

Coastline Conversation Report

Involvement & Engagement across the Coastline Conversation

April 2026

Summary

The Coastline Conversation report provides a clear line of sight between Coastline customers, communities, Committees and the Board, showcasing how customer feedback drives real change. This quarter's Coastline Conversation shows how customer voice continues to shape services, strengthen communities, and deliver measurable impact. Through **28** engagement events, we reached **142** customers, **138** community members, and **6** under-18s, ensuring diverse representation. **13%** of participants were under 35, and engagement with shared owners rose by **218%** in 2026, addressing previously underrepresented groups.

Key Impacts

- Catch up with Coastline participation increased by 27%, rising from 37 customers last quarter to 47 this quarter, plus 14 community members.
- Leasehold & Shared Ownership service-charge support sessions strengthened transparency and led directly to a three-month trial of reduced cleaning frequency in three schemes, aimed at reducing service charges.
- Engagement Days supported 30 customers across three locations, enabling early interventions in Anti-Social Behaviour, adaptations, health-related housing needs, and storm-damage repairs.
- Volunteer Programme impact continues to grow:
 - Volunteer Policy updated with positive volunteer feedback.
 - Wellbeing Wednesday at Trelawny Court has generated £185,000 in social value since launch.
- Customer Voice recruitment successfully filled positions, including two reappointments and one new member, with a customer-led recruitment panel.
- Co-production in Homeless Services led to two residents joining Customer Voice and three joining upcoming collaboration sessions—a major step in lived-experience involvement.
- Strengthening scrutiny impact: Several scrutiny reviews reached completion (Housing Perks, Planned Programmes, Complaints Communications), with actions now progressing and future reviews scheduled through 2027.

Recommendations for CEC

- To note the content of this report and the two appended scrutiny documents.
- To provide an update to Customer Voice on progress against the scrutiny recommendations at the next quarterly meeting.

Appendices

- Appendix A - Housing Perks Mystery Shop Report
- Appendix B - Communication Relating to Planned Programmes Scrutiny Report

Have your say

Catch up with Coastline

Listening, Acting, Improving- Together

During the spring Catch up with Coastline events, Coastline teams engaged with **47** customers and **14** Community Members across the programme of activity. These events continue to provide customers with direct, face-to-face access to colleagues, supporting real-time resolution of issues and building confidence in our services.

Overall participation increased from **37** customers last quarter to **47** this quarter, representing a **27%** rise in engagement. This makes this quarter one of the strongest-engaged quarters since the Catch up with Coastline events began. Community Member involvement is also up, with **14** attendees, providing broader local insight and partnership perspectives.

Customer feedback captured during the sessions is already influencing upcoming event planning and service development, helping ensure that customer voices remain central to decision-making. Customers shared positive reflections about improvements already made.

“Really pleased with the work that has been done in the communal area, it’s a lot better with the bins being moved and less hassle with the bins and keys.”

-Customer at Hens Horn Court

To make it easier to access by both customers and Biffa the heavy wooden doors were removed along with an internal wall so both bins and recycling can now be stored neatly together.



Before



After

Leasehold and Service Charge Events

Building Transparency and Trust Through Engagement

This quarter, Coastline delivered a series of end-of-year service charge support sessions for leasehold and shared ownership customers. These sessions were designed to give customers the opportunity to discuss their annual service charge statements, with colleagues from across the organisation available for support. This approach continues to strengthen transparency, improve understanding, and create more open dialogue between customers and the teams who manage their buildings.

Feedback from customers has highlighted the value of being able to speak directly with multiple teams in one place, helping to build stronger and more trusting relationships. The sessions also supported Property Investment in taking a more holistic approach to building maintenance by hearing customer concerns and queries in context.

A tangible change for the next quarter includes a three-month trial of reduced cleaning frequency at The Spinnakers, Lamorak and Stannum Terrace. This was delayed allowing for Finance, the Leasehold and Service Charge Team and Customers to understand the charging with it not being spread across two financial years. The trial, led by the Facilities Manager, has been directly shaped by customer feedback. If successful, the change will become permanent and is expected to reduce service charge costs for customers in these blocks.

The engagement sessions continue to form an important part of Coastline's commitment to clarity, accountability, and making service charges more understandable and manageable for customers.

Housing Perks

Everyday savings for customers

Initiated in response to the cost-of-living crisis and to recognise time donated by involved customers and volunteers, the Housing Perks app is being used by an increasing number of customers and volunteers. **£160** In vouchers has been allocated in prize draws and incentives through the Housing Perks app with quarter.

Housing Perks usage		
All time	Total	Increase this quarter
Customer sign-ups	891	+20 (+2.3%)
Orders	2028	+386 (+23.5%)
Total Spent	£139,925	+£27,195 (+24.12%)
Total Saved	£7,403	+£1,549 (+26.5%)

Customer Voice-Led Mystery Shop Review

Following feedback from the Customer Voice Group that the Coastline app was difficult to use, a Mystery Shop Review took place. The findings are presented to the Customer Experience Committee (CEC) with this report (**Appendix A**), ensuring that customer insight informs any future offer.

Engagement Days

Bringing Support Directly to Customers

This quarter, the Community Investment Team continued Engagement Days in areas of under-representation, providing face-to-face support for customers who may not otherwise engage with us. The team engaged **30** customers across **3** locations, with feedback highlighting the positive impact of the visits. They enabled meaningful conversations, early interventions, and direct follow-up with Tenancy and partner teams where required.

Anti-Social Behaviour intervention:

A customer shared ongoing ASB concerns and disclosed that they had previously been too scared to report it. After discussing confidentiality and anonymity, they felt able to explain the full situation. This was immediately followed up by their Tenancy Officer, who has requested two weeks of diary sheets to progress the case and support the affected household.

Supporting a customer with a new Motor Neuron Disease diagnosis:

A customer reported significant changes in health and the need to sleep downstairs, limiting family space and comfort. They asked about possible adaptations or a direct match for a ground-floor property. Checks confirmed that a Perranwell direct match is already in progress, pending council confirmation. The customer was also concerned about future housing security for her son; reassurance has been given that he would be granted a temporary licence to remain in the property when the time comes, with coordinated support from Housing Options for longer-term accommodation.

Storm damage and repairs follow-up:

A customer reported that their fencing had collapsed during storms and that a scheduled repair on 9 March had not been attended. Photos were taken and passed to schedulers, who subsequently subcontracted the work and updated the customer directly.

“We have lived here since the properties were built, we love our home and we are very close with all our neighbours — we couldn’t be happier.”

— Customer at Prasow Pyski

“We can’t thank our Tenancy Coordinator enough; whenever we have required some support, he has always been fantastic.”

— Customer at Prasow Pyski

Make a difference

Volunteer Scheme

Building skills, creating opportunities

The [Volunteer Annual Report 2025 – 26](#) - has been published, highlighting the impact of the volunteer scheme over the past year and setting out the strategic priorities for 2026–27. The report is being used to actively promote the scheme and current opportunities both online and through in-person engagement.

Volunteer Policy

The updated Volunteer Policy was shared with all volunteers for review. Only minor amendments were needed, primarily relating to guidance for young volunteers. Feedback showed that volunteers are happy with the policy and supportive of the updates made.

Customer Voice Recruitment

A focused promotional campaign ran throughout February to recruit new members to the Customer Voice Group.

- Two of the four current Customer Voice members successfully reapplied as their tenure ends in March 2026.
- Applications were reviewed by existing Customer Voice members to ensure recruitment remains customer-led.
- A further two applications were received from customers new to the group, with one being successful. Those not selected were signposted to other volunteering opportunities.

“Both candidates have a wealth of experience and freely give their time. Personally, I would be delighted to continue to work with our current volunteers, all are great assets to Coastline and the volunteer team.”
-Customer Voice member

Impact of Trelawny Court Wellbeing Wednesdays

Wellbeing Wednesday continues to make a significant contribution within the community, generating **£185,000 in social value** since its launch in August. The Volunteer Coordinator, working alongside customers at Trelawny Court, has created a [video](#) capturing the difference the initiative is making.

Room to Reward: Celebrating Our Volunteers

As an organisation accredited through Investing in Volunteers, recognising our volunteers remains a key priority. This year we nominated husband-and-wife volunteer team XXX and XXX for the Room to Reward scheme, in recognition of their ongoing contributions at Miners Court Day Centre and their work supporting customers in the garden. Their nomination was successful, and they will enjoy a complimentary break at one of Room to Reward’s partner hotels.



Nutrition Training for Volunteers

Following volunteer feedback requesting further training around nutrition for older people, the Volunteer Coordinator sourced a free two-hour session through Healthy Cornwall, open to all volunteers. Seven volunteers and customers attended. The training has strengthened the confidence of cooking-based volunteers and provided useful information for volunteers in other roles who support customers day-to-day

Community Spirit

A new partnership with Redruth Community Centre has enabled Coastline to offer Food Hygiene Training to five of their staff and volunteers. This additional training will support the centre to deliver more community activities and café services, benefiting the wider neighbourhood, including many Coastline customers living locally.

Neighbourhood Action Days

Working with customers to remove unwanted items

There were no Neighbourhood Action Days (NADs) planned for this quarter, as these events take place in better weather later in the year. However, the Community Investment Team and Tenancy Management Team have worked together to agree dates for the 2026 programme. Customers can check the Coastline website for updates and see when we will be visiting their area.

We will continue to promote upcoming dates and encourage customers to get involved in keeping their neighborhoods clean, safe, and welcoming.

The first NAD of the year is at Copper Close 9:30am-12.00pm and Cardrew Close 12:30-2.00pm on 27 May. The next will be at Sprey Rd, Bodmin from 10.00am-2.00pm on 29 July.

Community Impact Funding

Applications made to benefit customers in their communities

This quarter, three Community Impact Funding applications were progressed. Residents at Bospowis successfully applied for a picnic bench to enhance their communal garden space, with installation completed in March. Customers at Wheal Arundel also submitted a request for a communal picnic bench to support social interaction and outdoor wellbeing; this has been approved and is awaiting delivery. A further application has been received to expand Wellbeing Wednesday sessions across several Housing for Older People schemes, requesting shared funding for refreshments and low-cost activity materials; this proposal is currently being reviewed by Customer Voice.

Community Collaboration

Providing Customers a wide range of opportunities to influence and scrutinise

Since launching Community Collaboration Sessions in May 2025, Coastline has delivered a series of themed workshops designed to strengthen customer influence over key strategies, policies, and service improvements. Feedback from customers has played an important role in shaping how these sessions are delivered.

Initially, sessions were adapted into three-hour drop-in formats at varied times to improve accessibility. However, customer insight has shown that structured, agenda-led sessions work best for our more involved customers when held in the office, while community-based sessions are more effective as flexible drop-ins. This learning has helped us tailor our approach so that each format meets the needs of different groups and has been used in our planning for 2026/2027.

The sessions continue to provide practical, hands-on opportunities for customers to directly shape decisions. Recent workshops have focused on reviewing the Complaints Mentor offer and exploring the Stock Condition Survey process, resulting in clearer policies, improved communication, and more customer-friendly documents. This approach continues to support transparency, build trust, and ensure that customer priorities remain central to Coastline's work.

Complaints Mentors

We asked... *How can we improve the Complaints Mentor offer, make the role clearer and more utilised?*

You said...

- *The offer needs to be promoted better*
- *A leaflet explaining the mentor role should be created and included in the complaints pack*
- *Customers need reassurance that mentors are impartial and separate from Coastline*
- *Mentors need Coastline email addresses for GDPR and communication*

We're listening and acting...

- IT and CITs teams have now set up Coastline email addresses for all mentors
- Customers and Coastline Teams created an informative leaflet of the role of a mentor and how to access one. This is being included in the complaint packs given to customers at the start of their complaints process.
- A Complaints Mentor video has been produced, which explains the role of a mentor, from the mentor's own perspective and advocating customers to utilise this support.

Stock Condition Surveys

We asked... *What would help improve understanding, access and communication around Stock Condition Surveys?*

You said...

- *Better promotional materials are needed to explain what the survey involves and why it's important*
- *A promotional video about the Stock Condition Surveyor role*
- *"Meet the team" posts to build trust*
- *Real customer quotes explaining benefits*

- *More involvement from Tenancy and Facilities Management teams because of their established rapport with customers*

We're listening and acting...

- A new FAQ post is being created by the Stock Condition Surveyor with real customer quotes.
- "Meet the Team" posts are already being shared to build visibility and trust.
- A multi-team approach is being implemented (Stock, Facility Management and Tenancy) to support access and reassure customers.
- A live demonstration survey has been scheduled for customers, including the opportunity to give feedback.

Help us decide

Customer Voice

Listening, responding, improving

Customer Voice ensures that customer views are sought, heard, and acted upon. XXX, Chair of the Customer Experience Committee (CEC), gave an update from the February CEC Meeting.

CEC noted:

- *That Shared Ownership (SO) engagement increase, previously unrepresented, was very positive with 1,256 engaged across 235 events in 2025 and under 35's (U35's) engagement grown over 16%.*
- *Veor House feedback on reopening of communal room positive.*
- *The recommendations from CV regarding Housing Perks – there is a further update on agenda.*
- *The Complaints scrutiny related to communication will be presented to Board and demonstrated a good joined up approach by all involved.*
- *Activities and inclusion updates from the homeless service were well received and demonstrates the benefits.*
- *That after successful targeting for U35 engagement Coastline has reached representation targets in these demographics and will be moving onto Shared Ownership (SO) and 35–45-year-olds.*

Voids Inspectors

Collaborating for Excellence

This quarter, Customer Void Inspectors reported difficulty attending many scheduled visits due to clashes with existing diary commitments, as well as a number of visits that had to be cancelled because properties were not yet ready to view or due to short-term staff shortages. To support continued involvement and maintain consistency, several practical improvements have been proposed through recent catch-up discussions.

Key actions include introducing a quarterly review of a void property during the Voids Inspector meeting, using photos where inspectors have been unable to attend in person. This will ensure that all inspectors are still able to contribute feedback each quarter. It has also been suggested that the team places a stronger focus on Final Void visits, allowing customer feedback to directly reflect the property's condition against the re-let standard. Additionally, the record of voids offered, cancelled and attended will be reintroduced to provide clearer oversight of the volume of inspections and attendance rates.

These actions aim to support a more reliable process, enhance inspector involvement, and ensure customer feedback continues to directly shape the quality of Coastline's re-let standards.

The next Quarterly Void Inspector meeting is scheduled for Tuesday 19 May where these improvements will be reviewed with the group.

Co-Production

Building Trust Through Shared Experiences

Homeless Service

Following a recent co-production focus group for the Homeless Service, two residents have chosen to become Customer Voice Members, and three others will be attending the upcoming Community Collaboration Sessions. This is a significant and positive step, as it demonstrates increasing confidence among residents to contribute their lived experience to influence Coastline's wider services.

Their involvement will help ensure that the voices of people with recent experiences of homelessness are represented in decision-making spaces, strengthening the inclusivity and diversity of our customer engagement work. It also supports residents to build skills, confidence, and a sense of ownership in shaping services that directly affect them.

Miners Court

During this quarter's Miners Court resident meeting, customers shared ideas to enhance social opportunities and community wellbeing within the scheme. Residents expressed an interest in having a regular Friday evening activity, and a weekly quiz night was agreed as the preferred option. One resident has volunteered to help lead the sessions and will be supported by the Volunteer Team to establish and run the events on an ongoing basis.

Residents also highlighted a desire to spend more time in the garden, particularly through planting flowers and improving the outdoor space. The Community Investment Team introduced the group to the Community Impact Funding programme, and residents are now exploring potential ideas to put forward for an application. This will support social connection, outdoor activity, and shared ownership of improvements to their environment.

Complaints Mentors

Navigating Complaints Together

This quarter, the Complaints Mentor offer was taken up by **2** customers. Although uptake remains low overall, the offer continues to provide valuable support to those who choose to use it.

The offer is currently being reviewed as part of the wider Complaints Scrutiny work. This review includes exploring how we can improve the visibility and understanding of the Complaints Mentor support available to customers.

As part of this, the Community Investment Team and Customer Feedback Team are leading work to improve promotion of the offer. This includes refreshing the existing flyer/handout to ensure it is clear, engaging, and shared at the right points in the customer journey.

We are also pleased to note that Dawn Blake is actively supporting as a Complaints Mentor and has received excellent feedback from customers on the quality of support provided.

We will continue to monitor uptake and implement improvements to ensure the offer is accessible, well-promoted, and meaningful for customers who need support when making a complaint.

Scrutiny Reviews

Empowering Customers, Enhancing Services

Providing customers with accessible information about landlord services, and how customers' views are implemented to make improvements.

An update on current, customer led scrutiny reviews:

Review	Brief scope	Status	Update	Business lead(s)
Communication Relating to Complaints	A review of communications relating to complaints, logging the dissatisfaction to formal compliant handling communications.	Commenced July 2025, concluded November 2025	Report complete with business lead responses. Tracking actions until July 2026.	XXX (Group Company Secretary)
Housing Perks App Mystery Shop	A review of the app's accessibility for customers, alongside a cost benefit analysis to evaluate. An options appraisal to look at potential alternatives.	Commenced November 25, concluded January 26.	Scrutiny complete, Appendix A.	XXX (Assistant Director of Housing Services)
Communication Relating to Planned programmes Review	Relating to communication during planned programmes, this review will scrutinise current communications throughout the process.	Commenced January 26, concluded April 26	Scrutiny complete, Appendix B.	XXX (Head of Property Investment and Compliance)

Further Scrutiny Reviews planned for 2026-2027:

Review	Scope	Due to CEC	Business lead
Scrutiny Reviews			
New voucher platform	Following the recent review of the Housing Perks scheme, this scrutiny review will explore alternative voucher and rewards platforms to ensure Coastline selects a solution that is cost-effective, easy to use, and delivers meaningful value to customers. The review will assess the strengths, limitations, and affordability of available platforms, alongside how well they meet organisational priorities and customer needs.	6 July 2026	XXX (Assistant Director of Housing Services)

	<p>The review will explore:</p> <ul style="list-style-type: none"> • A comparison of alternative voucher platforms, including features, functionality, and costs • Accessibility and ease of use for customers with varying digital confidence • How well each platform supports Coastline’s aims around customer wellbeing, financial resilience, and inclusion • Implementation considerations, including data management, staff processes, and customer support • Risks, benefits, and potential long-term value for money <p>Findings and recommendations will help Coastline identify the most suitable provider to move forward with.</p>		
Vulnerability/Equality, Diversion & inclusion (EDI)	<p>This review will examine Coastline’s recent work to improve the collection, accuracy, and use of EDI and vulnerability information across customer records. It will consider how effectively this information is being gathered, how well it is communicated to customers, and how confidently staff are using the data to tailor services and identify additional support needs.</p> <p>The review will explore:</p> <ul style="list-style-type: none"> • The quality and consistency of current data-collection processes • How customers are informed about why this information is requested and how it will be used • Any barriers affecting customer completion or staff confidence in updating records • How the organisation is using EDI and vulnerability information to improve services and customer outcomes <p>Findings and recommendations will support us strengthening our approach, ensuring the data collected is meaningful, trusted, and used to enhance inclusive service delivery.</p>	2 November 2026	XXX (Head of Customer Voice and Experience)
Awaabs Law Damp & mould	<p>This review will assess Coastline’s response processes to Damp & Mould (D&M) reports in relation to the requirements and expectations</p>	1 February 2027	XXX (Head of Repairs and

	<p>introduced through Awaab’s Law. It will focus on understanding call volumes, response times, data-mapping quality, and the frequency and causes of repeat visits.</p> <p>The review will explore:</p> <ul style="list-style-type: none"> • Trends in D&M call volumes and how effectively these are being triaged • Compliance with required response and follow-up timeframes • The accuracy and completeness of D&M data mapping across systems • Reasons for repeat visits and any service gaps contributing to unresolved or recurring cases • How well customers are kept informed throughout the process <p>Findings and recommendations will support improvements in service delivery, ensuring customers receive timely, effective, and transparent support in line with Awaab’s Law expectations.</p>		Maintenance Services)
Transition from Okay Each Day (OKED) to new Facilities Manager Service	<p>Following customer feedback expressing a desire to choose their service and the level of support they receive, this scrutiny review will examine the new service in place of OKED. The aim is to understand whether the options provide greater flexibility, improved customer choice, and better alignment with individual needs.</p> <p>The review will explore:</p> <ul style="list-style-type: none"> • Customer expectations around choice, flexibility, and levels of service • Alternative models and providers that deliver OKED functions • Costs, risks, and benefits associated with different service configurations • How potential options could improve customer experience and outcomes <p>The findings will support Coastline in assessing new platforms and if customers have more autonomy to ensure the available services remains effective, responsive, and sustainable.</p>	April 2027	XXX (Assistant Director of Housing Services)

Mystery Shops of previous reviews			
Anti Social Behaviour (ASB) Action Plans and Risk Assessments	<p>The purpose of the mystery shops is to assess the impact and effectiveness of recommendations made through previous Customer Scrutiny Reviews.</p> <p>The mystery shops will focus on whether agreed actions have been implemented as intended, and, most importantly, whether these changes have led to a measurable improvement in customer experience.</p> <p>By testing real customer interactions anonymously, the review will help identify what has improved, where consistency has strengthened, and where further action may be needed to ensure that scrutiny-led recommendations continue to deliver meaningful benefits for customers.</p>	6 July 2026	XXX (Head of Housing Services)
Household Crisis Fund		2 November 2026	XXX (Income Manager)
Communication Relating to Complaints		1 February 2027	XXX (Company Secretary)
Communication Relating to Planned Programmes		April 2027	XXX (Head of Property Investment and Compliance)

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