

EQUALITIES CUSTOMER PROFILE – QUARTER 3

Report of the Chief Executive

1. SUMMARY

- 1.1 This report provides detail of equalities monitoring and information focussing on customer profile data, in relation to Ethnicity, Gender, Age, Disability, Sexual Orientation and Religion during quarter 3, 2011/2012.

2. RECOMMENDATION

- 2.2 The City Board notes the detail of the report and key points for noting.

3. MATTER FOR CONSIDERATION

- 3.1 This report, at Appendix A, provides analysis of customer profile data and how Derby Homes collects, records and used this information in service development and delivery.

Key points for noting:

- 3.2 Customer profile information that our customers have provided about themselves. This information is collected in a variety of ways, by questionnaire, though needs assessment, at tenancy sign up, though the Dashboard, letters and over the phone.
- 3.3 The information is held on our Academy system, alongside recording gender, age ethnicity, disability, sexual orientation, faith and religion; around 3,500 special instruction notes exist which alert officers to additional information.
- 3.4 Customer profile information is used in many ways to inform, shape and check that the services we deliver meet the needs of our customers.
- 3.5 Knowledge of our customers helps design our services, specific to particular groups, for example making our communications fit with the communities we serve.
- 3.6 Our customer profile information base is used to involve and engage our customers. An example of this is involving a group of customers who have told us they have mobility needs in the Equality Impact Assessment for Safe storage of mobility scooters.
- 3.7 By developing our understanding about who uses a service we can tailor the service to specific needs and deliver more effectively.

- 3.8 Our customer profile data is used to improve customer satisfaction by tailoring services to the customers need.
- 3.9 The current standard customer profile questionnaire does not ask questions relating to a person's social economic circumstance. For example are they in employment, retired, in receipt of benefit? Socio economic circumstances are not covered in the Equality Act 2010 as a protected characteristic. As changes are made to the Equalities Act, measures will be taken to ensure our data collection reflects these changes.

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

If Board members or others would like to discuss this report ahead of the meeting please contact the author, or Phil Davies, Chief Executive, annabelle.barwick@derbyhomes.org – Phone: 01332 888402

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Background Information: None
Supporting Information: None

Customer profiling – Derby Homes

Who are our customers?

Currently we manage around 14,000 properties. The numbers living in these properties can vary but we anticipate that around 29,500 people live in Derby Homes properties.

We capture customer profile information on people living in our properties through various methods which provides us with equalities information and knowledge about our customers.

How do we collect this info?

We collect customer profile information in a variety of ways.

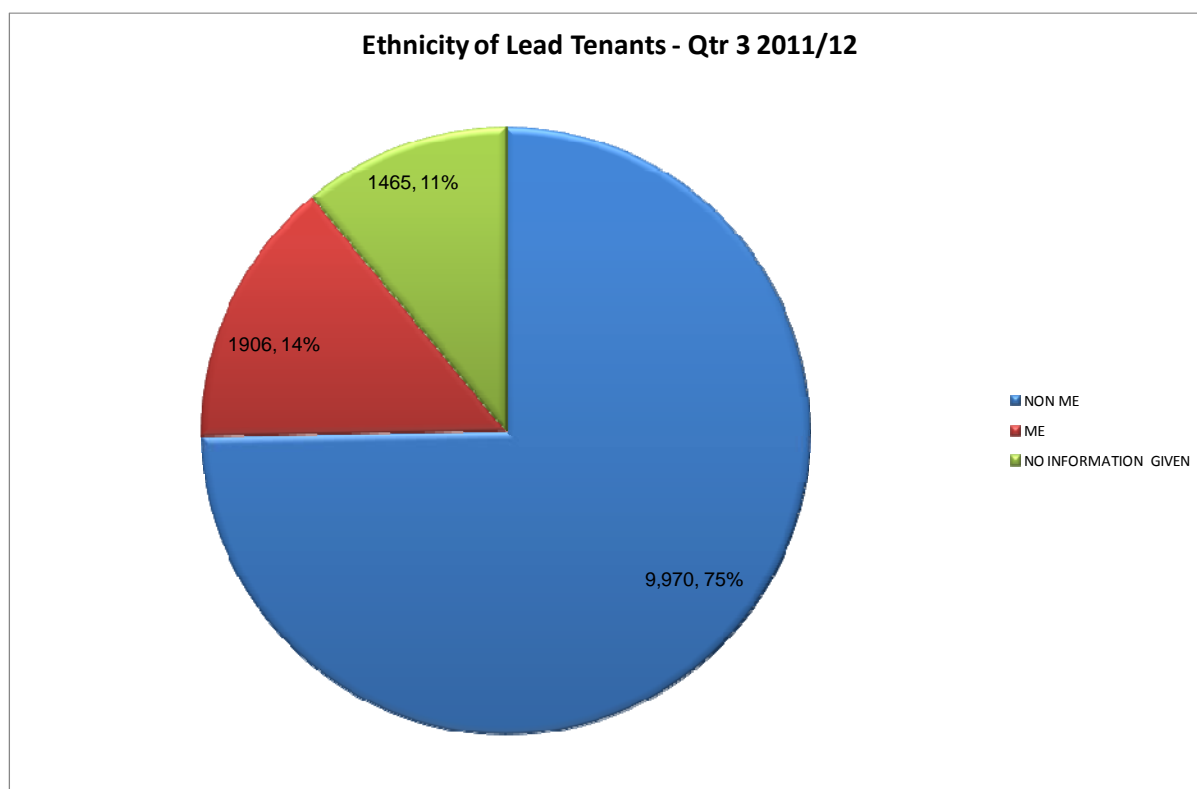
Letters and questionnaires have been sent to all customers and this information has now been input into the Housing management system. **(Reference Appendix A1)**

All new tenants are asked about this and their information is recorded onto our system. We also ask for this information on the new tenant's dashboard on our website.

In addition to this, detailed information is gathered by the tenancy sustainment and supported living team's pre tenancy which forms the basis of support plans for any tenants who have identified vulnerabilities or risk of tenancy failure.

What do we know?

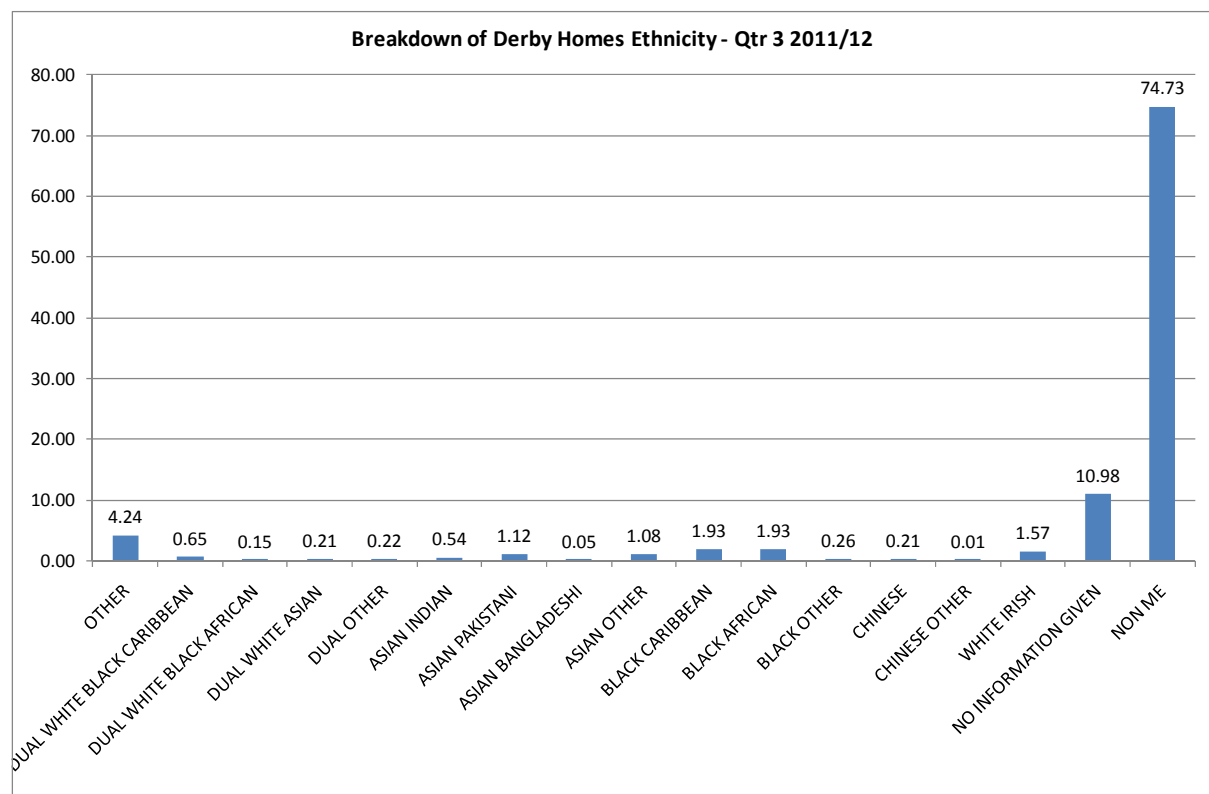
Ethnicity



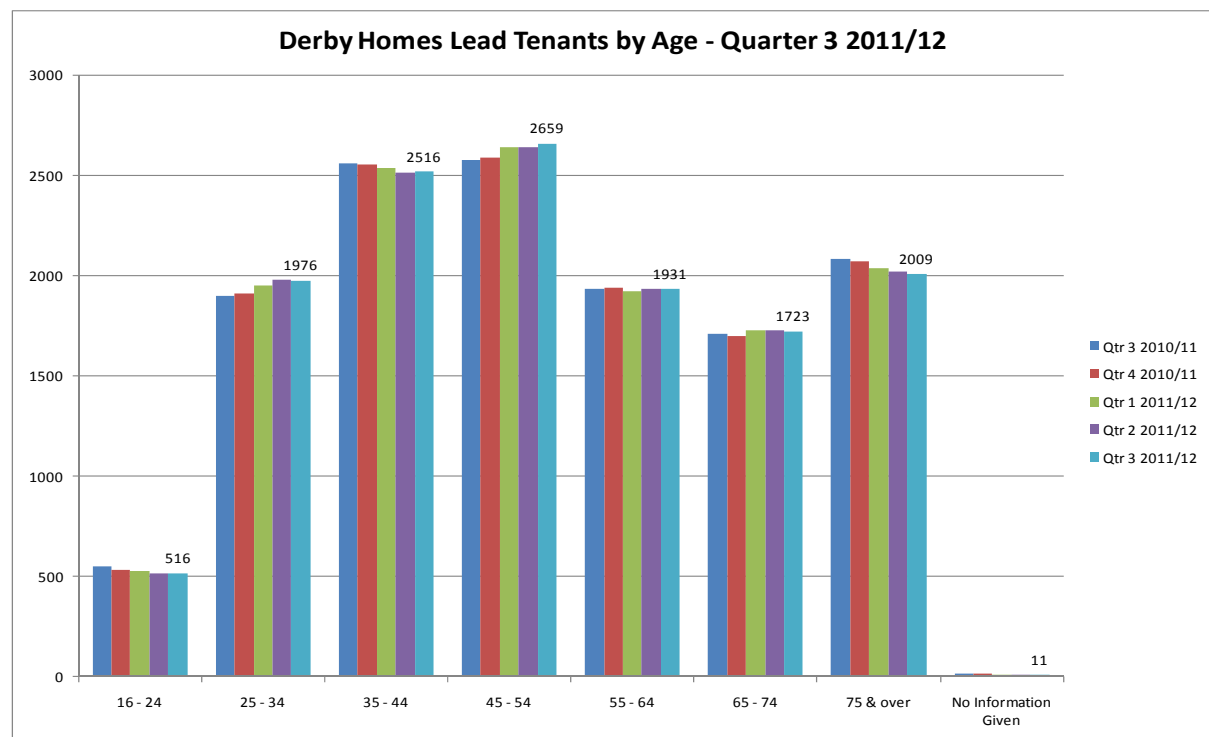
14 % of lead tenants are from Minority ethnic groups

75 % of lead tenants are non minority ethnic groups

11% of lead tenants are unknown; this means we don't hold information as to their ethnicity.



Age



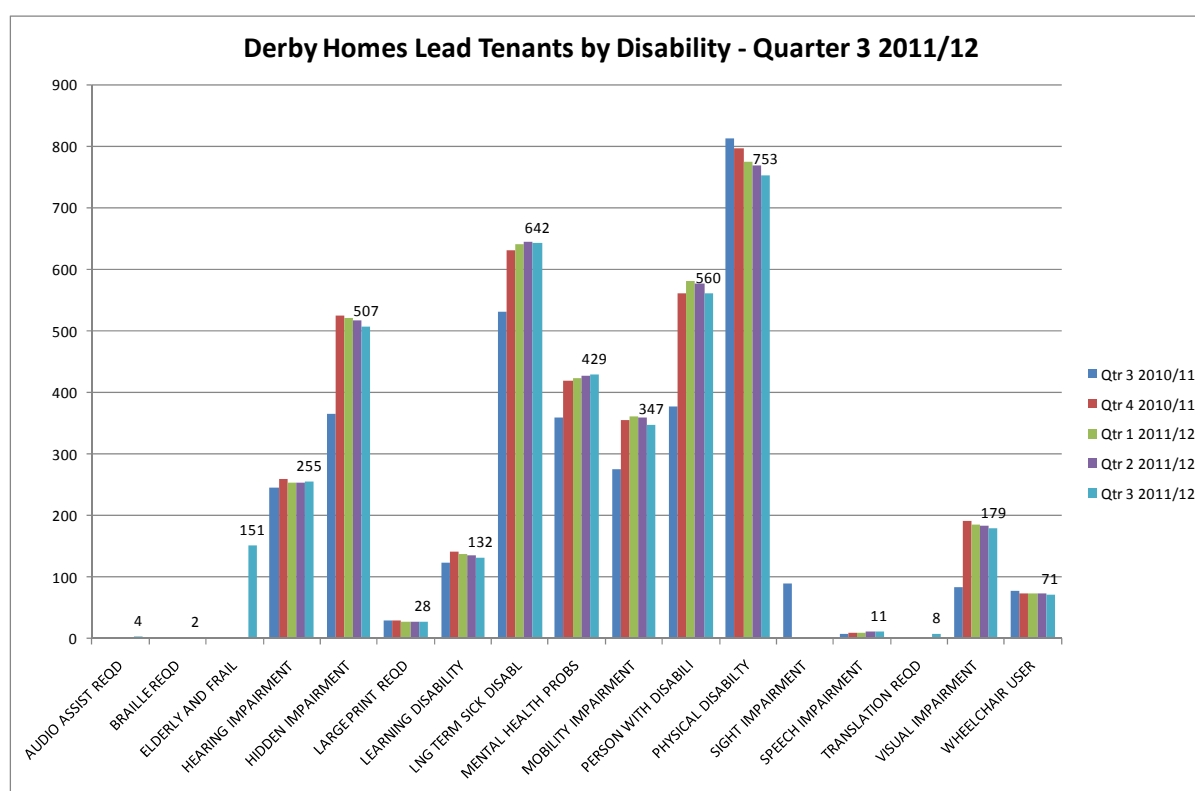
We hold 99.9 % of customer profile data in relation to our customer ages.

Religion / Faith

Religion	Number of tenants
Buddhist	16
Christian	3,577
Hindu	12
Jewish	3
Muslim	169
No Religion	1,008
Sikh	27

16 % of our customers have told us about their religion and belief, or another way of looking at this is that 84 % prefer not to say.

Disability



Around 11.5% of all residents consider themselves disabled

Sexual Orientation

Sexual Orientation	Number
Heterosexual	4383
Bisexual	24
Gay or Lesbian	47
Prefer not to say	439
Other	40

We currently hold 18.3% of customer profile data relating to peoples Sexual orientation. Collecting this data is relatively new and many customers feel uneasy about providing this information.

How we use this information to shape service delivery

Customer profile information is used in many ways to inform, shape and check that the services we deliver meet the needs of our residents.

We analyse our allocations and lettings against all equalities information to make sure our allocations and lettings are fair and we are making the best use of stock.

Knowledge of our customers helps design our services, specific to particular groups, for example making our communications fit with the communities we serve.

Our Derby Homes website and tenants dashboard have been designed to make services more accessible to more people and have DVD's which are signed and the Google translate facility.

Our customer profile information base is used to involve and engage our customers. For example a group of customers who have told us they have mobility needs were asked to assist in the Equality Impact Assessment for Safe storage of mobility scooters.

Information relating to disability and age is used when setting the adaptations budget.

Our customer profile data is used to improve customer satisfaction by tailoring services to customer need. It also enables us to be better aware of our customers' needs.

By developing our understanding about who uses a service we can tailor the service to specific needs and deliver more effectively.

Vulnerable groups can be identified and given appropriate support

Our Derby Homes Tenancy Sustainment team was established in 2010 with the aim of assisting new residents to access support and effectively manage and maintain their tenancy through the support provided.

The tenancy sustainment needs assessment form provides a comprehensive tool to collect and record information on the customers.

It looks at risk factors which impact on a new tenant, failing to complete their introductory tenancy effectively.

Question relating to a person's health and well being are asked, alongside gathering information around the individuals housing history. Their economic circumstances, benefits claimed or other income, any support they currently receive from other organisations.

This process and needs assessment looks wider than equalities customer profile and identifies an individual action plan in relation to their identified needs and risks. This provides an individual service rather than making assumptions e.g. all old people need adaptations or all minority ethnic residents will need information translating into another language.

We have a system of recording advice / special instruction notes against tenancies. Advice notes have been in use for some years, this system is used to highlight a particular disability or vulnerability, against a tenancy. This information can be used to alter the way a service is delivered.

For example, we can send text messages or letters to residents with hearing difficulties. Where mobility issues have been identified this information is shared with officers and operatives to allow the resident extra time to open the door, or

Where we hold information we can alter the service, this may be sending female operatives or visiting in pairs etc.

Around 3500 properties have special instruction notes on which highlight information on a customer's disability or vulnerability. This information is used by officers to alert them and enable them to change the way they deliver their service.

Work is ongoing to enable all special instruction information to be accessible through the operatives PDA/ handheld computers.

Translations

We offer telephone translation service to all customers through Language line. On average we make about 20 translations per month. All our operatives and frontline staff have access to Language line and have received training.

It costs around £500 to translate a tenancy agreement, £150 for an injunction and £50 - £150 for a letter translation.

Where possible we offer face to face interpreting where we have employees who are able to translate.

The languages on the back of the letterhead etc are: Kurdish, Polish, Punjabi and Urdu. These are the key languages in Derby

We have also recently added Google translate to our website

Translate key legal documents on request and hold these in a library on our intranet for other officers to use as required.

What do others Housing providers do?

Stevenage Homes has made positive use of customer profile data to inform the way that it develops and delivers services. Profile information has indicated that a relatively high proportion of customers have some difficulty reading. It is therefore taking steps to ensure that printed information is easier to read and is working to

deliver information in other ways. A DVD version of the tenants handbook has been created which conveys key messages about your tenancy in a professional way. It has also produced a pictorial lettable standards and anti social behaviour leaflet.

Soho Housing has effectively used its tenant profile information to target its audience of Home Talk, the tenant newsletter. Two versions of Home Talk are produced with similar content, but with different presentation and emphasis on information and events that may be more interesting for either a younger or older audience. The different versions are distributed according to the tenant profile information. Feedback from residents has been positive and the change in design has led to more people reading the newsletter or accessing it via the web or via a podcast.

The Future

The current standard customer profile questionnaire does not ask questions relating to a person's social Economic circumstance. For example are they in employment, retired, in receipt of benefit. Socio economic circumstances are not covered in the Equality Act 2010 as a protected characteristic. As changes are made to the Equalities Act, measures will be taken to ensure our data collection reflects these changes.

We do currently collect this information is gathered through the Tenancy sustainment and Supported Living needs assessments and is used to prioritise the level of service customers require.

We will continue to increase the percentages of information held on our customers in relation to all strands of equality.

DH LOGO

Property Reference
Suffix & Check digit here

Please check and complete this form and return to Mary Holmes in the envelope provided

Address

Property Reference

Suffix

Check Digit

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People living in property:

Name	Gender	Date of birth	Relationship to lead tenant	Ethnic Origin
<i>Ten 1 details</i>				
<i>Ten 2 details</i>				

Please check that each person's ethnic origin shown above is correct from this list. Please update the details if they are wrong or missing

Asian Bangladeshi	Asian Indian	Asian Pakistani
Asian Other	Black African	Black Caribbean
Black Other	Chinese	Chinese Other
Dual White Asian	Dual White Black African	Dual White Black Caribbean
Dual Other	Gypsy Romany Traveller	White British
White Irish	White Other	Prefer not to say

Please check that your contact details are correct or provide them if we do not have them

Phone Numbers:

These are listed from Academy

Email address

Would you prefer to receive your copy of Derby Homes News by email? Yes / No

If yes, please let us know your email address. If you have ticked this option we will arrange for Derby Homes News to be delivered to you electronically at some point in the future, and will no longer send you a printed copy through the post.

DH LOGO

Property Reference
Suffix & Check digit here

Our customers and their individual needs

Please tell if anyone in your household has a disability and what that disability is.

Name	Nature of disability

We also need to ask you some questions because the proposed Equalities Bill tells us we must collect this information to make sure we get services right for our customers.

Which of the following best describes you?

Heterosexual or straight ☐ Gay or lesbian ☐ Bisexual ☐
Other ☐ Prefer not to say ☐

Which of the following best describes your faith?

Christian ☐ Buddhist ☐
Hindu ☐ Jewish ☐
Muslim ☐ Sikh ☐
Other ☐ No religion ☐
Religion not stated ☐ Prefer not to say ☐

Language/cultural needs

Nationality.....

Languages spoken.....