

# Coastline Conversation Report



*Involvement & Engagement across the Coastline Conversation*

**February 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 **43** engagement events, we reached **383** customers, **277** community members, and **52** under-18s, ensuring diverse representation. **27%** of participants were under 35, and engagement with shared owners rose by **7%** in 2025, addressing previously underrepresented groups.

## Key Impacts

- **1256** customers engaged across **235** events in 2025; Under-35 participation has grown to **16.21%**, closing the gap to just **1.44 percentage points** from the **17.65%** representation of Under-35s in our customer base.
- Engagement Days reached **87** households in underrepresented areas.
- Housing Perks: **871** sign-ups, **£112,730** in customer savings.
- Volunteer Scheme: **£624,061** generated in social value; **89** active volunteers; **10** gained employment, **1** started a business.
- Community Collaboration informed key policies such as EV charging and sustainability packs.
- Veor House refurbishment and Neighbourhood Action Days improved communal spaces and safety.
- Community Larders & Food Banks supported **24** customers and **191** community members; **14** referrals for extra help.
- Intergenerational projects like Rhyme Time reduced isolation and promoted cohesion.

## 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 Customer Voice meeting.

## Appendices

- Appendix A - A&I Newsletter
- Appendix B - Communication Relating to Complaints Scrutiny Review Report
- Appendix C - Communication Relating to Planned Programmes Scrutiny Scope

# Have your say

## Community Connections

*Support and signposting for Coastline customers and communities*

Involvement & Engagement Co-Ordinators have provided direct support and signposting at Community Larders and Food Banks across Coastline Communities, reaching:

- **24** customers
- **191** community members
- **22** individuals under 18's

Of those supported, **24%** of customers were under 35 reflecting engagements with younger age groups. Additionally, **14** referrals were made for further advice and support, supporting individuals to access wider services and resources.

*“This Larder is an amazing place to have in the community. I love the way it brings people together, especially for those that may not see many people on a day-to-day basis”*

- Community member at Bethel Community Larder

To ensure we engage with a broader and more representative range of customers, the Community Investment team will be adjusting its approach. We have found that attending community larders and food banks often results in repeated interactions with the same individuals, limiting our reach. Moving forward, we will focus our efforts on proactive door-knocking within our communities. This will allow us to connect with a wider cross-section of residents and better understand their needs.

## Veor Communal Space Opening Celebration

*Celebrating Customer-Led Improvements*

The opening celebration marked the successful refurbishment of Veor House's communal space, creating a more inclusive and welcoming environment. Customers reported feeling heard and appreciated, with feedback confirming the positive impact on their wellbeing and sense of community. The event also fostered stronger connections between residents and the wider community, reinforcing Coastline's commitment to customer-led improvements.

*“On behalf of everyone here, I want to say a big thank you from us all. From our meetings together you have listened, and we want to thank each and every one of you, the refurbishment has made such a positive difference”*

- Coastline customer from Veor House



## Catch up with Coastline

### *Listening, Acting, Improving- Together*

During the winter Catch up with Coastline event, Coastline teams engaged with **37** customers across **7** events. The events provided customers with direct access to colleagues, enabling real-time resolution of issues and improving confidence in our services. Feedback collected is actively informing the planning of future events and service improvements, ensuring customer voices drive change. Customers expressed appreciation for being listened to and involved in shaping Coastline's approach.

## Rhyme Time at Miners Court Day Centre

### *Promoting Community Cohesion Across Generations*

The Rhyme Time Group from Redruth Library visited Miners Court in December. **10** Rhyme Time members and **15** of their children, joined **17** customers at the Day Centre. The session created opportunities for social interaction and emotional wellbeing, reducing isolation among residents. Feedback was overwhelmingly positive, with residents highlighting the joy of connecting with children and the wider community. This initiative supports our commitment to promoting community cohesion and will inform future intergenerational projects.

*"It is wonderful to be a part of seeing all the children's smiling faces"*  
- Miners Court Resident.

## Engagement Days

### *Bringing Coastline to Your Doorstep*

To strengthen relationships with customers we don't often see, the Community Investment Team has commenced Engagement Days in areas of underrepresentation. These door-to-door visits provide valuable face-to-face contact, allowing us to:

- Work with Southwest Water, the Neighborhood Police Team and Community Energy Plus to offer support where it is most needed
- Make **8** referrals for further support
- Increase engagement with customers under 35 and Shared Owners.

This quarter, the team has visited **87** households across **4** locations, with feedback highlighting the positive impact of safe and secure housing.

*We moved in when the properties were first built, it has a really nice community spirit, and the area is safe for children to play out together"*  
- Coastline customer in Falmouth

## Leasehold and Service Charge Events

### *Building Transparency and Trust Through Engagement*

In response to customer feedback, Coastline teams hosted **4** dedicated engagement events during the second half of October for leasehold and shared ownership customers. These sessions focused on service charge queries and provided an opportunity for open dialogue, visibility, and accountability. Events were held at venues within communities, ensuring accessibility for customers across The Spinnakers, Melin Goth, Stannum Terrace and Lammorak.

These events form part of Coastline's commitment to transparency and customer engagement. A follow-up survey has been sent by post and email to measure the value of these sessions and inform future improvements. Additional engagement events are planned for mid-March following the February service charge letters, with the intention of making these annual fixtures.

*"Since Coastline have been engaging with us and setting up these types of meetings, I feel there has been a real positive shift in working towards getting back to what it used to be when we first moved in"*  
- Coastline customer from The Spinnakers

## 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. **£170** in vouchers has been allocated in prize draws and incentives through the Housing Perks app with quarter.

Housing Perks usage		
	Total	Increase this quarter
Customer sign-ups	871	+78 (+9.8%)
Total Spent	£112,730	+ £20,593 (+22.3%)
Total Saved	£5854	+ £929 (18.8%)

## 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 was commissioned this quarter to assess the customer experience. The findings will be presented to the Customer Experience Committee (CEC) in April 2026, ensuring that customer insight informs future improvements.

# Make a difference



## Volunteer Scheme

*Building skills, creating opportunities*

### Bespoke Volunteer Training

Responding to volunteer feedback, we arranged an on-site Mental Health Awareness session at Miners Court in partnership with Healthy Cornwall. This made training accessible for a volunteer who couldn't attend online and extended the opportunity to all volunteers and staff. In total, **13** customers and **5** colleagues attended.

### Volunteer Annual Review – Survey outcomes/ actions

As part of Coastline's annual volunteer scheme review, **315** customers completed surveys about our volunteer offer. A question asked, "If Coastline were to offer a telephone befriending service run by volunteers, would you be interested in accessing this service?". Although only **15%** of respondents expressed personal interest in accessing a telephone befriending service, a significant **77%** believe that other Coastline customers would benefit from such a service.

Actions taken forward:

- A holding email has been sent to customers who expressed an interest in this service for themselves, signposting them to Age UK's befriending service for now.
- Prioritisation of the **15%** of individuals who expressed interest in receiving befriending calls, connecting them with the current befriending volunteer.
- An aim of 2026 is to update and relaunch Coastline's telephone befriending service, including recruiting additional telephone befriending volunteers, and widely promoting the service to customers.

### Volunteer Scheme Growth Update

The Volunteer Scheme Growth Plan objective to 'Increase volunteer numbers by an additional 10-15 volunteers by end of year 1 remains on track.

Annual Volunteer Figure Comparison		
	2024	2025
<b>Total no. of people who have volunteered their time</b>	<b>76</b>	<b>89</b>
<b>Total no. of volunteers who have gained employment</b>	<b>8</b>	<b>10 + 1 started own business</b>
<b>Total Annual Social Value</b>	<b>£337,533</b>	<b>£624,061</b>

## Neighbourhood Action Days

*Working with customers to remove unwanted items*

4 Neighbourhood Action Days took place this quarter, with events at our Housing for Older Persons Schemes and General Needs communities. 6 van loads were removed by Services, working cooperatively with 49 customers and 6 under 18s to contribute to the upkeep and safety of shared spaces.

## Community Impact Funding

*Applications made to benefit customers in their communities*

Customers of Wheal Arundel, put forth an application for a picnic bench to be installed in their outside communal area. This is to create a safe, accessible outdoor seating space for the residents to socialise and make better use of their communal space. This will encourage time outdoors, reduce social isolation and promote positive interaction and wellbeing. Customer Voice approved this application.

## Customer at the Heart Awards

*Celebrating Customer Contribution and Community Impact*

Coastline Housing proudly hosted its annual Customer at the Heart Awards on 15<sup>th</sup> October at the Penventon Hotel in Redruth. The event brought together around 100 attendees, including nominees, customers, volunteers, board members, and partners, to recognise and celebrate the outstanding contributions customers make to their communities. Nominations came directly from customers and communities, and winners were voted for by customers themselves, reinforcing Coastline's commitment to co-creation and customer voice.

The evening highlighted the power of community spirit and the positive impact customers have in shaping stronger, more connected neighbourhoods. Award winners were recognised for achievements ranging from reducing isolation and supporting vulnerable people to environmental improvements and partnership working. Stories shared during the ceremony demonstrated how customers are driving change through acts of kindness, volunteering, and leadership.

*"The staff at Coastline are amazing, there is a proper sense of community within the company. We are so happy to be recognised for our achievements and efforts."*

- Coastline customer from Miners Court

## 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 that have strengthened customer influence on key strategies and policies. These sessions have provided practical opportunities for customers to shape decisions, resulting in clearer policies, improved communication, and more customer-friendly documents.

Recent sessions have focused on disposals, the new Electric Vehicle Policy, and sustainability welcome packs, with customer feedback directly informing revisions and future actions. This approach continues to enhance transparency, build trust, and ensure that customer priorities remain central to Coastline's work.

### **Development- Disposals**

**We asked...** *How can we make the disposal process clearer and ensure customers understand why properties are sold?*

**You said...** *Customers want more transparency on why void properties become disposals and clearer communication when homes are sold locally.*

**We listened, together we...** *Agreed to publish the Ethical Sales Statement on the website and improve communications through social media. Coastline will continue to explain disposal decisions to affected communities upon request and ensure the process remains ethical and compliant with the Charity Act.*

### **Electric Vehicle (EV) Policy**

**We asked...** *What do customers think of the new EV policy and how can it support accessibility and safety?*

**You said...** *The policy is clear and easy to understand but wording around disability needs review. Customers want practical guidance for installing chargers and reassurance on communal parking solutions.*

**We listened, together we...** *Committed to revising the policy language, creating a customer guide, and exploring EV charging options for flats and communal car parks. Surveyors will inspect permission requests, and future developments will include EV points as standard.*

### **Sustainability - Customer welcome packs**

**We asked...** *How can we make energy and sustainability information more useful and accessible?*

**You said...** *Simplify language, remove confusing acronyms, and provide practical tips for heating efficiency. Customers also suggested prompts via social media and stickers for heat pumps.*

**We listened, together we...** *Agreed to tailor welcome packs by area, review wording for clarity, and share digital versions for existing customers. Coastline will add practical guidance on heating systems and explore funding for Endotherm additives.*



# Help us decide

## Customer Voice

*Listening, responding, improving*

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

*“CEC were pleased to hear that **743** customers engaged across **92** events. **15%** of these were **U35s** which has been underrepresented previously. While Housing Perks sign-ups have increased to **1,110**, usage remains low and Customer Voice will form a new scrutiny. The Complaints Scrutiny saw seven customers taking part which is valuable. CEC wished to thank all those involved in the recent CATH awards which were enjoyed by all.”*

## Voids Inspectors

*Collaborating for Excellence*

This quarter, two new inspectors have joined the team, strengthening our ability to cover all voids offered. Attendance at the Voids Services toolbox meeting is scheduled for 2026, supporting continued alignment and best practice sharing. We are pleased to note that the administration process has improved, creating a smoother workflow for all involved.

## Feedback and Opportunities for Improvement

- **Communication When Delays Occur:** Customers highlighted that inspectors are not always informed promptly when Voids Services run late, making it difficult to adjust schedules. To address this, we will explore introducing a real-time update process or agreed communication protocol to ensure timely notifications.
- **Pre-Void Scheduling:** A suggested improvement is for Voids Services to confirm dates and times with existing customers before offering these to inspectors. This will help avoid last-minute changes and improve customer experience. This recommendation will be reviewed for implementation in the next quarter.
- **Expanding Collaboration:** Discussions have highlighted the opportunity to incorporate Development site visits into the process. This could provide additional insight and strengthen collaboration across teams. We will assess the feasibility of piloting this approach in Q1.

These actions aim to enhance coordination, improve communication, and deliver better experience for both customers and colleagues.

## Complaints Mentors

### *Navigating Complaints Together*

This quarter, no Complaints Mentors were taken up by customers again. As a result, the offer has been reviewed as part of the communications linked to the recent complaints' scrutiny review.

Customer recommendations from the review include:

- Better promotion of the Complaints Mentor offer, so customers are more aware of the support available.
- Informing customers earlier in their reporting journey about the option to have a Complaints Mentor.

We will continue to monitor uptake and implement these recommendations to ensure the offer is visible and accessible to customers.

## Co-Production at the Homeless Service

### *Building Trust Through Shared Experiences*

Throughout November, the Activities and Inclusion (A+I) Team delivered a varied programme designed to support wellbeing and social connections for residents. Highlights included fishing trips to Hayle Estuary and Porthleven Pier, fortnightly golf sessions at Hayle Driving Range, and wellbeing walks to Kennell Vale, Tehidy Woods, Perranporth Beach, and Porthtowan. Indoor activities such as cooking groups, winter games, and Sunday sports challenges at Chi Winder provided opportunities for learning, teamwork, and fun during the colder months. A visit to the Cornwall Gold Centre offered cultural enrichment and local history learning. All activities were underpinned by the Five Ways to Wellbeing framework, encouraging residents to take notice, keep learning, give, connect, and be active resulting in improved mental health, reduced isolation, and stronger community bonds. (Appendix A- A&I Newsletter)

## 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:

<b>Review</b>	<b>Brief scope</b>	<b>Status</b>	<b>Update</b>	<b>Business lead(s)</b>
<b>Antisocial Behaviour Action Plan and Risk Assessments</b>	Review of end-to-end case processes and management. Specialist provider completed an ASB Health Check.	Review commenced January 2025, concluded May 2025	All actions are complete as of November 2025.	XXX (Housing Manager)
<b>Communication Relating to Complaints</b>	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 (Appendix B)	XXX (Group Company Secretary)
<b>Housing Perks App Mystery Shop</b>	A review of the app's accessibility for customers, alongside a cost benefit	Commenced November 2025.	Report was due to CEC February 2025. The Group	XXX (Assistant Director of

	analysis to evaluate. An options appraisal to look at potential alternatives.		requested more time to conclude their findings, now due to CEC April 26.	Housing Services)
<b>Communications Relating to Planned programmes Review</b>	Relating to communication during planned programmes, this review will scrutinise current communications throughout the process.	Commenced January 26, due to conclude April 26	Scrutiny Scope agreed (Appendix C)	XXX (Head of Property Investment and Compliance)
<b>Okay Each Day Deep Dive Review</b>	The aim of this review will be for customers to play an active role in exploring alternative provisions for vulnerable customers.	Commenced June 25, concluded November 2025	All actions are complete. Customers chose a different provider. Further details in the Housing Services report.	XXX (Assistant Director of Housing Services)

Further Scrutiny Reviews planned for 2026-2027:

<b>Review</b>	<b>Brief Scope</b>	<b>Due to CEC</b>	<b>Business lead</b>
<b>Scrutiny Reviews for 2026-2027 TBC.</b>			

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