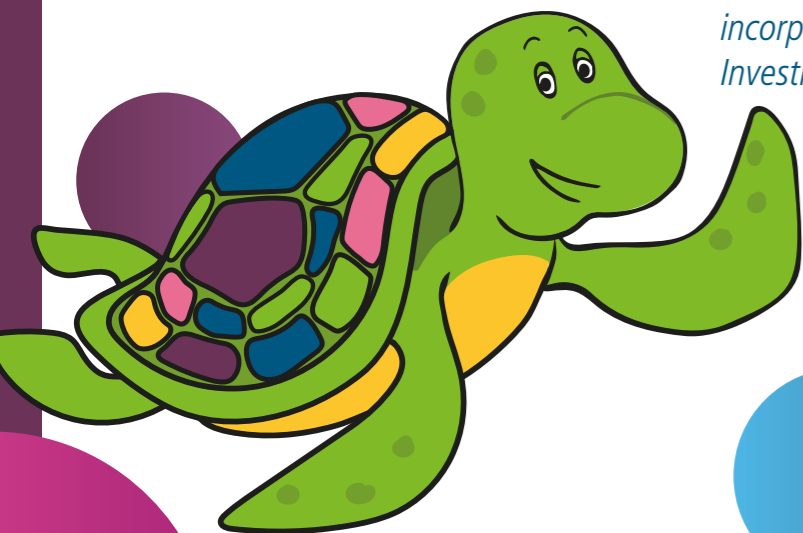
The group also reviewed the current Environmental Strategy, and identified which content is most relevant and of interest from a customer perspective, so that a more concise, customer-friendly version can be created.

Considering their motivation for getting involved, and their priorities, customers told us that the topics that matter to them are:

- Recycling
- Quality of life
- Seeing the completion of the 2023 Work Package that is informed by the SHIFT analysis of how Coastline is performing in terms of carbon reduction
- Green space projects

We will work with the group to create an action plan and incorporate their priorities into the work of the Community Investment Team, and bring their ideas to life.

“ Coastline are very forward thinking. ”



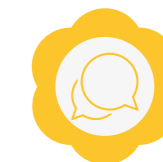
Customer Voids Inspectors – to see the letting empty homes process through from start to finish, and give customer sign-off before new customers move in.

After the pandemic ended this opportunity, customers were keen to resume customer voids inspections. A pre-void visit, a second visit whilst repairs are underway, and then the final inspection visit will be part of the new, more extensive role.

Customers heard about the improvements to processes such as the use of a key safe enabling a smoother handover for customers, and also reviewed and updated the void checklist sheet to reflect items they are particularly interested in inspecting. The group have completed relevant training such as Health & Safety, safeguarding, and confidentiality, in advance of launching the inspections from April 2023.



Customer Development Group - giving customers a voice to influence our future homes, to ensure customer feedback and insight into the team's area of work.



“ The Development Group was both useful and informative, as the team presented all the information provided in various ways, including video and plans. We are looking forward to the next quarterly meeting. ”

Customer Voice member

Learn about the design and planning process

Review plans for new schemes and make suggestions



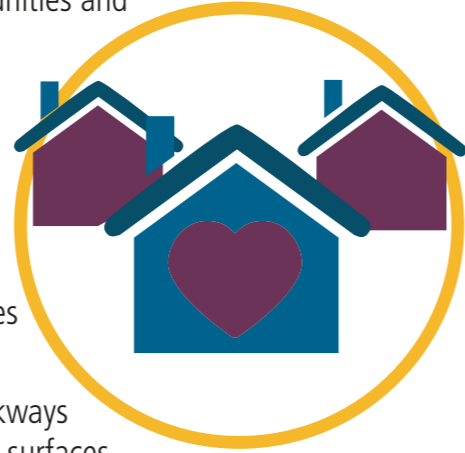
Community Improvements

Community Standard Inspections & Improvements

We have been consulting and working with customers to improve communities and communal spaces via our Community Standard Inspection days.

The Tenancy Management Team, along with colleagues from the Senior Leadership Team and Technical Services Team, have carried out regular Community Inspection Standard visits to check the quality of your neighbourhoods, including:

- Grounds Maintenance, such as grass cutting
- Communal blocks and shared areas (internal and external)
- General condition of properties and gardens
- Health and Safety and Fire Risks
- Cleaning standards & graffiti
- Bins & recycling facilities and bin stores
- Fly-tipping, abandoned vehicles & litter
- Pavements or walkways & damage to road surfaces and potholes
- Anti-Social Behaviour



The major projects at Wheal Rose, Matela and Pengegon will now take place from February 2024, due to budget limitations. Affected customers have been kept informed about plans and delays. In the meantime, improvement of external works have started at Wheal Rose, such as water mains upgrades, the installation of ground source heating and the removal of asbestos tanks.

How often will we visit?

Depending on what issues we find, and what customer tell us from surveys, we affect how often we visit communities.



Where we find any issues, some are a 'quick fix' such as removal of litter or fly-tipping, but others may take longer, as they need planning and funding as major projects.

Areas identified as major projects first need management approval, and then customers are consulted on plans. For example, Matela Flats needs a major renovation of the communal areas, to make them feel more homely.

Some of the issues customers spoke to us about during 2022 include:

- The impact of proposed improvements on service charges and for leaseholders
- How disruption during works will be managed
- Water mains upgrades and associated costs
- Bin storage and collection
- Anti-social behaviour
- The life-span of proposed cavity wall insulation
- Damp and mould
- Dog fouling and seagulls
- Door entry and security
- Play equipment for children
- Repairs and maintenance standards
- External lighting



How we're doing



January 2022 – **33** areas identified as 'Red'.
By March 2023 – **13** Red areas

March 2023 – **53** Amber areas

March 2023 – **86** Green areas

Please look out for our digital survey to ask what you think about your community.

You can find out more about Community Standard Inspections in your area, improvement actions, and how to get involved here:

[Community Standard Inspections - Coastline Housing](#)



Creating great places to live

Skip Amnesty Days

Skip Amnesty Days are an opportunity for customers to get rid of large waste items, and chat to Coastline staff. We also want to cut down on fly tipping and fire risk in homes with hoarding issues.



Teams that attend:

- Income Management
- Community Investment
- Customer Access
- Property Investment
- Services

Topics discussed include:

- Income support
- Benefits
- Tenancy queries
- Employability support

These are popular events, held in the school holidays to maximise attendance, so more people can join and take pride in Coastline communities. To stay updated on the next Skip Amnesty Day near you, check your email and social media regularly.



In total, five van loads were removed from Mullion in 2022.

Coastline's Digital Journey

Technology enabled care



The digital transformation of the telecom sector is underway. By 2025, all analogue lines will be phased out and digital infrastructure will take over. This means that landlines and other traditional telephone services will no longer work and users will have to switch to digital options.

Digital technology offers many advantages over analogue technology, such as faster and more reliable internet connections, significantly better call quality, faster dialling, and the ability to make multiple phone calls at the same time. You may already enjoy some of these benefits on your mobile phone.



Care solutions that rely on analogue lines, like the system used at Miners Court, which includes an intercom unit in each flat that customers can use to call for help, would no longer be functional in its current form by 2025. The provision of technology-enabled care is vital for people to retain independence and ensure safety.

A project was set up to look into current needs and potential future requirements with Miner's Court. Customers were consulted via focus groups and surveys to understand their priorities and needs. The overwhelming response was positive, in favour of an upgrade to automatic fall sensors, video-door entry system, and video-calling group chats between flats.



Customers at Miners Court told us:



- 75% of customers use the lifeline system to answer and open external doors
- 79% scored 5 (on scale of 1-5) on how beneficial they felt video would be if the door-entry system was to be replaced and 60% said being able to video call other residents would be very beneficial
- 67% said they had never pulled their emergency cord for help
- 27% felt that the pull cords were reassuring
- 67% said a wearable device and/or pendant would suit their needs
- 93% felt that an automatic lifeline that would call for help would be very helpful
- 80% found that they frequently needed to ask for information such as cafeteria menus, upcoming events or salon information etc.

Next steps

Most residents preferred pendants or wrist devices, but some also wanted pull cords for a sense of feeling safe. For reassurance and familiarity we will keep pull-cords in the bathrooms and use automatic pendants for the rest of the rooms.

We also added video intercoms that can check guests' body temperature and alert Coastline staff if they have a fever. This way, we can help prevent diseases from spreading in our community.

Improving shared areas

You say, we lay!



Colleagues from across Coastline have consulted with customers at Veor House, Hens Horn Court, and Trelawny Court about re-carpeting.

Customers had reported the need for a refresh, and were pleased to participate in the process. Customers will also be able to choose their preferences for internal painting and redecoration later in the year.

Customer Voice members also joined the consultations to learn more about the wider involvement and engagement work that Coastline does.

“The consultations have been a great opportunity to get valuable customer input into the re-carpeting process. We are looking forward to completing more consultations later in the year on re-carpeting and also discussing the internal redecoration we are planning”

Liam Williams, Asset and Facilities Manager

“Coastline are being really responsive - positive things are happening.”

Coastline Customer

Procurement –

Customers have attended meetings and events relating to kitchen procurement, and in 2024 will be invited to get involved with bathroom procurement. Customer feedback ensures we take their priorities into account as part of our decision making.

Our customer-led scrutiny review on Condensation, Damp and Mould highlighted that some fans were considered too big, noisy or ineffective. Customers were invited to be involved in the fan procurement process to ensure future fans met expectations and that can reduce humidity and condensation that can lead to damp and mould.



“It was fantastic to have the customers involved in the consultation and provide their input on a key element of every customer's home”

**Liam Williams
Asset and Facilities Manager**



Scrutiny review updates

In 2022 – 2023 the Customer Voice group scrutinised a range of services and made recommendations for improvements.

Condensation, Damp and Mould



Scrutiny is really important to us and one of our most in-depth ways for customers to get involved and influence our services

The Condensation, Damp and Mould review was the main scrutiny project, which was completed in 2021 and led to further work in 2022 – 2023.

Following recommendations to the Customer Experience Committee relating to communication and information sharing, the group:

- Created a series of peer to peer information sharing videos for our website and social media to bust myths about condensation, damp and mould and provide guidance on how to report any issues or concerns to Coastline;
- Contributed to a session on fan procurement, to ensure that customer priorities are included in future purchasing, relating to size, noise and impact on humidity;
- Completed a Mystery Shop about communication of damp and mould, including a review of the website, customer portal, CoastLines magazine and social media; and
- Collaborated with us to create a customer-friendly version of the new Damp, Mould and Ventilation Policy, to include images and jargon-free language.

The group plans to make more videos in 2023 – 2024 about home checks customers can carry out themselves.

Online Lettings Process – update from Mystery Shop 2021

Customer Voice told us the process wasn't always easy to use, and wanted a 'how to' guide, with screen shots. This will be included as part of the Lettings Policy and process review 2023-24. Look out for more updates on our [We're Listening](#) and [Performance Pages](#).



Parks Scrutiny

The Parks Scrutiny review was completed in 2022 with a community celebration event to highlight the collaborative working between Coastline customers, colleagues, and local residents resulting in the successful regeneration of St Meriadoc Park in Camborne.

Achievements include:

- The removal of play equipment that was frequently unusable due to vandalism leading to a reduction in Service Charges
- A reduction in anti-social behaviour
- Tree, bulb, and wildflower seed planting with local primary school children
- Installation of new picnic benches
- New football posts, in response to consultation that was undertaken with local young people
- Increased biodiversity

“ Three years and one pandemic later, we now have a new beginning for St Meriadoc! A green space to be enjoyed by all, fruit trees for community picking, a picnic area for quiet reflection surrounded by trees and wild flowers, and football posts for the energetic youngsters. Customer involvement working with Coastline has made this happen. Well done! ”

Customer Voice member, Wendy



Scrutiny Reviews in 2022 – 2023

The representativeness and diversity of involvement and engagement

Customer Voice members have been working on a review of how inclusive and accessible involvement at Coastline is for customers and community members. The aim of the review is to identify any areas for improvement, so that there are opportunities for all customers to have their say and get involved with Coastline.

The group have identified that our youngest customers and customers in certain geographic locations are least likely to get involved and have their say.

Having completed a desktop review of demographic data against the national picture and best practice in inclusion, the group will present their findings and recommendations to the Customer Experience Committee later in 2023.

Blue Flame and Coastline's repairs process

Customer Voice members have launched a scrutiny review in collaboration with Blue Flame, to consider customer access refusals, satisfaction and identify any areas for improvement. Recommendations will be made to the Customer Experience Committee.

The group will then start a review into the repairs processes at Coastline, following the embedding of new procedures as a result of the Repairs Review.



Help Us Decide

Customer Experience Committee

The Customer Experience Committee (CEC) is a group which was formed in January 2021, and is made up of Non-Executive Directors, Executive Directors, and customers who have been recruited to work to monitor key customer services, and keep an overview of how we're meeting our Trust Charter commitments. They are part of our governance structure, which means having direct influence in decision-making, and a close relationship with our leadership teams and Board.

Our customer members are:



- Edward Chapman
- Steve Curtis
- Molly Gaunt
- Clare Jones

They are all passionate about representing the voice of Coastline customers and communities, and bring a wealth of talent and experience to their roles, which you can read about here: [Customer Experience Committee - Coastline Housing](#)

Engaged and empowered customers bring about better outcomes



The CEC meet every three months (quarterly), and this year, they have covered a wide range of topics:

- Regular update reports from each Head of Service, along with various customer-facing policies and customer service activities.
- Quarterly and annual complaint reports.
- In September 2022 CEC reviewed the updated Complaints Policy which was then recommended to Board for approval, and rolled out to all colleagues.
- Members of CEC are involved in Stage 2 Complaint Panel Reviews as part of the decision-making process, in line with the Housing Ombudsman Service Complaint Handling Code.
- The CEC Chair is also appointed to have lead responsibility for complaints to support a positive complaint handling culture. This role is responsible for ensuring the Board receives regular information on complaints that provides insight to the governing body on our complaint handling performance.
- CEC receive quarterly updates on progress with the Repairs Review project and service improvement tracker.
- In January 2023 CEC reviewed progress with the Housing Assets & Communities Strategy Implementation Programme and the Asset Management Strategy Implementation Programme.
- In February 2023 CEC members joined the wider Board for a review and strategic discussion around complaints (to include damp and mould) and disrepair claims.
- CEC members attended the Board Strategy Day in November 2022 and were involved in strategic discussions and debate around Rent Setting for 2023/24 and beyond as well as a review of TSMs and Consumer Regulation.



It is with great sadness that Coastline Housing has received news of the death of Group Chair Mark Duddridge in May.

“What made him so brilliant in his job was his commitment to trying to make sure communities in Cornwall have a bright, prosperous future and that everyone has a decent, secure home to live in. Above all he was a profoundly warm, personable and selfless character. He is a great loss to Cornwall and Scilly, and all those who knew him.”

Allister Young, CEO

Kelly Kemp, a former Customer Voice volunteer and a current CEC member, became a Non-Executive Director (NED) and the CEC Chair in 2022.

Our CEO, Allister Young, praised Kelly when speaking about her journey from a Customer Voice volunteer, to CEC member, to NED and CEC Chair:

“Kelly has grown in confidence over her time with Coastline. Every time she's doubted herself, and then decided to put herself forward for something, she's impressed with her intelligence and insight. Kelly has brought such a variety of skills, experience, and innovation with her, and we can't wait to see what her future holds.”

Allister Young, CEO

A voice for customers at a national level

Meet the Regulator Event—hosted by Brighter Places and Placeshapers

Customers were given the opportunity to attend a **Meet The Regulator** event in Bristol.

Reflecting on the experience, Customer Experience Committee member, Clare, told us:

"I went to meet the Regulator on the 28th October 2022. I wasn't sure what to expect, but was excited to find out. I met involved residents from Brighter Places, BCHA, Teign Housing and Alliance; all are from Devon, Somerset, Avon and Dorset, then there was me from Cornwall.

There was a presentation and a workshop – Reshaping Consumer Regulation Activity. We worked in different groups and each group was asked to pick a theme within the new Consumer Standards. The group I was part of looked at 'Quality', what is 'Good' and 'Bad'.

The Regulator also wanted us to answer – How do your landlords check with tenants? How does the Regulator check on the Landlords? Considering each group looked at the same topic, each group gave different feedback and responses. It was really interesting to take part."

Enabling customers to get involved in national level events is a priority for Coastline, to ensure that there is opportunity to share ideas and priorities with both customers from other housing providers, and those who influence national policy decisions.

Clare went on to become a member of the **Customer Experience Committee**.

She attended the **National Housing Federation's National Housing Summit**, where she 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. She spoke about her experiences, and took part in a Q&A 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.”

Clare, CEC customer member



Supporting customers to have a say on a national level, and to influence how people perceive social housing experiences is a key part of empowering social housing residents to get involved and have their say, and in reducing stigma.

2023 - 2024 commitments:



Overall satisfaction

Continue to consult with customers to get feedback on how services are received, and formally survey customers (TSMs). Develop an action plan with Customer Voice, based on survey feedback.



Respectful and helpful engagement

Simplify access to our homes by re-joining the Cornwall Homechoice Partnership, the main countywide choice-based lettings scheme, and closing the Homehunt register.



Launch our new website, including pages which focus on issues that matter to customers, such as: damp and mould, cost of living, and fire safety.



Responsible neighbourhood management

Successfully launch and deliver the education offer at Cowlin's Mill.

Complete the Heat the Streets project and bid for funding for a solar panel pilot to reduce costs for customers in Extra Care.



Promote positive community cohesion- produce Good Neighbour Policy to be reviewed by Involved Customers.

Retain the high standards for volunteers by meeting the Investing in Volunteers re-accreditation requirements.

Use data to identify customer groups vulnerable to the impact of the Cost of Living crisis and target support to customers living in homes with lower energy ratings.



Keeping properties in good repair



Make repairs improvements based on themes of:

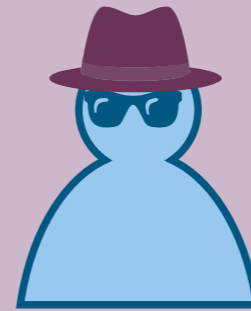
- Clear communication
- One Coastline
- Keep it Simple

Make improvements to the standards of move-on accommodation.



Effective handling of complaints

Conduct a Mystery Shop to check that the new complaints process is effective, including Coastline colleagues' understanding of Gesture of Goodwill payments.



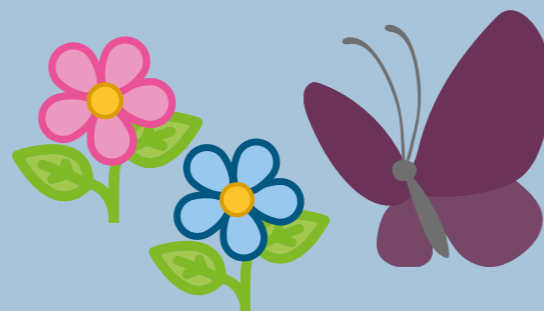
Maintaining building safety

Create a series of Fire Safety videos to share with customers, and work with the Fire Service to increase community education and awareness.



More than a landlord

Meet our sustainability commitments through projects such as biodiversity net gain and green space initiatives.



Share regular social media campaigns and bi-monthly Cost of Living newsletters to promote community support.

Support customers to access Coastline's Sustainability Fund.



Deliver employability and training support to communities, through the completion of the Building Futures project and beyond.

Join the Coastline Conversation!

Stay informed & have your say....

Get involved & make an impact...

Help us decide....

However you choose to get involved, your priorities will be fed through to the Customer Voice group. They present a quarterly report to our Customer Experience Committee, giving a roundup of what matters most in Coastline communities, and identify areas which require attention or customer scrutiny and improvement.

Your voice matters!

*Gain skills
Meet new people
Make a difference*

Coastline



Stay informed & have your say

- Annual and regular surveys
- Pop-up & community events
- Quarterly customer communication & consultation meetings
- CoastLines magazine
- Website & social media

Connect with us!

Find out more via:
Coastline Conversation –
Coastline Housing or email
getinvolved@coastlinehousing.co.uk

Get involved & make an impact



- Environmental group
- Development group
- Voids inspectors
- Community standards inspectors
- Mystery shopping
- Volunteer scheme
- Green space projects
- Youth engagement days
- Your Next Step

Help us decide



- Customer Voice group
- Customer Experience Committee




Coastline

For more information on Coastline, please follow us on Twitter or like our page on Facebook

 search for Coastline Housing

 @Coastlinehouse

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