

CUSTOMER ENGAGEMENT, COMMUNITY DEVELOPMENT AND COMMUNICATIONS TEAM UPDATE

Report of the Head of Housing Management

1. SUMMARY

- 1.1 This report updates the Operational Board, on the last 6 months of progress for the Customer Engagement Programme and the Customer Communications Programme; it covers the period of Q3 and Q4 of 2022/23.

2. RECOMMENDATION(S)

- 2.1 To note the report as an update.

3. REASON(S) FOR RECOMMENDATION(S)

- 3.1 To ensure Operational Board members are updated on the progress and delivery of the Customer Communications, Customer Engagement and Community Development Programme.

4. MATTER(S) FOR CONSIDERATION

- 4.1 Below is a summary of the main workstreams from the Team.

4.2 Tenant Satisfaction Measures (TSM)

During October 2022, the Regulator of Social Housing, (RSA), released new regulation for all social landlords to collect from 1 April 2023. The regulation included the collation and publication of comparable information, on areas such as repairs, safety checks and complaints, which will be known as the Tenant Satisfaction Measures (TSM).

Much of the regulation is for social housing landlords to demonstrate compliance, but landlords are also required to continue to support tenants to shape and scrutinise service delivery.

There are 22 measures in total; ten of these are figures measured directly by the landlord; the remaining twelve, are measured by carrying out perception surveys.

Derby Homes already collects a perception survey called the Customer Survey; however, the changes in the regulation meant that the survey methodology needed to be altered and new questions added. Over the past 2 quarters, the team have been working with the Senior Management Team to ensure that we are able to:

- Collect all 12 TSM survey questions exactly how they are written.

- Use customer information to sample dip customers.
- Use Open Housing software to capture the survey.
- Train Housing Management employees to capture surveys in-line with the regulation.
- Work with relevant service managers to understand how the changes in the survey will affect them.

The new customer survey for the TSM's will be launched in April 2023. As the survey is not the same as previous years, of the customer survey, there will be no data comparisons and Derby Homes are expecting a slight decrease in satisfaction. The TSM's will be reported, quarterly, to the Operational Board and the team are working on new software to publish the results directly onto the Derby Homes website.

4.3 **Customer Voice**

During December 2022, the Customer Voice held a meeting with the new Head of Housing Management, Carl Tring-Willis, and Managing Director, Maria Murphy, to discuss the progress of the group and what scrutiny for Derby Homes will look like moving into 2023. During the meeting with the group, it was acknowledged that scrutiny is important at Derby Homes, and the role that volunteers play to ensure service improvements are made to our customers remains a key priority. Maria discussed the new TSM's and the government white paper, outlining how the Customer Voice are best placed in Derby Homes.

The group agreed to review their Terms of Reference and all their relevant documentation, to ensure they were in the best position moving forwards and to agree the scope of the next projects to scrutinise.

Since January 2023, the group have agreed a new approach to scrutiny which aims to encourage more Derby Homes customers to take part, based upon their interests and time commitments; this was presented to the Senior Management Team in March 2023. The group are now in the process of recruiting new members and scoping their next scrutiny review.

4.4 **Derby Association of Community Partners (DACP)**

The DACP were successful in spending their annual grant of £20,000 to support community groups in Derby. A report was taken to Operational Board in March 2023, to request another year's worth of grant funding, which was agreed by the Board until April 2024.

Over the next financial year, the DACP aim to work closer with existing groups in the volunteer sector, such as the Food 4 Thought Alliance and Community Action, to ensure the best value for money is being obtained from the grant, whilst also setting small groups up with links for the future. The group is planning on visiting projects they have previously supported, to see the impact on the community. Additionally, they are launching the DACP website, this financial year, to increase their exposure as they look to recruit other members to the group.

4.5 Engagement HQ

The launch of Engagement HQ for customers will be taking place over Q1 of 2023/24. As part of this launch, several spaces are available online for customers to read more information and get involved with Derby Homes. The spaces include the DACP, consultations, mystery shopping, Customer Voice, and Community Spaces.

Derby Homes mainly uses Engagement HQ to capture transactional surveys for service managers; this is to ensure managers are listening and learning from customer feedback. The team have been working with service managers over the past quarter to make sure the following surveys are up-to-date and ready for collection from April 2023:

- Post-let survey (after a customer moves into a property)
- Complaints survey
- Tenancy Sustainment survey
- New-build survey
- Money Advice and Welfare Rights survey
- New kitchen survey
- New bathroom survey
- Anti-social behaviour survey

The feedback from these surveys is collected and shared, quarterly, with the relevant service managers. The information helps form the results which can be seen in the performance section of each Operational Board.

4.6 Mystery Shopping Pilot

A mystery shopping project was launched, as a pilot, over December 2022 to January 2023. The aim of the project was to help improve services at Derby Homes, through using customer feedback from specific services. The pilot was launched using the Customer Service Team as the first service area for review. The pilot was offered initially to the virtual panel to test difference scenarios and ensure that the project would work. Each mystery shopper was given training, an information pack, a scenario, and a pre-paid phone to carry out their reviews.

The calls took place over a period of 3 weeks; however, the Customer Service Team were not aware of who, and when the calls would be made.

The feedback from the phone calls revealed 5 recommendations for the service area. A report of the findings was circulated to the Senior Management Team for information. All of the recommendations have been agreed and implemented within the service area. The results of the pilot will be available for customers to see on the website, and the project will be rolled-out to customers in the next Derby Homes Newsletter. It is hoped that the next project will cover the introduction of the new Chat Bot on the website.

4.7 Community spaces

Many of the 22 community spaces have active groups in place, and popularity of the rooms has grown since their re-opening after the pandemic.

The community spaces are currently undergoing a review, as the Community Spaces Policy is due at Operational Board during 2023.

Since February, all customers who pay a service charge towards the room and lead community group leaders have been contacted, to have their say on what the policy looks like, and to understand their thoughts of what we can improve in the rooms.

The consultation with the groups closed in April 2023, when the comments will be reviewed. In addition to this, other work is underway with the Health and Safety Team to ensure the spaces are compliant with new fire regulations, to maximise safety for customers using the space and residents who surround the rooms. This should be complete towards the end of Q2 2023/24.

Mirroring the success of the Queen's Jubilee in May 2023, the groups have been contacted by the DACP, to plan their own events for the King's Coronation. 13 groups were approached, and they are in final stages of planning their celebrations.

4.8 Craddock Avenue Food Bank

The Community Care Hub in Spondon has seen an increase for demand in the use of food banks, over the past year. To support the local community, it has been formally agreed, to use the Craddock Avenue community space as a new food bank location, every Friday and Tuesday as a pilot project.

Previously, the room was under-utilised, which meant this project was a perfect opportunity to increase the value of the room and offer much needed support for those impacted with the cost-of-living crisis. The project, which compliments the Warm Welcome approach, started in November 2022, and works closely with the Food4Thought Alliance, Riverside Housing, Community Action Derby, and the Neighbourhood Partnership Officer. The first few months of the project have shown great success for the number of people it was able to support:

December 2022	138 Adults 111 Children
January 2023	194 Adults 124 Children
February 2023	129 Adults 91 Children
March 2023	182 Adults 138 Children

Totalling 643 adults and 464 children over a 4-month period.

4.9 DotDigital e-mail software

DotDigital is currently used in the following areas:

- Staff updates (internal)
- Councillor updates
- Homefinder application reviews
- Leaseholder news

We are in the planning phase of how email news will be sent to the wider tenant population. This will involve planning content throughout the year, the frequency of messages sent and the design of the actual messages. These factors will contribute

to the level of engagement we are likely to get from the email campaign and ensure we do not over communicate, nor send information to people that is not useful.

A key element of the emails will be integrating feedback on key aspects of the Tenant Satisfaction Measures.

4.10 **Derby Homes News: Tenant and Leaseholder Newsletter**

The winter edition of the newsletter featured a huge, pull-out section, on cost-of-living advice and a reminder of repair priorities; with a focus on the impact of customers missing important safety appointments.

The Spring 2023 newsletter is themed on the new regulation and related Tenant Satisfaction Measures (TSM's). The idea is, to give customers an overview of the themes covered by the new measures and the services we deliver in relation to them.

4.11 **Website**

We have now completed a full review of all content on the website, in conversation with all service managers.

Ongoing reviews will now focus on continual improvement of content, along with reviews of site usage, structure, accessibility, and quality.

Our approach will focus on service areas that are currently under-represented on the site, such as development, (new build), asset management and planned maintenance.

4.12 **Awards**

- **Reslove ASB Awards March** - Shortlist MARSH (Multi-Agency Rough Sleeper Hub)
- **Building Communities Awards (EEM) March** - Development Strategy of the Year (shortlisted); Apprentice of the year (winner)

5. **OTHER OPTIONS CONSIDERED**

5.1 None.

6. **IMPLICATIONS**

6.1 None.

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
 Risk
 Policy Review

For more information please contact:	
Holly Johnson/Customer Engagement and Community Development Manager	
Telephone 01332 888418	
Email holly.johnson@derbyhomes.org	
Background information:	N/A
List of appendices:	N/A

This report has been approved by the following:

Head of Service	Carl Tring-Willis	20.04.2023
Managing Director	Maria Murphy	26.05.2023
Governance (checked)	Jane Haywood	24.04.2023