

---

# Customer Voice Report

---

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



---

**November 2024**

Customer  
Voice

---

## Summary

### 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 - Voids Mystery Shop Review.

### **Have your say**

- Event Management Tracker
- Customer Data Analysis
- Community Presence
- Trelawny Coffee Mornings
- Summer Afternoon Tea Events
- Community Days
- Neighbourhood Action Days
- Summer Events in Partnership with Healthy Cornwall
- Community Health & Wellbeing Fair
- Housing Perks
- Customer at the Heart Awards
- Garden Competition

### **Make an impact**

- Miners Court
- Your Next Step
- Young Volunteers
- Community Impact Funding
- Customer Groups

### **Help us decide**

- Customer Voice
- Scrutiny Reviews

# Have your say



## Event Management Tracker

### Aim

- To track customer engagement & involvement, customer meetings, events and community visits on our Customer Record Management System to show diversity across the Coastline Conversation.

### Outcomes

- Over the period that the report covers, there have been **674** customers, **259** non-customers and **264** Under 18's engaged across all levels of the Coastline Conversation resulting in a number of outcomes as outlined in this report;
- A total of **103** "events" have been recorded since January 2024, with **37** "events" recorded in the last quarter.

### We are tracking;

- Purpose & aims of the 'event';
- Agencies in attendance;
- Customer count, non-customer count, under 18 count;
- Tenant Satisfaction Measures addressed;
- Event Outcomes;
- Customers we consulted, that attended, visited or engaged;
- Referrals made or signposting suggested and any agencies or internal teams associated;
- Quotes from customers, colleagues, external agencies and stakeholders.

## Customer Data Analysis

### Aims

- Focus on targeted recruitment, informed by EDI data, to continue to grow CV membership which is diverse and representative of our customer base.
- Establish Customer Voice members as 'leads' of existing customer groups and a
- Establish a Customer Voice Chair to lead the group.

### Outcomes & progress

- Power BI tool in use to visually analyse complex data in an accessible format, which allows us to highlight trends and potential data gaps. This will then allow us to make improvements in both our data quality and also within our services by aiding decision making.
- Customer Voice group leads are now in place for the Development Group, Communication & Consultation group, Voids Inspectors and Complaints Mentors
- The Customer Voice Chair volunteer position has been advertised.

**Volunteer opportunity**

**Chair of the Customer Voice group**

Are you passionate about making a difference in your community?  
Do you have the leadership skills to guide discussions and drive positive change?  
If so, we have an exciting volunteer opportunity for you!

**Time commitment**  
four meetings per year

As the Chair, you will lead our quarterly Customer Voice meetings to ensure all customer voices are heard, helping to shape and improve Coastline's services and maintaining a clear connection between customers, communities, and the Board.

To apply, contact our Community Investment Team:  
getinvolved@coastlinehousing.co.uk  
01209 200200

# Community Presence



## Outcomes

### Referrals and signposting for customers and communities

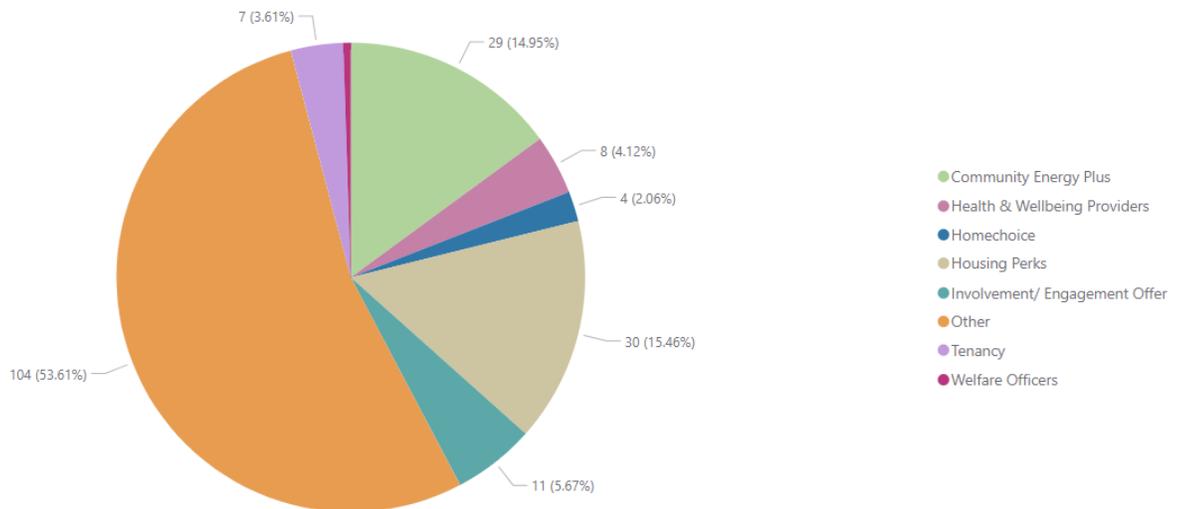
- Health & Wellbeing signposting to Man Down for men’s mental health support;
- Consulted with customers on our Involvement & Engagement offer to customers by way of survey;
- Repairs reported;
- Tenancy Team referrals for support with ASB, permissions & Tenancy Agreements;
- Homechoice signposting for support with banding and bidding on Coastline properties;
- Housing Perks App promotion;
- Community Energy Plus referrals for support with energy bills and arrears;
- Occupational Therapy for support with adjustments within the home;
- Coastline compliments for colleagues and teams;
- NHS signposting to registering at a Doctors Surgery;
- Signposting for NHS Dentists waiting lists;
- Department for Work and Pensions for support with benefits;
- Citizens Advice for legal advice for finances;
- Tenancy Sustainment Team for budgeting support.

### Monthly visits

- Camborne Clothes bank;
- Helston Community Larder;
- Camborne Community Larder;
- Transformation CPR food bank;
- Redruth Community Larder.



Referral to



## Trelawny Coffee Mornings



Volunteer Cornwall's Community Health & Wellbeing Workers have been visiting Trelawny Court with Coastline Colleagues to deliver sessions for customers and to promote their project. The project offers local support for lasting wellbeing and the workers can support with money and housing matters, physical and mental health and home energy advice. Customers from Veor House have also been invited to expand the number of customers who may benefit from the sessions. For November and December, customers have chosen Chair Yoga and Christmas decoration making.

### Community Health & Wellbeing Worker and Outreach Manager for Transformation CPR-

*Many thanks to Coastline for introducing our team of Community Health & Wellbeing Workers (CHWWs) to the lovely residents of Trelawney Court. Coffee and cake was provided by Coastline who manage the property. We met 14 residents and Diesel the dog. We also met with XXX who knits beautiful hedgehogs with proceeds going to a cancer charity. We look forward to coming back soon!*

## Summer Afternoon Tea Events

### Aims

- To reduce social isolation.
- To increase social cohesion within our schemes for older persons.
- Promote Housing Perks app, a new discount app available to all Coastline Customers.
- Provide free hand massages to promote customer health & wellbeing.
- Provide digital support to empower customers to use online services

### Outcomes

- **88** Tenancy Reference Numbers distributed to aid Housing Perks App sign up and support given to login.
- **13** customers benefited from the free hand massages on offer. Customers fed back that they have an increased feeling of wellbeing as a result.
- **6** customers accessed digital support during the sessions, including help with:
  - ✓ Support to create a poster to promote a customer-led coffee morning to bring the community together to raise money for charity.
  - ✓ Support to create a leaflet.
  - ✓ Knowledge for digital storage, the customer was able to purchase an appropriate external hard drive.

### Locations

- Trelawny Court;
- Veor House;
- Hens Horn Court.

### Engagement

- **28** customers,
- **33** non-customers.

### Customers told us-

*"Having regular residents' meetings with our tenancy officer has been really positive in getting our voices heard about issues that arise regarding the building and neighbours."*



*'Thanks to you and your colleagues for the splendid cream tea yesterday, it was enjoyed very much by those of us who attended, it was helpful to be able to discuss any concerns for new tenants regarding finances etc. Hopefully we can encourage more at future events.'*

# Community Days



## Aims

- To engage the local community and promote involvement with Coastline.
- To promote Housing Perks app.
- To have a presence in the community, and litter pick to demonstrate the upkeep of shared spaces.
- Provide information, advice and guidance to Coastline customers.
- Demonstrate the importance of collective community presence.

### Location

- Nicholas Holman Road - in partnership with Livewest and the Guinness Trust.

## Outcomes

- Enabled **2** Coastline volunteers to promote the Volunteer Scheme in community settings, demonstrating the provision of a wide range of opportunities to get involved.
- Community Energy Plus made **11** referrals for energy support for customers.
- Customers joined in with the litter picking activity, a total of **3** bags of rubbish collected.
- National Literacy Trust gave out **50** free books to local children.
- Customers were pleased to give direct feedback about some of the issues with the area and felt that the Community Day was a good way to tackle this.

### Attendees

- Tenancy Management Team;
- Tenancy Management Co-Ordinator's from Livewest and the Guinness Trust;
- Coastline Volunteers;
- National Literacy Trust;
- Community Energy Plus.

### Engagement

- **15** customers;
- **10** non customers;
- **50** under 18's.



# Neighbourhood Action Days



## Aims

- To promote responsible neighbourhood management, by spending time with customers in their communities.
- Facilitating the removal of bulky waste items.
- Addressing customer queries.
- Working co-operatively with customers, and relevant organisations to contribute to the upkeep and safety of shared spaces.

## Outcomes

- The Tenancy Management Team spoke to customers about tenancy related queries, and did a walkabout with local PCSOs, to build community connections.
- The Income Management Team's Welfare Reform Officer and the Housing Manager went door knocking to talk about any financial concerns customers may have, and share useful information about support that is available.
- The Community Investment Team carried out litter picks with volunteers and customers, went door knocking with partner agencies, and promoted involvement opportunities with Coastline.
- Increase in Housing Perks sign ups.
- South West Water identified addresses with water arears and worked with customers to clear over **£6k** in debts and signed up **33** customers to the Restart scheme.
- Community Health & Wellbeing Workers promoted their project offering 1:1 support and signposting.
- The National Literacy Trust talked to families about the benefits of reading and gave out free books.
- The Services Team removed a total of **16** van loads of items that customers removed from their gardens and houses.

## Attendees

- Devon & Cornwall Police Community Support Officers;
- Fire Service;
- Cornwall Council's Community Link Officer;
- Community Energy Plus;
- Volunteer Cornwall's Health & Wellbeing Workers;
- The National Literacy Trust;
- South West Water;
- Cornwall ASB Team.

## Engagement across the year

- **181** customers;
- **17** non-customers;
- **81** under 18's.

## Locations

- Montague Avenue, Redruth;
- Gwel Mor, Stray Park, Penforth & Beaconfields, Redruth;
- Treloweth Road, Tangye Road, Pool;
- Gweal Darras & Spargo Court, Mabe.



## Summer Events in Partnership with Healthy Cornwall



### Outcomes

- Connecting with the local community to promote involvement and engagement.
- National Literacy Trust gave out **63** free books to children.
- Customers were able to access information about digital inclusion and **6** free memberships through Redruth Library.
- South West Water made **12** referrals to their Restart and Fresh Start Schemes.

**Engagement**

- **84** customers;
- **60** non customers;
- **56** under 18's.

**Locations**

- Blackberry Close, Lanner;
- Strawberry Lane, Redruth.



**Attendees**

- Healthy Cornwall;
- National Literacy Trust;
- South West Water;
- Redruth Library.



## Community Health & Wellbeing Fair

### Outcomes

- Improved communications relating to repairs- we spoke to a customer who was dissatisfied with the gutters at their communal property not being cleared, despite this being reported on a number of occasions.
- The team reported this back to the Property Investment Team and Facilities Team who as a result have provided a letter to customers updating and reassuring them that it is in hand.



**Location**

- Old Cattle Market, Helston

**Attendees**

- Social Prescribers;
- Health Watch Cornwall;
- Diabetics UK;
- Age UK;
- iCareiMove;
- NHS;
- Helston Climate Action Group;
- Better Leisure centres;
- Pets As Therapy;
- Root Training CIC;
- MHP Health & Wellbeing Coach;
- Community Energy Project;
- Pegasus;
- Steve's Legacy;
- Pentreath;
- QWell.

# Housing Perks



## Aims

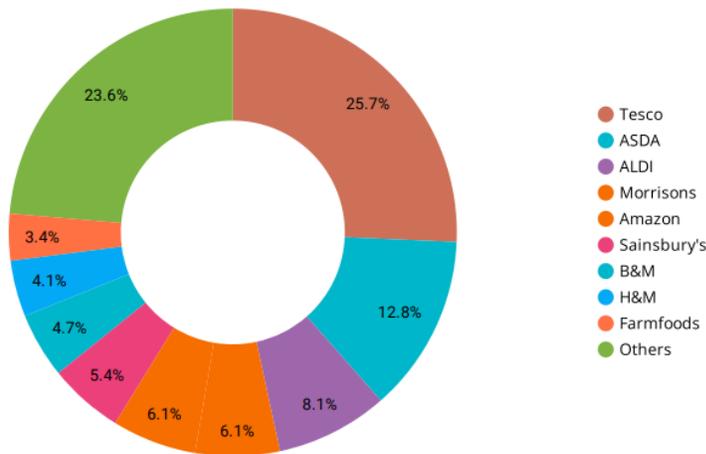
- Maximise customers' ability to access affordable essential items, through the use of retailer discounts, accessed via an app
- Replace the existing platform used to issue energy vouchers to customers
- Recognise and thank customers for involvement through incentives and prize draws for engagement

## Outcomes & progress

- **400+** customer sign ups
- **£8,500+** spent by customers on the app
- **£500+** awarded in vouchers through prize draws and as incentives
- Promoted on social media, at events, via email and leaflets
- Allocating vouchers using the sustainability fund
- Coastline Involved customer advert- <https://www.facebook.com/share/YRDmMUmw1hU78XF/>
- Tik tok advert- [Introducing the Housing Perks app! If you're a @coastlinehousingcustom... | TikTok](#)

## Brands

What are the most popular brands for users?



# Housing Perks



*"Using the app is really quick and easy as I discovered today when buying something from Superdry. I hadn't planned to get anything but saw something I really wanted in the sale. I checked the app and saw I could get 8% off and decided to give it go there and then. I put the amount in the box, got my discount, paid using the card details stored in the phone and immediately got a code to give to the assistant at the till.*

*Such a fantastic app for savings and one which I will always check from now on!*

*Thank you Coastline for sharing this with us."*



## Customer at the Heart Awards



Over **90** guests joined us for this year's Customer at the Heart awards at the Penventon Hotel in Redruth. Customers across Miners Court Extra Care, Chi Winder Homeless Service and the Involved Customer groups took part in voting for the winners.

Award category:	Winner:
Good Neighbour	XXX
Green Champion	XXX
Young Hero	XXXX
Your Next Step	XXX
Partnership Working	XXX
Community Volunteer of the Year	XXX
Miners Minders	XXX
Partner Programme	XXX
Special award- Long Service	XXXX

Coastline volunteers were also presented with certificates recognising the number of volunteering hours they have donated since starting at Coastline, with some totalling over **1000**. Coastline has been successful in achieving the Investing in Volunteers accreditation for the **4<sup>th</sup>** time since the volunteer's scheme launch in **2013**. We encourage and celebrate volunteering in all areas of the organisation and recognise the positive contribution volunteers make, such as:

- Extending and adding value to the services that we provide (e.g., delivery of coffee mornings, activities, a befriending service, peer mentors);
- Building a stronger connection between Coastline and customers and local communities;
- Engaging with people who may feel isolated or not connected with their community;
- Sharing their skills, expertise and lived experience with others; and
- Increasing the health & wellbeing of customers, as well as themselves.



## Garden Competition

To acknowledge the efforts of customers and communities when enhancing their green spaces, we held the garden competition throughout the summer. With a focus on individual and communal categories, members of the board and Executive Team delivered prizes to 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners in both categories.



## Make an Impact

### Miners Court

The Miners Minders (customer volunteers) at their monthly meeting suggested the following improvement:

To introduce signs in the Miners Court lifts which make it clearer regarding which number relates to which colour floor, as some customers had mentioned that they can get confused and that this addition would help those customers who have difficulties with their memory.

#### Outcome

- XXX (Volunteer Manager) passed this onto the Miners Court management team who organised for additional signage in the lifts to be implemented the very next day. As a result, customers felt listened to and the improvements enhanced their customer experience.

### Survey Feedback

#### Introduction of the Activities Volunteer

At the beginning of the year, the Miners Minders were supported to co-produce a survey to consult Miners Court residents on the provision of resident-led activities. As a result of this feedback an Activities Volunteer Role was created with the aim to run activities for customers on days the day centre is not open to encourage greater involvement & social inclusion and to offer a more affordable option to customers who feel they cannot afford to attend the Day Centre.

#### Outcome

- The new volunteer role was implemented in June and has had a positive impact on customer's health & wellbeing with customers commenting that it has enabled them an opportunity to socialise more with their neighbours and increased their feelings of being part of the Miners Community.



## Your Next Step



After evaluation of the Building Futures project, Inspiring Futures, liaising with Job centers, analysis of the current job market and consultation with customers, a new employment and training offer has been planned. The efficiency of volunteering and work placements was also taken into account. The Community Investment Team have formed a partnership with the People Hub for two-way referrals.

The People Hub will refer people to Coastline's Volunteer Manager for volunteering opportunities and the Community Investment Team to get involved if they are a customer.

### Referral Organisation

- People Hub

### Aims

- To engage the local community and promote employment and training opportunities.
- To promote volunteer opportunities at Coastline.
- To use the sustainability fund to support customers where finances are preventing them from starting a role.

#### Effectiveness of finding employment after:

- Work placements- **50%**
- Volunteering- **78%**

## Your Next Step

### Looking for employment and training opportunities?

If you're unemployed and 18+, reach out to your Involvement & Engagement Co-ordinator at Coastline.

We are working in partnership with the People Hub to provide comprehensive employment, volunteering and training offers to support our customers to enhance their skills and secure job opportunities.

Call 01209 200200 for an initial chat or email [backtowork@coastlinehousing.co.uk](mailto:backtowork@coastlinehousing.co.uk)

The 2025 budget bid project is funded by the UK Government through the UK Shared Prosperity Fund. Cornwall Council has been chosen by Government as a lead authority for the fund and is responsible for monitoring the progress of the projects funded through the UK Shared Prosperity Fund in Cornwall and the Isles of Scilly.

#### Partners under the Shared Prosperity Funding who support will be available to customers

- Active Plus
- Carefree
- Cornwall Foundation Trust NHS
- Cornwall Marine Network
- Cornwall Neighbourhoods for Change
- Education Development Trust
- Konnect Communities
- Pentreath
- Pluss
- Smart Working Revolution
- St Petros
- Stay at Home (Chaos)

## Young Volunteers

This year Coastline has seen an increase in the number of young volunteers getting involved in formal volunteer opportunities – with an increase from **1** young volunteer in 2023 to **5** in 2024. Our young volunteers have been based across our Miners Court and Community Investment teams, helping with tasks such as the delivery of activities and community events.

Customers & colleagues have commented on the *positive impact* their involvement has had:

*'It's great to have all generations together, we all learn from each other.'*

Miners Court Customer

---

*'XXX is a helping hand in the laundry, taking the pressure off staff and enabling them to concentrate on care tasks. He is always positive, eager to learn and a great asset to the team.'*

Front Desk Co-ordinator

The experience has also been impactful to the young people getting involved, with them commenting:

*'It's helped me to achieve my Duke of Edinburgh Award.'*

*'Not only has it taught me many valuable things for my future but it's also been an amazing working environment. I've been overjoyed to help out the community and I look forward to volunteering with them again soon.'*

## Aims

- A 2024 Investing in Volunteers accreditation action plan target was to increase diversity in volunteering, and young volunteers contribute to achieving this goal.

## Outcomes

- **12** volunteers said their health & wellbeing increased as a result of their volunteer roles.
- **20** said volunteering increased their confidence.
- **100%** of colleagues agreed volunteers bring improvements to service delivery- colleague volunteer survey.
- **90%** of volunteers said they felt extremely supported as a volunteer, **10%** said they felt supported.
- **100%** of volunteers are satisfied with their volunteer experience and feel that their volunteering has positively impacted Coastline Customers, communities and teams.
- **90%** of volunteers stated they would recommend Coastline's Volunteer Scheme and be happy to promote it to a friend. Only **10%** said they were unsure.

## Engagement with under 35's- **5 young volunteers**



## Community Impact Funding



### Book swap scheme

An application was been made by a National Literacy Trust volunteer, who would like to set up a book swap scheme. She is an Ocean Housing customer, but lives in an area which is predominantly Coastline housing. Her proposal is being supported by The National Literacy Trust, who can help with the provision of books, and her funding request relates the box itself. The box pictured was purchased using Community Impact Funding after approval from Customer Voice group members and is being installed by Coastline Services in the Community in November.



### Veor House Communal Space

The daughter of a Veor Customer has been running a social games afternoon in the Veor communal lounge. Approximately six customers visit on a regular basis, and it has been successful in bringing people together, decreasing social isolation and creating a community feel. Refreshments are provided at the sessions and XXX was looking for additional equipment to stock the communal kitchen to ensure food & hygiene standards can be maintained. This equipment will be utilised by Veor customers for events and activities in the future.

---

## Customer Groups



### Aims

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

### Voids Inspectors

The Group met in July to discuss visits undertaken and any improvements that needed to be made.

Key information from the meeting:

- The Housing Manager attended to discuss the Mutual Exchange process, as the Voids Inspectors were keen to see how this compares with the Void Process. Following the meeting customers felt more informed about the process and that steps are made to ensure the mutual exchange process is a positive one.
- The majority of Inspectors had not been out to properties over the past quarter due to limited availability in the team. In the Customer Voice meeting it was flagged by Inspectors that although opportunities to attend voids had increased recently, communication around these could be improved with some inspectors not being informed if a void inspection had been cancelled.
- Improvements regarding the communication process to be discussed at the next meeting with the Contracts Manager & Admin/ Scheduler.

### Complaints Mentors

- Complaint Mentors have completed their refresher training, and have been given the opportunity to review the new Volunteer Role profile, Policy updates, and Complaint Mentor framework, which was created in response to volunteers' requests for more clarity about the role remit and responsibilities.
- The communication issues regarding mentors not being informed when complaints progress to a stage two has been resolved by the Governance Team by agreeing a process of gaining permission from the customers to share that it has been progressed to stage two, which Governance send out via a permission form when the customer asks for a mentor, and then governance would email the mentor to let them know. There was a recent complaint where the customer and the complaint mentor attended a stage two together.

### Consultation & Communication Group

The Group meet to review policies and initiatives with customer-facing impacts. They have recently been consulted by various Coastline colleagues on:

- Customer Handbook
- Scrutiny Scoping document
- Bathroom panel materials
- Customer Pet Policy
- Interactive Voice Response- (IVR) telephone system
- Complaints Policy summary
- Coastline Customer Involvement Commitment Statement
- Voids Re-let Standard
- Tenure of Customer Group Leads
- Recruitment of Customer Voice Chair

**Bathroom materials:**

*"Need a mid grey, too much contrast"*

XXX, Planned Works Surveyor plans to come to the November meeting with a wider range of colours from the supplier after customers identified too few mid-range colours.

**Scrutiny Scoping document:**

*"Good idea, more structure, outcomes need to be advertised"*

**Pet policy:**

Customers consulted were supportive of new additions regarding microchips and banned breeds.

*"Needs to be more specific with regards to small mammals"*

**Interactive Voice Response- (IVR) telephone system**

*"A customer friendly version of this should be created for the website"*

Positive feedback from all after two consultations in September and October about the IVR.

**Complaints Policy Summary:**

*"What is done to reassure customers?"*

Feedback will be incorporated into the final documents, to ensure that customers' priorities are reflected in publications.

**Development Group**

The group have appointed two group leads and have attended a site visit to the new development in Quintrell Downs. The focus of their visit coincided with a welcome event hosted by the Community Investment Team and the group's presence was to encourage new membership from new customers. As a result, seven new customers have expressed an interest in getting involved further with the potential of accessing Community Impact Funding to utilise their communal area or set up a Residents Association. Plans are in place to replicate these welcome events at further new developments.

The Development Group also had a visit from the Development Team, in which they learnt about the process from purchase of land to handover of the new build scheme. From this they have decided they would like to look at the snagging process next, and how customers report issues when they first move into a new property.

**Environmental Action Group**

This 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.

**Further updates**

- XXX (Assistant Company Secretary) offered to provide training to Leads regarding minute taking, which took place in August. Group Leads said this had proved beneficial because "it was something I hadn't done before" or "was a good refresher" for others.
- Customer Voice will focus on growing Group membership, with a view to appointing a Customer Voice Lead, who will oversee scrutiny reviews and chairing quarterly Customer Voice meetings.
- Customer Voice will get involved in producing the Community Investment Framework, which was a recommendation from the 'Diversity and Representativeness of Involvement and Engagement' scrutiny review.
- Customer Voice members, who are Group Leads, will contribute updates from their respective Group meetings to inform the CEC report, so future reports will contain direct messages from the Leads.

# Help us decide



## Customer Voice Quarterly meeting

The Group welcomed CEC Chair, XXX, who said;

*“CEC found it really useful to hear about the scrutiny progress and would welcome anyone involved to attend CEC in future to share information and experiences. The Customer Communications meeting update and profiles of Void Inspectors and the Development Group etc were really useful.”*

## Scrutiny reviews

Progress against recommendations for existing scrutiny review recommendations are brought to Customer Voice each meeting by CEC Chair, XXX

### Aims

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

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	See Appendix A for the report and recommendations	The report will have full responses and updates on any changes made at the next CEC meeting in February 2025.	XXX & XXX
Communications Relating to Repairs Scrutiny Review	This follows the completion of the Repairs Review, and affords customers the opportunity to test new processes which were embedded. Customer Voice members are particularly keen to look into communication relating to unavoidable delays.	Delayed due to recruitment and capacity but restarted this scrutiny review.	This will be completed by the next CEC meeting in February 2025.	XXX & XXX
Antisocial Behaviour Action Plan and Risk Assessment Scrutiny Review	A review of end-to-end case processes and management.	The aim is to run the review from January 2025.	A specialist provider will be providing an ASB health check prior to the scrutiny commencing and will include this feedback and inform a more detailed scope.	XXX
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.	XXX

### Author / further information

Written by: XXX, Community Investment Manager  
Telephone: 01209 200396