

Coastline Conversation Report

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

June 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 - ASB Action Plan and Risk Assessment Scrutiny Review
- Appendix B - Sustainability Fund Scrutiny Review

Contents

Have your say

- Involvement & Engagement Tracker
- Housing Perks
- Community Connections

Make an impact

- Volunteer Scheme
- Community Collaboration
- Community Impact Funding
- Neighbourhood Action Day

Help us decide

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

Have your say



Involvement & Engagement

Using data to track outcomes for customers across the Coastline Conversation

Over the period covered in this report, **109** customers, **31** community members and **15** Under 18's have been engaged across all levels of the **Coastline Conversation** across **16** "events". **17%** of customers at events this quarter were under 35 years old.

Housing Perks



Everyday savings for customers

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

- ✓ **665+** customers have signed up to the app
- ✓ **840+** purchases have been made
- ✓ **£54K+** has been spent
- ✓ Over **£3k+** in savings for customers

"An added bonus is that on your initial voucher purchase, you save an additional 5% so can save up to 11% off a grocery shop!" - Coastline customer from Falmouth

Community Connections

Support and signposting for Coastline customers and communities

7 customers, **30** community members and **7** Under 18's have received support and signposting from Involvement & Engagement Co-Ordinators at Community Larders and Food Banks across Coastline Communities. **8%** of customers were under 35.

- ✓ Your Next Step – **1** - employment, training and volunteering support and signposting
- ✓ Housing Perks – **2** - app promotion to support with savings
- ✓ Homechoice – **1** - support given for sign up
- ✓ Enforcement support – **1** - support given to customer to work out payment plan with SWW to stop enforcement action over large arrears
- ✓ Shared ownership - **1** - information given, signposted to website and details passed to Development

"Thank you so much for the support (with the Enforcement Officer), I didn't know where to turn"
- Coastline customer from Camborne

Make An Impact



Volunteer Scheme

Building skills, creating opportunities

Volunteers Involved in Recruitment Process

Following the recent approval by the Board for a new Volunteer Coordinator role, three volunteers from across the Coastline Group were invited to participate in the interview process. Their valuable insight and feedback played a crucial role in assisting colleagues with the decision-making process. We are thrilled to announce that XXXX will be joining this new role starting in June.

In her position, XXXX will support the Volunteer Manager in delivering Coastline's Volunteer scheme. She will help to support, recognise, and integrate volunteers across Coastline, adhering to Investing in Volunteers (IiV) Standards. With the introduction of this additional role the focus will be to increase the current volunteer base from 55 to 75 over the next year, focusing on developing further roles that enhance wellbeing and reduce social isolation within our Housing for Older People Schemes.

"It was good to be part of the interview process...a very enjoyable experience and look forward to more"

- Volunteer involved in the interview process

Young Volunteers Help Out Over Easter

During the April school holidays, our young volunteers generously donated their time to support Coastline communities. XXXX, XXXX and XXXX dedicated extra hours at Miners Court Extra Care Scheme, assisting with Easter-themed activities for customers throughout the week.

These activities included Easter bonnet decorating, arts and crafts and the annual Easter Party. These social events are a vital part of the service we provide at Miners Court, as they help bring customers together, build important social connections and enhance overall wellbeing.

Additionally, young volunteer XXXX supported the Community Investment Team during Coastline's latest Neighbourhood Action Day, which took place in Nancegollan and Crowntown. XXXX assisted with door-knocking and engaging Coastline customers, promoting our Coastline Conversation offer and encouraged customers to get involved.



Specsavers Local Hero Awards - Young Volunteer of the Year



We are also excited to share that Coastline Volunteer XXXX has won the 'Young Person of the Year' award at the annual Redruth Specsavers Local Hero Awards. XXXX was nominated by Coastline for her outstanding contributions to the Miners Court Extra Care scheme.

Her friendly, engaging, and compassionate nature helps reduce social isolation and loneliness among the customers. XXXX's patience and adaptability ensure everybody is included when participating in the activities and she has made a difference in bringing two generations together by finding common interests.

The Day Centre team at Miners Court highly values XXXX's contributions and she is planning to apply for an upcoming Miners Court Apprenticeship to further her career in Health & Social Care.



Volunteer Facts & Figures and HACT Social Value Tool

In the last quarter we have bid farewell to 8 volunteers and welcomed 8 new volunteers. Our volunteers have taken on various roles across the organisation, including Cooking, Activities and Engagement within the Homeless Service; Day Centre, Laundry, and Miners Minder within Extra Care; and a Customer Void Inspector role. These roles significantly enhance the services we provide, with the combined social value of these new volunteers amounting to approximately £25,500.

HACT's Social Value Tool is designed to measure the positive impact of various interventions on people's lives, focusing on their wellbeing and quality of life. The tool uses the UK Social Value Bank, which contains a suite of 88 outcomes, each with a defined financial metric incorporating wellbeing, health, and Exchequer values. This methodology is based on extensive research and national data surveys, ensuring that the values reflect real-life experiences and impacts.

The Community Investment Team is currently collaborating with colleagues across Housing Services to ensure we continue to capture positive impacts through a new social value online tool. This tool will simplify reporting on the social value of our activities, highlighting the broader impact on customers and local communities. By using HACT's Social Value Tool, Coastline can quantify the impact of volunteer activities and other interventions, providing tangible evidence of their benefits. This data will improve decision-making, helping us enhance services and increase positive outcomes. Additionally, it will enhance transparency, clearly demonstrating the value of our work to stakeholders, including customers, volunteers, and the wider community.



Community Collaboration

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



After consultation with Customer Voice and Involved Customers, we launched Community Collaboration Sessions in May. These monthly workshop-style sessions replaced 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.

Held mid-week, these sessions will rotate between mornings, afternoons, and evenings. Each session will cover a variety of themes, reviewing policies and consulting on initiatives with customer-facing impacts, including a prize draw to encourage participation.

Feedback is incorporated into final documents to ensure that customers' priorities are reflected in publications.

Sustainability Fund Policy

We asked... *what would matter most to you when accessing the sustainability fund?*

You said... *ease of application, the name is confusing, it has connotations of the environment instead of emergency support & the fund isn't prominent on the website*

We listened, together we... *are supporting customers to lead a scrutiny review into the Sustainability Fund and how we promote it digitally and in the community*

Core Question Document for use in Scrutiny reviews

We asked... *you to create a document to be used in scrutiny reviews. What do you want to find out when holding Coastline to account?*

You said... *you liked the TPAS example and would like to tailor that document to meet Coastline's needs*

We listened, together we... *created the document from your feedback to be used in scrutiny reviews in the next quarter*

Your Next Step Logo

**your
next
step**



We asked... *for your input in choosing our next logo for the Your Next Step employment and training offer to Coastline customers and communities*

You said... *you preferred logo 1, then 3, then 2.*

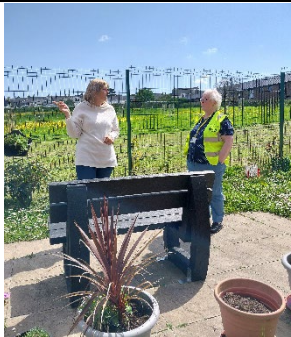
We listened, together we... *have used logo number 1 in our promotional materials for the launch of the Your Next Step offer*

Community Impact Funding



Applications made to benefit customers in their communities

Community Impact 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	Update
<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 was installed in April.</p> 
<p>Communal garden bench in Porthleven</p> <p>A group from Porthleven successfully requested permission from Coastline to install a community flower feature in a Coastline greenspace. They looked to enhance the area further by applying for £450 of Community Impact Funding for a bench.</p>	<p>Customer Voice approved the funding in May and the bench has been ordered and is due to be delivered in July.</p> <p>The bench will be installed and maintained by the group who applied for the funding.</p>

Neighbourhood Action Day

Working with customers to remove unwanted items

Seven Neighbourhood Action Days are planned this coming year, the first having already taken place at Park Close and Crowntown, Nancegollan. 4 van loads were removed by Services, working cooperatively with 27 customers and 8 under 18s to contribute to the upkeep and safety of shared spaces. Colleagues from Stephens & Scown (pictured) joined Coastline teams, using their annual volunteer days to work in partnership with Coastline to support Coastline communities. They were also joined by XXXX, a young volunteer from the Volunteer Scheme and work experience student, XXXX (also pictured).



Responsible neighbourhood
management

Neighbourhood
action day

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, representatives of the Regulator of Social Housing were present for Coastline's inspection. XXXX Customer Voice Chair led the session and the Group welcomed CEC Chair, XXXX who said:

"It was reassuring that the findings related to the policies confirmed that they were both well written and user friendly. XXXX also highlighted a comment from XXXX (CEC member and Scrutiny Lead) was that it came across how strongly how much Coastline colleagues cared about delivering good customer service. Scrutinies are real opportunities for customers to deep dive into processes and see how any resulting changes are implemented. And in this case improvements identified for customer communications led to changes to the new SMS service were a recommendation with customer input and review."

Voids Inspectors

Collaborating for excellence

The Group met in May to discuss visits undertaken and any improvements that needed to be made. There were **50** voids in the last quarter, with **10** being attended by Voids Inspectors. Some of the visits carried out are now to pre-voids, meaning Inspectors now have insight into the whole process.

Feedback from the group that have informed changes and updates from Voids Inspectors:

- Communication is working well and improvements have been made
- The group continue to be pleased with the work carried out by both the repairs and cleaning teams
- There is one new Voids Inspector joining the group
- Checklists had been updated and will appear with the sign off papers when the old ones have been used.
- Coastline is continuing to add any Voids Inspector comments provided onto the database, so that all team members can see and follow up if needed.

Complaints Mentors

Navigating complaints together

This quarter, no Complaints Mentors have been taken up by customers. As a result, we are keeping the Complaints Mentor offer under review. As part of the quarterly review with Mentors, we're going to include a review of improvements identified in the previous quarter, whether customers believe these were reasonable or we could potentially have done more, whether the timescales for completion were met or potentially took too long and whether customers believe the improvement should reduce or eliminate further recurrences.

Scrutiny Reviews

Your Feedback, Our Focus



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	Final follow up review complete	Managers have completed all actions based on customer recommendations. Service improvements include - Knowledge base articles have been reviewed and updated, changes to Homechoice were communicated to customers.	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	The review commenced January 2025 and was completed in March 2025	Some actions complete as of May 2025. Service improvements include - review of text messages sent to customers, CAT including both contact option when raising repairs, update of work completed message. All actions due for completion by November 2025.	XXXX (Contracts Manager) & XXXX (Customer Voice & Experience 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 and was completed in May 2025	Appendix A - complete with manager responses	XXXX (Housing Manager)
Sustainability Fund Review	A review of how funding is promoted to customers, how applications are recorded and amounts allocated, and how easy it is for customers to access.	The review commenced in April 2025 and was completed in May 2025	Appendix B - complete with manager responses	XXXX (Income Manager) & XXXX (Tenancy Sustainment Manager)

Further Scrutiny Reviews planned for 2025/2026:

Review	Brief Scope	Due to CEC	Business lead
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)
Service Review - TBC	Any areas for improvement arising from 2025 TSM results	03/11/2025	TBC
Planned programmes	Relating to communication	03/11/2025	XXXX (Head of Property Investment)
Complaints trends	Relating to communication	Feb 2026	XXXX (Assistant Company Secretary)

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