

JULY 2021

OUTCOMES FROM TENANT ENGAGEMENT & CUSTOMER STANDARDS SURVEY



**REPORT DEVISED
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INTRODUCTION

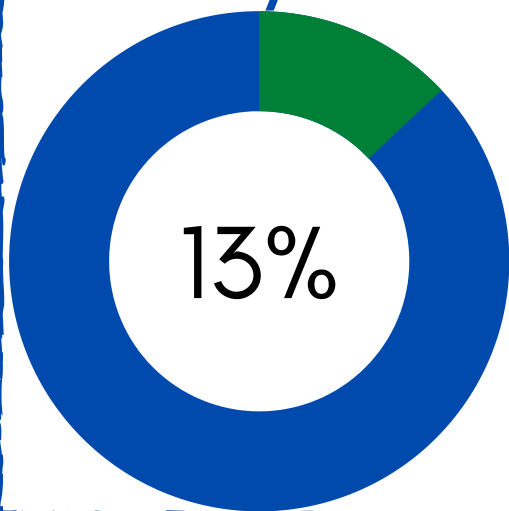


This report presents the key data from the recent Tenant Survey on Engagement, Communication and Customer Standards. Along with the statistical information, this report highlights how we will use the details gathered to continue improving our services.

The survey was created as we are reviewing two important policies - the Tenant Engagement Strategy and the Customer Standards & Services Policy.

Along with this, Chris McShane was recently appointed as Tenant Engagement & Communications Officer. This information will help him to establish an action plan that will ensure tenants feel empowered in helping to shape their services.

1402 Properties
183 Survey Returns



THE SURVEY

This short, online survey was designed through Survey Monkey. In doing so, this allows for responses and feedback to be collated instantaneously. All tenants who have signed up to the 'My Home' portal on the website received a notification email. All other tenants were sent a letter, explaining how to access the survey, with the option of requesting a paper copy, if necessary. The survey was available over a 2-week period.

Of our 1402 properties, we received 183 replies, equating to around 13%. Just one person requested a paper copy and several tenants were happy to complete it over the phone with a staff member.

WHAT HAVE WE LEARNED?

Q.1. WHAT WAYS ARE TENANTS HAPPY TO ENGAGE WITH US?



Surveys - 95%

Competitions - 82%

Using 'My Home' - 82%

Liaising with Staff - 81%

Using Social Media - 58%

Via Tenants Register - 37%

Being a OVHA Member - 32%

Contributing to Newsletter - 28%

Estate Walkabout - 23%

The outcomes from this question highlight the importance of surveys such as this as an engagement method. A significant number of tenants also feel that direct liaison between themselves and staff is essential. This is something we are hoping to do much more of once COVID restrictions ease.

It is also clear that social media will continue to play a major role in tenant engagement and we will look to strengthen further this communication through 'My Home'.

33% of tenants also stated they would like to know more about our Register of Interested Tenants. This is a way for us to contact a group of tenants on occasion to get their thoughts on a key issue. We will look to share more information on this across our platforms so tenants have a better awareness of this option.

30% also said they would like to find out what becoming a member of the Association would bring so we will share this too. Lastly, there was some interest, 23%, from tenants on the Newsletter. Greater tenant involvement in this is one of the objectives set out in the forthcoming Engagement Action Plan.

WHAT HAVE WE LEARNED?

Q.2. WHAT OTHER METHODS OF ENGAGEMENT WOULD INTEREST YOU?



Text Messaging - 73%
Repairs Review Group - 59%
Performance Review Group - 47%
Communications Group- 47%
Mystery Shopping - 44%
Community Engagement - 44%
A Tenants' Newsletter - 32%
Digital Inclusion Group - 24%

The options included in this question are just some examples of how we intend to drive forward tenant engagement and communication within Ochil View Housing.

As you can see, the strongest responses to potential future engagement methods, were text messaging and a form of a repairs review body. These are two we will look to expand further in the immediate future. The Property team have already indicated that a review group such as this would be highly beneficial to them.

There is also an appetite, based on these findings, to introduce a method for tenants to be able to scrutinise how Ochil View Housing is performing as a landlord. This is regarded as an essential task within tenant engagement and will therefore be an important area to begin soon. We will liaise with tenants on how best to achieve this.

A strong percentage of tenants indicated they would like to learn more on the potential for developing a digital inclusion group of some form. The other two topics where tenants said they wanted more information were around the Newsletter and for stronger community engagement.

WHAT HAVE WE LEARNED?

Q.3. WHAT COMMUNICATION METHODS ARE TENANTS AWARE OF?



Website - 95%
Newsletter - 92%
Handbook - 89%
Annual Report - 83%
Facebook - 78%
Annual Charter Report - 73%
Register of Tenants - 42%
Twitter - 27%

It is perhaps of no surprise that the Website and Newsletter scored highest in this question.

The website is a particularly useful tool as we now have the 'My Home' portal on it. The Newsletter continues to be an excellent way for us to share important news and updates, and for tenants to share their stories.

In general, there was a positive response, in terms of awareness, to all but two of these methods. The first is Twitter but that is unsurprising given ours has only been active for a few weeks. This, and Facebook, will play an important role for information sharing and we intend to continue growing our social media in the months and years ahead.

The other method tenants weren't aware of is the Register of Interested Tenants. As mentioned previously, this is something we envisage utilising more going forward.

WHAT HAVE WE LEARNED?

Q.4 HOW SATISFIED ARE YOU WITH CONSULTATION WHEN WE ARE CHANGING A SERVICE?



We are pleased to see that 143 of 183 replies expressed satisfaction with the consultation opportunities when a service is changing.

This gives a strong platform from which to continue developing our range of communication methods during a service change such as a replacement kitchen.

An example of this is with the garden renovation project at Alloa Road. Tenants have been consulted via letters, text messages and in person as we develop our plan.

It is vital that tenants are given the opportunity to learn of any potential changes and play a central role in its development.

Very Satisfied - 43%

Satisfied - 35%

Neither Satisfied/Dissatisfied - 17%

Fairly Dissatisfied - 4%

Very Dissatisfied - 1%

WHAT HAVE WE LEARNED?

Q.5 HOW SATISFIED ARE YOU WITH BEING KEPT UP TO DATE ON OCHIL VIEW'S PERFORMANCE?

This question relates to how well-informed tenants feel they are when it comes to hearing how we are performing at handling issues such as anti-social behaviour, complaints, tenant satisfaction and many others.

Although this return comes in slightly lower than the previous figure, we still have 76% satisfaction, which is a positive outcome.

We provide information on our performance through each Newsletter and in our Annual Performance Report.

Part of our new Tenant Engagement & Communication Officer's role will be to expand these information channels. In doing so, this will allow tenants greater awareness of our performance.

It will also give tenants a strong platform, from which they will be able to scrutinise the figures in detail and put forward recommendations for improvement in the future.



Very Satisfied - 41%

Satisfied - 35%

Neither Satisfied/Dissatisfied - 14%

Fairly Dissatisfied - 9%

Very Dissatisfied - 1%

WHAT HAVE WE LEARNED?

Q.6 HOW SATISFIED ARE YOU WITH OPPORTUNITIES IN HOW WE MAKE DECISIONS?



This is an area that highlights our need to develop participation opportunities for tenants.

By appointing their first Tenant Engagement & Communication Officer, Ochil View Housing is keen for tenants to be more active in how we deliver our services and what we can do differently in the future.

Presently, tenants can participate through surveys such as this. We also seek tenant thoughts and opinions on how we set our rents each year, as well as how well repairs have been carried out and any planned major works.

Tenants who sign up as a member of the Association can also vote at the AGM on a range of important issues.

However, we want to do more. We want tenants to hold our performance to account, to recommend change, to be at the heart of how we make our decisions going forward. The Action Plan that will accompany the new Strategy will set this out in more detail.

Very Satisfied - 30%

Satisfied - 28%

Neither Satisfied/Dissatisfied - 35%

Fairly Dissatisfied - 5%

Very Dissatisfied - 2%

WHAT HAVE WE LEARNED?

Q.7 ARE YOU AWARE THAT INFORMATION CAN BE PRESENTED IN DIFFERENT FORMATS?

Yes - 90%

No - 10%%

The vast majority of tenants are aware that we offer papers, reports, updates and so on in a variety of ways to suit the tenant.

We will continue to work with tenants on potential future options, including utilising technology to further benefit how they receive information.

If tenants require audio versions, large print, in a different language etc. then they just need to speak to a staff member.

Q.8 WHAT IS THE MOST IMPORTANT THING FOR YOU WHEN LIAISING WITH A STAFF MEMBER?

We received 163 replies to this question. The most important words used were:

Listen(20%) Understanding(15%)
Communication (8%)
Helpful (7%) Friendly (6%) Honesty (3%)

These are the values that we continue to do our best to deliver on whenever we are engaging with tenants. Surveys like this help remind us of what is important to tenants. There are also tools in place for tenants to highlight when they do not feel this has been achieved.

WHAT HAVE WE LEARNED?

Q.9 HOW SATISFIED ARE YOU WITH THE OVERALL SERVICE PROVIDED BY US AS A LANDLORD?

We are delighted that such a large proportion of tenants have expressed satisfactions with the services we provide.

We are fully committed to working, tenants and staff together, in delivering the best possible services and, hopefully, this will mean even greater satisfaction in the future.

In order to achieve this, we will ensure that our communication and service delivery is timely, friendly and helpful, be it in person, on the phone, email etc.

With engagement, we will strive to deliver a range of platforms for tenants to, not only express their thoughts and opinions, but where they can have the opportunities to help shape our services, in a way that suits them.



Very Satisfied - 52%

Satisfied - 32%

Neither Satisfied/Dissatisfied - 11%

Fairly Dissatisfied - 4%

Very Dissatisfied - 1%

10. FURTHER COMMENTS & SUGGESTIONS

"My Housing Officer is brilliant"

***"I particularly liked the settling
in visit"***

***"The survey was good, so
easy to take part"***

***"It's great you have moved
digitally, this helps loads"***

We received **104** additional comments. We are pleased to say that the vast majority of these were positive, particularly around staff service received and overall satisfaction with your homes. There were around a dozen comments relating to service issues. This included matters such as bulk uplifts, long-term maintenance programmes and individual property issues at a tenant's home. Where possible, we will pass on these issues to relevant staff members to address.

CONCLUSION & NEXT STEPS

We want to thank all the tenants that took part in this survey. It provides excellent feedback for us to build into the upcoming Tenant Engagement & Communication Strategy and its Action Plan. These will be made available to view in August, once it has gone through the necessary approval stages. From there, we will look to begin working with tenants to achieve the goals set out in the plan.

If you would like further information on the survey outcomes, the Strategy or tenant engagement in general, please contact Chris McShane, Tenant Engagement & Communication Officer at: chris.mcshane@ochilviewha.co.uk or at: 07874 864 323. You can also contact him for a large print or audio version of this report.