

CUSTOMER SURVEY AND LOCAL CUSTOMER PRIORITIES Q1 UPDATE

Report of the Head of Housing Management

1. SUMMARY

- 1.1 The purpose of the two quarterly reports are to provide the analysis of Derby Homes overall satisfaction and to give an update on the local customer priorities.
- 1.2 The impact of the coronavirus and UK lockdown naturally influenced the updates towards the end quarter as frontline community work shifted to a greater focus on supporting the vulnerable. Renewal of the customer survey was pushed back beyond the planned start of the new financial year.
- 1.3 This report will update the Board on the latest progress with both initiatives and outline their expected progress over the remainder of the year.

2. RECOMMENDATION

- 2.1 To note the update and next steps for both the Customer Survey and the Local Customer Priorities.

3. REASON(S) FOR RECOMMENDATION

- 3.1 To ensure the Operational Board is aware of the progress and changes due to the coronavirus, the alternative work carried out and the overall impact on the services.

4. MATTER FOR CONSIDERATION

4.1 Customer Survey 2020/2021

- 4.2 Derby Homes prides itself on putting the customer first. We strive to achieve high customer service and evidence customer satisfaction with a number of analytical surveys. One of our most consistent and robust surveys is the Customer Survey. This is a rolling survey, collected throughout the year and reported on a quarterly basis to the Operational Board.
- 4.3 In normal circumstances the customer survey is reviewed at the end of each financial year to ensure it is both relevant and up to date with industry standard analytics, such as Housemark's core benchmarking function. Working in line with Housemark helps us to compare our results with other similar housing providers.
- 4.4 Work was undertaken in February 2020 to align the survey with new industry standard questions as well as to gain approval from relevant Heads of Service for

any changes. The final survey was to be presented and signed off by the Senior Management Team (SMT) at the end of February.

- 4.5 The planned approval process was disrupted due to the coronavirus pandemic, and it was agreed by SMT that the survey's implementation would be suspended by one quarter to focus on other urgent priorities.
- 4.6 In its place, Housing Management focused on making sure the most vulnerable customers were supported by Derby Homes. Workstreams such as newsletters were produced and delivered to all Derby Homes tenants giving them an update about our services and providing them with numbers to call for support. Posters were also produced and put up in our lifts and communal areas of buildings to remind people how to keep safe. In addition to this over 4000 welfare calls was carried out, which is detailed more in the section on local customer priorities, below.
- 4.7 The newly proposed Customer Survey was reviewed and approved in June by SMT with some small amendments. The aim is to begin collection of new Customer Survey data from Quarter 2.
- 4.8 The final figures from the customer survey in 2019-2020 remained positive. Although we did all that we could to continue providing services to customers, it is unclear at this stage whether the disruption caused by the pandemic will have an impact on survey collection and customer satisfaction results this year. Factors that have an impact could include: the number of surveys being collected; the method of collection from staff (less face-to-face surveys); and the change in the way our services are now being delivered. Many services are currently being delivered differently, feedback so far has been relatively positive, and customers are understanding the need to change, however some of the changes in circumstances may contribute to an irregular annual result. We should be able to provide an update for the Board by December 2020.
- 4.9 **Local Customer Priorities**
- 4.10 The impact of the pandemic affected 'typical' delivery of the local customer priorities and the work that takes place in our communities. As we halted some of the daily community work, the priority was the need to respond to the crisis and make sure that our most vulnerable customers were supported.
- 4.11 Housing management teams embarked on a substantial programme of welfare calls to tenants with known vulnerabilities: those living in supported housing and/or over 70 years of age. Approximately 4,000 were made, with advice given on how to access the Derby COVID Response Community Hub programme, run by Community Action Derby, for those requiring ongoing support and assistance during this period. Direct referrals were made where tenants were unable to contact the community hub directly and some of our staff volunteered their services to the hub.
- 4.12 Housing management staff also volunteered to support other areas outside of Derby Homes, such as for Derby City Council's bereavement services. This involved taking shifts over weekdays and weekends to help with grieving families at Derby Cemetery and Markeaton Crematorium, with advice on social distancing.

- 4.13 In June 2020, the Customer Engagement and Community Development Board report proposed that we were not able to begin shaping our new strategy due to the pandemic. The Board agreed the delay in the strategy as it was necessary to divert our resources into other areas as a matter of urgency.
- 4.14 The approved report further outlined the intention to alter the scope of our ambition as we look to combine both the Customer Engagement and Community Development Strategy with the local customer priorities door-step consultation. The last door-knock consultation took place in September 2017.
- 4.15 Our ambition for the consultation was reviewed as Derby Homes' customer base has altered over the past few years due to service expansion. This has included for example: Housing Options, Homeless service provision, an Extra Care scheme and some schemes for people with learning disabilities. This means that our customer profile has changed and there is therefore a need to review, extend and tailor our engagement opportunities to ensure we are being inclusive and considering the views of all of our customers.
- 4.16 The aim of the consultation remains ambitious: to speak to over 2,000 of our customers to understand how they want to be informed, consulted and involved in the way we deliver our services. Speaking to many customers representative of our wider customer base will help us to achieve our ambition and recognise what even greater success would look like, in addition to capturing our new customer's feedback.
- 4.17 The consultation is currently planned to take place from the end of July until the middle of September 2020. This will be led by the Customer Engagement and Community Development team with support from wider Housing Management teams. The purpose of the consultation is to have a refreshed strategy which has been co-produced by customers for the Operational Board's approval in December 2020.
- 4.18 Although 'traditional' delivery of the Local Customer Priorities has been paused as other work discussed above took priority, below is an outline of some of the work that has been able to continue and subsequently contribute towards the priorities during the quarter, despite the disruption.
- 4.19 **Fly Tipping**
- 4.20 During the quarter, we saw an increase in fly tipping due to the closure of the household waste recycling centre. There is also a perception that this has caused people to spend more time at home and 'de-clutter'.
- 4.21 Local offices have been working in partnership with the Public Protection Officer Team (PPO) and Derby Homes Estate Response team to try and minimise the effects of fly tipping in the community because of lockdown. The team have been collecting evidence, where possible, and reviewing complaints from neighbours in order to resolve any illegal activity and breaches in tenancy agreement. Some of the instances were causing further nuisance to the neighbours as rats were beginning to be present. Successful examples of where fly-tipping has been removed include Marlborough Road, Merrill Way, Harvey Road, Whitehurst Street and Sheldon Court.

4.22 Dog Fouling

Residents had complained about dog fouling in the Mosedale Close area, which included video evidence from a neighbouring tenant. Working in partnership with the PPO team, the offending owner was identified, and discussions have been held with the household on responsible pet ownership and the impact on the community.

4.23 Children and Disruptive Behaviours

4.24 The Customer Engagement team and the ASB team have teamed up with Move More to create a resident's group in Allenton. The group was founded based on feedback from a mini door knock exercise in March 2020 and its focus is to tackle the ASB issues in the area. The group is in the process of agreeing its scope, main priorities, focus areas and how frequently it would like to meet.

4.25 Working with the Customer Engagement Team, local housing offices are helping identify main ASB hot spots to propose to the YMCA Innovation project, whose grant was approved in February 2020 Operational Board. The project, delivered by YMCA, Derby County Community Trust and Baby People, will link in with the priority areas identified at the Easter events and it is expected to commence over the six weeks holidays.

5. OTHER OPTIONS CONSIDERED

5.1 None

IMPLICATIONS

6. FINANCIAL AND BUSINESS PLAN IMPLICATIONS

6.1 The planned work on the Customer Survey and the Local Customer Priorities can be funded from within existing budgets.

7. RISK IMPLICATIONS

7.1 If the consultation isn't carried out effectively there is a risk that we will not have a strategy that ensures that our residents have an opportunity to influence the services that we provide.

The areas listed below have no implications directly arising from this report:

Consultation
Financial and Business Plan
Legal and Confidentiality
Council
Personnel
Environmental
Equalities Impact Assessment
Health & Safety
Policy Review

If Board Members or others would like to discuss this report ahead of the meeting please contact:

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Background Information: None
Supporting Information: None

This report has been approved by the following officers:

Finance Director/Derby Homes Accountant	Michael Kirk	24/07/2020
Company Solicitor	Taranjit Lalia	24/07/2020
Head of Service (Operational Board reports)	Lorraine Testro	23/07/2020
Other(s)	[Name]	[Date]