Coastline Conversation
Customer Experience Committee Report
Quarter 2: July - September 2026

Executive Summary

This report provides assurance that customer feedback is influencing decisions, improving services and strengthening accountability across Coastline. Customer insight has informed policy development, service improvements, scrutiny activity and community investment decisions, helping ensure services remain responsive to customer needs and aligned with the Consumer Standards. Engagement and influence activity increased during the quarter, particularly amongst Shared Owners, customers who identify as disabled and customers aged 25-64. Customer feedback directly influenced policy development, service improvements, accessibility initiatives and community investment decisions, providing assurance that customer voice remains embedded within Coastline's governance and decision-making arrangements.

Quarter 2 Highlights

- 101 customer engagement activities delivered.
- 836 customers and 77 community members engaged.
- Increased engagement with younger customers and Shared Owners.
- Customer feedback influenced five policies and service reviews.
- New Chair of Customer Voice appointed.
- Assistance Dog Visitor Code of Conduct developed following customer feedback.
- 104 volunteers contributed their time, generating £340,858 social value.
- 623 customers received a home visit through the No Visit Data programme.
- 41 customers supported into employment and 52 into training.

Customer influence continues to be embedded within Coastline's governance arrangements through Customer Voice, scrutiny reviews, mystery shopping, policy consultations and co-production activities. Customers are helping to shape decisions, scrutinise performance and monitor delivery of improvement actions.

Recommendations for the Customer Experience Committee

- The Customer Experience Committee is asked to note the Coastline Conversation report.

Appendices

- Appendix A – EDI & Vulnerability Scrutiny Review

Author / further information

Written by: XXX, Community Investment Manager
Telephone: 01209 XXXXXX

Understanding Our Reach

Power BI

What the Data Tells Us

- Highest engagement was amongst customers aged 35-44 (21.01%)
- Highest engagement was in TR14, TR15 and TR13
- Increased engagement with Shared Owners, Social Rent, Affordable Rent and Homeless Service customers
- Increased engagement across all age ranges from 25-64
- Increased engagement from customers who identify as disabled

We're Listening and Acting

While engagement with younger customers and Shared Owners has increased, these groups remain underrepresented compared with the wider customer profile.

To address this, we will:

- Expand digital engagement
- Tailor offers for underrepresented groups
- Increase opportunities for younger customers
- Use Welcome Events to engage new customers earlier

Impact

A broader range of customer voices is informing decision-making across Coastline.

Have your say

Coastline Conversation WhatsApp Channel

Providing another way for customers to stay informed and influence services.

Numbers

- General Channel: +63 followers
- Shared Owner followers: +8 followers

What Customers Told Us

Customers told us they wanted an alternative to Facebook and email, with quicker and more accessible ways to receive information and provide feedback.

We're Listening and Acting

We launched dedicated WhatsApp channels and used customer polls to understand what information people wanted to receive.

The first poll identified a demand for information about severe weather and emergency preparedness, which was subsequently shared through WhatsApp and other communication channels.

Impact

Customers can now access information through a channel that suits them and influence future communications. Coastline is able to gather feedback more quickly and engage with a wider audience.

Housing Perks and E-Voucher Transition

Improving how customers access rewards and incentives.

This quarter

- £135 distributed in vouchers and incentives

Housing Perks performance Q2

- Customer sign-ups: 954 (+19)
- Orders: 3,006 (+367)
- Total spent: £197,793 (+£23,558)
- Total savings: £12,106 (+£1,964)

What Customers Told Us

Feedback from customers and recommendations from the Voucher Platform Scrutiny Review highlighted that the current Housing Perks platform can be difficult to access and does not provide the best value for money. Customers expressed a preference for a simpler, more flexible approach that offers rewards linked to engagement and targeted support when needed.

We're Listening and Acting

Following customer feedback and recommendations from the Voucher Platform Scrutiny Review, a decision has been made not to renew the Housing Perks contract when it expires in March 2027. An implementation plan has been developed to support customers through a smooth transition to Coastline's existing E-Voucher platform. The transition will be carefully managed through a programme of customer communications, ensuring customers understand the changes and can continue to redeem existing vouchers.

Impact

Customers will benefit from a more accessible and user-friendly voucher platform, with support delivered through Coastline's established E-Voucher system. The transition will simplify how customers access financial support and incentives while improving value for money and reducing reliance on a standalone rewards platform.

The closure of Housing Perks creates an opportunity to review how customer rewards and engagement incentives are delivered in the future. Separate proposals for recognising customer involvement and participation are currently being explored and will be considered through Coastline's governance processes before any decisions are made.

This approach ensures customers continue to receive targeted support while enabling Coastline to develop a more sustainable and customer-focused offer that better reflects customer feedback and scrutiny recommendations.

Engagement Days

Bringing services and support directly into communities.

Events delivered: 10
Customers engaged: 331

What Customers Told Us

Customers raised concerns about damp and mould, repairs, anti-social behaviour and opportunities to become more involved in Coastline activities.

We're Listening and Acting

In response:

- Damp and mould appointments were arranged.
- 16 repairs were reported and scheduled.
- Customers were referred to involvement opportunities.
- Priority tenancy visits were arranged for customers affected by anti-social behaviour.

Impact

Concerns were addressed quickly and directly, helping prevent issues from escalating while demonstrating that customer feedback results in action.

"I am very thankful for the quick response to the concerns I raised; the tenancy visit reassured me that Coastline really does care."- Coastline Customer

No Visit Data Programme

Reconnecting with customers through regular home visits.

Visits completed: 623 of 623

What Customers Told Us

Customers welcomed the opportunity for face-to-face contact and valued having a named Coastline colleague they could speak to about their home, tenancy and wellbeing.

We're Listening and Acting

The visits enabled us to update customer information, identify property and tenancy issues, provide support and signposting, and increase awareness of available services and involvement opportunities.

Impact

Customers felt heard, informed and supported, while Coastline gained valuable insight into current customer needs and experiences.

"Coastline means a lot to me. I've been in the situation where I didn't have a home, and it terrifies me that I could end up there again. Whenever I have an issue with my house, Coastline are always really fast to solve the problem." - Customer, St Aubyn Estate.

Coastline Check-Ins

Supporting Independence, Safety and Wellbeing Through Regular Home Visits

Check Ins Carried Out: Circa 1700

What Customers Told Us

Customers appreciate the personal contact, reassurance and opportunity to discuss any concerns about their home or wellbeing.

We're Listening and Acting

Every visit is an opportunity to identify concerns that might otherwise go unnoticed. From reporting repairs and improving home safety to raising wellbeing concerns and connecting customers with additional support, teams are taking action where it matters most. FMAs don't just check in; they identify issues early, escalate concerns and help customers access the support they need.

Impact

The Check-In service is helping customers remain safe, independent and connected in their homes. Early intervention has resolved repair issues, improved living conditions and supported customers to access more suitable accommodation when needed, making a real difference to everyday lives. Over 1,700 check-ins have helped improve home safety, resolve repairs more quickly and ensure vulnerable customers receive the right support at the right time.

One customer had been relying on a neighbour to open her window every day because she didn't want to "bother" Coastline. During a Check-In visit, the FMA spotted the issue, raised the repair, and now the customer can open and close her window safely and independently.

Another FMA met a customer who was bedbound and living entirely in one room on the first floor. Concerned about their wellbeing — and how they would escape in a fire — the FMA flagged this to the Housing team. Thanks to that intervention, the customer has now moved into a more suitable and safer home.

"The most lovely man from Coastline and a breath of fresh air. How kind, helpful and supportive XXX has been at a difficult time." - Customer, Carew Road, Redruth.

Hens Horn Court Coffee Morning

Reducing loneliness and increasing opportunities for connection.

Residents engaged: 11

What Customers Told Us

Residents told us that loneliness and isolation remain significant challenges. Some customers found it difficult to attend activities due to mobility issues and wanted more opportunities to connect with others.

We're Listening and Acting

In response, we are:

- Promoting the Telephone Befriending Service.
- Creating new volunteering opportunities.
- Exploring Resident Champion and Welcome Buddy roles.
- Investigating intergenerational projects.
- Developing alternative engagement methods for less mobile residents.

Residents also told us how they wanted surplus Residents' Association funds to be used. The majority chose investment in new garden furniture.

Impact

Residents will have more opportunities to connect with others, access support and influence how community resources are invested.

Neighbourhood Action Days

Working with customers and partners to improve local communities.

Events delivered: 3

What Customers Told Us

Customers wanted help accessing lower water tariffs, practical support from partner organisations and assistance disposing of unwanted household items.

We're Listening and Acting

Working alongside South West Water and Healthy Cornwall:

- Customers were referred for tariff checks.
- WaterSure eligibility assessments were completed.
- Nine van loads of unwanted items were removed.

Impact

Customers accessed financial support, practical advice and cleaner neighbourhood environments.

Welcome Events

Helping customers settle successfully into their new homes

What Customers Told Us

Customers raised concerns about anti-social behaviour, wanted help understanding renewable heating systems and expressed pride in their neighbourhoods.

We're Listening and Acting

We investigated ASB concerns, secured a Closure Order on a problem property, provided additional support on air source heat pumps and recognised customers making positive contributions to their communities.

Impact

Customers reported feeling safer, more informed and better supported in their homes.

Community Collaboration Sessions

Providing customers with opportunities to influence decisions.

Consultations completed: 5

- STAIRs Publication
- Income Policy
- Leasehold and Service Charge Policy
- Coastline Trust Charter and Pledges

- Vulnerable Customer Policy

What Customers Told Us

Customers reviewing policies consistently asked for:

- Plain English language.
- Fewer acronyms.
- Greater transparency.
- Clearer information.
- Stronger evidence of customer influence.

We're Listening and Acting

We used this feedback to:

- Simplify documents.
- Improve accessibility.
- Strengthen "You Said, We Did" communication.
- Improve signposting and supporting information.
- Introduce more customer-friendly summaries.

Impact

Customers directly influenced five policies and service reviews before approval, helping ensure information is easier to understand, accessible and customer focused.







Make a difference

Volunteer & Partner Scheme

Building Skills, Confidence and Community.

Year-to-date

- 104 active volunteers
- 37 new volunteers recruited
- £340,858 social value generated

What Customers Told Us

Customers told us they value flexible volunteering opportunities that fit around work, caring responsibilities and personal circumstances.

We're Listening and Acting

We have expanded short-term volunteering opportunities, increased partnership placements and introduced new roles within Property, Investment and Compliance, including a new Homeless Service Void Inspector programme.

Impact

Customers have more opportunities to gain skills, confidence and experience, while Coastline benefits from increased volunteer capacity and customer influence across services

Assistance Dog Visitor Code of Conduct

Using customer feedback to improve accessibility and inclusion.

What Customers Told Us

A volunteer attending activities with an assistance dog highlighted opportunities to improve consistency and accessibility across Coastline sites.

We're Listening and Acting

Working collaboratively with the customer and colleagues across the organisation, we developed a new Assistance Dog Visitor Code of Conduct.

Impact

Customer feedback directly influenced the development of a new organisational document that improves accessibility, inclusion and clarity for customers, volunteers and colleagues.

"Thank you for working so hard on this and for putting it in place so that other people with assistance or guide dogs can visit too."

Telephone Befriender Learning Brunch

Supporting volunteers to build confidence and improve customer wellbeing.

Six-month impact

- 4 volunteers
- 10 customers supported through companionship calls and wellbeing checks

What Customers Told Us

Volunteers told us they value opportunities to learn from each other, share experiences and develop the skills needed to support customers experiencing loneliness and isolation.

We're Listening and Acting

We hosted a learning event focused on digital body language, emotional intelligence and self-care, providing volunteers with opportunities to share learning and best practice.

Impact

Volunteers reported increased confidence in their role, helping them provide effective support to customers experiencing social isolation and loneliness.

New Volunteer Opportunities

Creating flexible pathways for customers to gain skills and experience.

What Customers Told Us

Customers told us they want flexible volunteering opportunities that help build confidence, develop skills and create routes into employment.

We're Listening and Acting

We introduced:

- Six Homeless Service Void Inspector placements
- A new volunteer role within Property, Investment and Compliance
- Additional opportunities for young people and customers with complex needs through partner organisations

Impact

Customers have more opportunities to gain experience, contribute to service improvement and develop skills that support future employment and personal development.

Your Next Step

Supporting training, skills and employment opportunities.

Year to Date

- 41 customers and volunteers supported into employment
- 52 customers and volunteers supported into training

What Customers Told Us

Customers told us they value practical training that improves confidence, develops skills and increases employment opportunities.

We're Listening and Acting

We continued to deliver training aligned to customer needs, including:

- Customer Service Training
- Complaints Mentor Training
- Emergency First Aid at Work
- Telephone Befriending Training

Impact

Customers have improved access to learning opportunities, helping them build confidence, gain qualifications and move closer to employment.

"As a first-time attendee, I wasn't entirely sure what to expect, but I walked away incredibly impressed."

Community Impact Funding

Supporting projects that make a difference in Coastline communities.

This quarter

- 2 applications received
- £1,000 requested
- £1,000 approved

What Customers Told Us

Customers told us they wanted a simpler funding process and greater customer involvement in funding decisions.

We're Listening and Acting

We simplified the application process, introduced a new applicant flowchart and appointed four dedicated customer panel members, including representation from the Homeless Service.

Funding outcomes this quarter included:

- Installation of a community bench at Wheal Arundel
- Outdoor equipment for Illogan Primary School

Impact

Customers now play a greater role in deciding how funding is distributed, helping ensure community investment reflects local priorities and delivers direct benefit.






VOLUNTEERS' WEEK
How did we do?
#VolunteersWeek
Coastline housing


Befriender Brunch -

Help us decide

Customer Voice

Empowering customers to influence decisions, challenge services and monitor improvement.

Customer Voice continues to provide an important link between customers, the Customer Experience Committee and Coastline's decision-making processes. The group reviews customer engagement activities, scrutiny outcomes, policy changes and service improvements, helping to ensure customer views continue to influence services and priorities. Membership remained stable during the quarter, with recruitment activity underway to further broaden representation.

Customer Voice Told Us

- Demonstrate how feedback leads to action
- Increase awareness of the Complaints Mentor Scheme
- Provide updates on scrutiny recommendations
- Deliver value for money through the E-Voucher replacement
- Make information easier to understand
- Improve communication during ASB cases

We're Listening and Acting

- Promoted the Complaints Mentor Scheme, resulting in two new expressions of interest
- Progressed the transition to an E-Voucher platform
- Simplified Community Impact Funding guidance
- Appointed four customer funding panel members
- Recruited a new Chair of Customer Voice
- Used ASB mystery shopping feedback to inform service improvements
- Began recruitment for a new customer CEC member

Impact

Customers continue to influence strategic decision-making, scrutinise services and monitor improvement activity, providing assurance that customer voice remains embedded throughout Coastline.

Voids Inspectors

Giving customers a direct role in monitoring property standards.

This quarter

- 66 void properties available for inspection
- 10 inspected in person by customer inspectors

What Voids Inspectors Told Us

Inspectors told us:

- More volunteers are needed
- Greater diversity would strengthen the group
- Pre-void inspections add value

- Focus should remain on items left behind, sheds and soft furnishings

We're Listening and Acting

We have:
- Continued pre-void inspections
- Planned recruitment activity to increase participation and diversity
- Introduced digital photographic reviews
- Shared post-let repair feedback with the Repairs Team

Impact

Customer scrutiny continues to strengthen assurance around property standards and improve understanding of the customer experience during the lettings process.

Customer Voice Shaping Services

Empowering customers to influence service delivery.

Homeless Service

This quarter
- 38 activities delivered
- 162 separate attendances
- 14 activities supported by volunteers

What Customers Told Us

Residents told us:
- Activities were not always accessible
- They wanted greater influence over services and activities
- Training should focus on practical life skills and employment
- Communication could be improved
- Achievements should be recognised

We're Listening and Acting

In response we:
- Reviewed activity timings
- Introduced new engagement methods
- Redesigned the Activity Participation Agreement
- Developed training opportunities with Cornwall Marine Network
- Began co-producing a resident newsletter
- Introduced weekly activity updates
- Launched a wellbeing walk loyalty scheme

Impact

Customers are playing a greater role in shaping services, communications and opportunities. Increased participation has already been achieved, with five residents engaging in activities for the first time and six residents becoming Homeless Service Void Inspectors.

Miners Court

What Customers Told Us

Residents told us they wanted:

- An emergency vehicle parking space
- Improvements to laundry facilities
- More gardening opportunities
- Clarity around waste collection arrangements

We're Listening and Acting

We have:

- Approved emergency vehicle parking
- Begun exploring laundry equipment solutions
- Started investigating a memory garden project
- Sought guidance regarding waste collection arrangements
- Provided information on solar panel savings

Impact

Residents have directly influenced improvements affecting their homes and communal facilities, helping ensure future developments reflect customer priorities.

Online Quarterly Feedback Group

Expanding opportunities for digital engagement.

What Customers Told Us

Customers told us they wanted flexible ways to engage with Coastline without attending meetings in person.

We're Listening and Acting

Following customer feedback, we have established an Online Quarterly Feedback Group, which launched in October 2026. This provides another route for customers to influence services, policies and engagement activity.

Impact

Customers will have greater flexibility in how they engage with Coastline, helping us hear from a broader range of voices.

Complaints Mentors

Providing peer support through the complaints process.

This quarter

- 2 customers supported
- 2 new expressions of interest received

What Customers Told Us

Customers told us they value support from people with lived experience of the complaints process and appreciate having independent guidance available.

We're Listening and Acting

We continue to:

- Promote the Complaints Mentor Scheme
- Signpost customers to the service
- Gather feedback about the scheme
- Review the service through future mystery shopping activity

Impact

Customers have access to additional support when raising concerns, while Coastline gains valuable insight into the complaints experience and opportunities for improvement.

Scrutiny Reviews

Providing independent customer challenge and accountability.

Customers continue to influence service improvement through scrutiny, strengthening accountability and providing assurance that recommendations result in meaningful change.

An update on current, customer led scrutiny reviews:

Review	Brief scope	Status	Update	Business lead(s)
EDI & Vulnerability Data Scrutiny Review **Appendix A.**	This review assessed how Coastline collects, uses and maintains EDI and vulnerability information to support customers and tailor services.	July 2026-September 2026	Report complete with business lead responses. Tracking actions until May 2027.	XXX Head of Customer Voice and Experience
Communication Relating to Planned Programmes Review	This review assessed the effectiveness of customer communication throughout planned programmes and identified opportunities for improvement.	January 2026-April 2026	Report complete, with business lead responses. Tracking actions until December 2026	XXX Head of Property Investment & Compliance

Further Scrutiny Reviews planned for 2026-2027:

Review	Scope	Due to CEC	Business lead
Scrutiny Reviews			
Awaabs Law Damp & Mould	This review will assess how effectively Coastline responds to reports of damp and mould, including response times, repeat visits, data quality and customer communication, ensuring compliance with Awaab's Law.	1 February 2027	XXX Head of Repairs and Maintenance Services
Transition from OK Each Day (OKED) to new Facilities Manager Service	This review will examine whether replacement services provide customers with greater choice, flexibility and value, while continuing to meet support needs effectively.	April 2027	XXX Assistant Director of Housing Services

			& XXX Asset & Facilities Manager
Mystery Shops of previous reviews			
Communication Relating to Complaints	This review will test whether improvements arising from the Complaints Communication Review have been implemented consistently and improved the customer experience.	February 2027	XXX Company Secretary
Communication Relating to Planned Programmes	This review will assess whether improvements made following the Planned Programmes Review have resulted in clearer, more effective communication with customers.	April 2027	XXX Head of Property Investment & Compliance

Mystery Shop of Previous Review- Q2 Crisis Support Fund

Customer volunteers from the Scrutiny Panel undertook a mystery shop review of the Crisis Support Fund to assess whether recommendations from the previous scrutiny review had been implemented and whether they had improved the customer experience. The review examined the accessibility of information, ease of application, quality and consistency of communication, and the level of support provided throughout the customer journey.

The review provided assurance that positive progress has been made since the original scrutiny exercise. Panel members found that information about the Crisis Support Fund is generally easy to locate and understand, the application process is accessible, and staff provide a supportive, professional and empathetic service to customers seeking assistance. Improvements to the visibility of the fund and the overall customer experience were recognised as examples of good practice.

Whilst acknowledging the progress made, the mystery shop identified several opportunities for further improvement. These include ensuring consistent use of the fund's name across policies, procedures and customer communications; making key eligibility and application guidance more prominent on the website; increasing promotion and awareness of the fund; improving visibility of support information within the My Coastline App; and updating policy documents to reflect current service terminology. The review also highlighted the importance of providing customers and Customer Voice members with clearer updates on progress against scrutiny recommendations and service improvements.

The findings demonstrate the value of follow-up scrutiny activity in testing whether service improvements have been successfully embedded. Management will review and respond to the recommendations, with actions incorporated into ongoing service improvement plans. The Community Engagement Committee can therefore take assurance that scrutiny recommendations continue to be monitored and acted upon. A further update on progress against the recommendations will be reported to a future meeting of the Committee to provide continued oversight and accountability.



Looking Ahead

During Quarter 3 we will focus on broadening participation amongst underrepresented groups, strengthening digital engagement opportunities, progressing customer-led scrutiny recommendations and reviewing the Trust Charter and Pledges. We will also continue to improve the accessibility of customer information and demonstrate how customer feedback influences decision-making, service delivery and accountability across Coastline.