

**Report to the Housing Management Sub Committee meeting held on
26th March 2008
For approval**

1.0 Subject

Outcome of consultation exercise on the Customer Feedback Strategy

2.0 Summary

The purpose of this report is to consider responses to the consultation exercise on the above strategy and to seek formal approval for the document.

The Housing Scotland Act 2001 requires specific consultation to be carried out on policy documents when being formulated or reviewed. Whilst the Customer Feedback Strategy is not a policy as such, it is recognised as good practice to involve members in the formulation of this type of document.

The draft strategy and a covering report was issued to the Customer Relations Sub Committee members and discussed at their meeting on the 21st of February. Housing Management Sub Committee members will be aware that the document was also discussed at their meeting of the 6th of February. The document was also issued to all members of staff for comment.

3.0 Link to Internal Management Plan

Consultation with members supports the following objectives in the Co-operatives Internal Management Plan:

- 1a) To deliver the service to clients satisfaction and expectations
- 2b) To develop a system for clients to communicate what they want
- 2c) To encourage the realisation of the Co-operative ethos

4.0 The Results of the Consultation

No staff members responded with comments following the circulation of the document.

A general discussion was held at both Sub Committee meetings and the following key conclusions were drawn from those discussions:

- The general feedback on the principles, content and layout of the Strategy was very positive.
- The members of the Customer Relations Sub Committee felt that as many ways as possible should be used to feedback information to members ensuring that the outcomes were as widely known as possible. The Strategy document currently states:
'Following approval of the feedback analysis reports by the Housing Management Sub Committee, full results and summaries of these will be made available to customers using newsletters, the Co-operatives website, the annual report and any other method felt appropriate to effectively disseminate information'.

It is felt that this statement supports the comments made by the members of the Sub Committee. It is also acknowledged that this is a significant extension of work for the team and we are as yet unclear about the workload associated with it. When the strategy has been in operation for 12-18 months it is hoped that a clearer picture will emerge on workload resources required, how effectively the questionnaires are getting information from customers and what the most effective methods of feedback are. The strategy can then be appropriately updated.

5.0 Financial Implications

Until the strategy is implemented and progress on this monitored, it is unclear if it will be possible to include the work required within existing staffing workloads. Therefore the potential financial implications of this strategy are not clear at this time.

6.0 Risk Assessment

By carrying out consultation the Co-operative adheres to its statutory duties and its legal obligations. It also fulfils the strategic and operational aims of its Internal Management Plan to involve members in policy formulation. There are therefore no operational or strategic risks associated with this report.

7.0 Sustainability

See Risk Assessment above.

8.0 Staffing Issues

Following approval of the document staff training will be required. It will also be necessary to develop appropriate feedback questionnaires and a comprehensive monitoring and feedback system to support the effectiveness of the strategy.

9.0 Equal Opportunities

A statement on the above has been appropriately included in the strategy.

10.0 Recommendations

It is recommended that the members of the Housing Management Sub Committee agree the following:

- To approve the contents of this report
- That the draft of the Customer Feedback Strategy attached to this report is approved and is implemented from the 1st of April 2008.
- That the results of the consultation exercise are made available to all tenant members via a forthcoming Tenants Tribune Newsletter and the Co-operatives Web Site.

Patricia Cahill and Cearda McGregor
Housing Managers
March 2008

Tenants First Housing Co-operative **Housing Management Customer Feedback Strategy**

Approved

Review

1. Introduction

Tenants First Housing Co-operative recognises the importance of delivering an exceptional service to its customers. It also recognises that customers should have the right to give their views on the quality of that service and influence how the service is delivered.

2. Aims

In preparing this strategy the Co-operative aims to:-

- Understand the needs and expectations of its customers
- Give the fullest opportunity for customers to express their views on how the service they receive meet those needs and expectations
- To ensure that the results of all feedback exercises are made available to customers
- To show how customer feedback influences the delivery of its services

3. Objectives

Having a customer feedback strategy in place supports the following objectives in the Co-operative's Internal Management Plan:

- 1a) To deliver the service to clients satisfaction and expectations
- 2b) To develop a system for clients to communicate what they want
- 2c) To encourage the realisation of the Co-operative ethos

4. Customer Feedback

Customer feedback collection

The Housing Management section will collect feedback for the following key areas:

Policy formulation and review – this is to ensure that members can influence the key documents that detail the approach taken to delivering landlord services

Generally on ongoing services – members who have terminated their tenancy will be asked about all aspects of the service they receive and those calling and visiting the offices during particular defined periods will be asked about their satisfaction levels of the service provided

Specific operational areas – this will target customers who have been in receipt of a specific service and establish their satisfaction levels of this service

Appendix A details the specific feedback methods that will be used, who will be asked and how often.

How customer feedback will be analysed

Customer feedback information will be recorded on an ongoing basis using appropriate methods such as excel spreadsheets to permit effective analysis. Formal reports will be produced which analyse the data collected, consider the key outcomes and state clearly how the feedback will affect how services are delivered in the future. The reports will be submitted to, and approved by, the Housing Management Sub Committee.

It may be appropriate to combine some of the reporting subjects and the frequency of these reports will be dictated by the type of feedback being collected as follows:-

Ongoing	Annually following the end of the financial year	Two yearly	Three yearly
Policy consultation	Exit questionnaires	Members views on the quality of service in sheltered housing	Members satisfaction survey on all service areas
	Visitors/callers to Peterhead and Aberdeen offices		
	Applicants and Partner Agencies views on Access to Housing		
	New members views on condition of properties, void standards and tenancy agreements and advice/supporting information		
	Members views on help and support they received when in arrears		
	Members views on our estates and neighbourhoods and our estate management service standards		
	Members views on our management of antisocial behaviour & harassment		
	Members in individual supported tenancies and their support providers views on quality of service		

How customer feedback results will be communicated to our customers

Following approval of the feedback analysis reports by the Housing Management Sub Committee, full results and summaries of these will be made available to customers using newsletters, the Co-operatives website, the annual report and any other method felt appropriate to effectively disseminate information.

5. Training

The Co-operative through its Internal Management Plan is committed to training and developing staff and committee members to their full potential in order to deliver a high quality of service in all areas of its business to tenant members and the public.

6. Equal Opportunities

The Co-operative will ensure that in implementing its Housing Management Customer Feedback Strategy it will not unfairly discriminate against any individual, household or group on the grounds of sex or marital status, on race grounds, or on the grounds of disability, age, sexual orientation, language or social origin, other personal attributes, including beliefs or opinions such as religious beliefs or political opinions.

7. Review

This strategy will be approved by the Committee of Management and will be reviewed in consultation with staff, members and any other relevant agencies. It will be reviewed every three years unless amendment is prompted by a change in legislation, or monitoring and reporting reveals that a change in policy is required sooner.

8. Legal Framework

Housing (Scotland) Act 2001

Data Protection Act 1998

Disability Discrimination Act 1995

Race Relations Act 1976

Race Relations (Amendment) Act 2000

Sex Discrimination Act 1975

Human Rights Act 1998

9. References

Communities Scotland Performance Standards

SFHA Raising Standards in Housing

10. Related policies/documents

Scottish Secure Tenancy Agreement

Internal Management Plan

Equal Opportunities policy

Rent Arrears policy

Estate Management policy

Anti Social Behaviour and Harassment policy

Rent Policy

Service Charge policy

Void policy

Customer Care policy

Housing Management Service Standards Charter

Appendix A

Housing Management Customer Feedback Strategy methods

Who will we ask and what will we ask them?	How will we do this?	How often will we do this
Service Area: General		
All new and reviewed policies will be consulted on with members and registered tenant organisations	By questionnaire Via newsletter Focus group	Ongoing as each policy is due for review
Members who have terminated their tenancy will be asked about the service they received from the Co-operative	Exit Questionnaire	Ongoing for each terminated tenancy
Visitors to the Peterhead Office will be asked about the service they received and the office environment	Verbal questionnaire	A period of one week will be chosen annually to carry this out
Telephone callers and visitors to Housing Management - Aberdeen office - will be asked about the service they received	Verbal questionnaire	A period of one week will be chosen annually to carry this out
Service Area: Access to Housing		
Applicants will be asked their views on access and satisfaction levels	Questionnaire	Survey carried out annually
Applicants who are homeless and have appropriate priority passes awarded will be asked about their views on access and satisfaction levels	Questionnaire	Survey carried out annually
Our Partner Agencies (e.g. other Registered Social Landlords) will be asked for their views on access and the service provided	Questionnaire	Survey carried out annually
Service Area: Void Management		
New members will be asked if they are satisfied with the condition of our properties and if they were given clear information on our minimum void standards	Face to face questionnaire	All new members at one month settling in visit For new build members a welcome meeting will also be held
Service Area: Tenancies		

New members will be asked if they found our tenancy agreements and supporting information clear and helpful	Face to face questionnaire	All new members at one month settling in visit For new build members a welcome meeting will also be held
Service Area: Rents and Service Charges		
Members will be asked if they think that rents and service charges are affordable and represent good value for money	Rent review letter inviting feedback Member satisfaction survey (MSS)	Annually Three yearly
Service Area: Arrears		
Members will be asked if they were satisfied with the help and support they received when in arrears	ASSIST feedback survey SMART feedback survey MSS will ask if members aware of welfare rights/advice service	Annually Annually Three yearly
Service Area: Estate Management – Environmental and Anti Social Behaviour		
Members will be asked how satisfied they are with our estates and neighbourhoods and if they are clear about the service standards we set for their management	Feedback questionnaire	Ongoing at 13 month settling in visit
Members and other residents in our areas will be asked if they agree with our approach to the management of antisocial behaviour (ASB) & harassment	Telephone questionnaire	6 monthly telephone approach to sample of complainants in the different categories of ASB & harassment complaints

Service Area: Housing Support Needs		
Members in individual support tenancies will be asked for their views on the quality of service	Face to face survey	Annually
Care providers to our supported tenancies will be asked for their views on the quality of service	Face to face survey	Annually
Members in sheltered housing will be asked for their views on the quality of service	Face to face survey	Every two years