

## Coastline's Customer Involvement Commitment

### What is Coastline's Customer Involvement Commitment?

The Social Housing Regulation Act 2023 provides the Regulator of Social Housing with new powers to regulate and enforce consumer standards, which are standards that housing associations must meet to provide quality services for their tenants.

Relating to customer involvement and engagement, the Tenant Satisfaction Measures seek customer perceptions of satisfaction about the landlord relating to:

- Listening to tenant views and acting upon them.
- Keeping the tenant informed about things that matter to them.
- Treating tenants fairly and with respect.

In addition, the Transparency, Influence and Accountability Standard states outcomes that landlords must deliver, about being open with tenants and treating them with fairness and respect so that tenants can access services, raise complaints, influence decision making and hold their landlord to account.

The standard includes specific outcomes relating to:

- fairness and respect
- diverse needs
- engagement with tenants
- information about landlord services
- performance information
- complaints.

The new regulation places a duty on housing associations to demonstrate that they are meeting the standards, and at Coastline we have been working with customers to involve them in decision making about how we deliver them.



## Coastline's Stance

The purpose of our involvement offer, the **Coastline Conversation**, is to ensure that customers can **get involved**, **have their say**, and **make a difference** in ways that are accessible and convenient to them.

The Coastline Conversation is underpinned by our **Trust Charter** and **Customer Pledges**, which demonstrate what customers can expect from Coastline, and are used alongside performance data to inform scrutiny review projects.

Coastline must ensure that customers' views are taken into account in our decision making about how services are delivered and must give a wide range of meaningful opportunities to influence and scrutinise our strategies, policies and services.

To deliver this, the Coastline Conversation has three levels of engagement:

- Have your say.
- Make an impact.
- Help us decide.

Coastline is committed to ensuring that the Coastline Conversation approach is effective by:

1. Offering a range of levels of involvement, so that customers can participate as much or as little as they like.
2. Ensuring that consultation activities are conducted through a range of methods, to increase participation and accessibility.
3. Enabling Involved Customers to access the necessary training and support to deliver truly customer-led scrutiny review projects.
4. Promoting the ways in which customer consultation has affected change across a range of channels.
5. Hosting an annual celebration event, the Customer at the Heart awards, to recognise the positive impact that customer involvement has on the design and delivery of services.
6. Producing an Annual Impact Assessment, to evaluate and celebrate the role of customer engagement in improving services.
7. Ensuring a 'clear line of sight between customers and the Board' through Customer Voice membership representation at Customer Experience Committee meetings.
8. Creating an annual work plan and assessing priorities against customer needs.

## Responsibility

Coastline has a responsibility to ensure that it delivers against the Transparency, Influence and Accountability Standard, and that both colleagues and customers are aware of the requirements and implications of doing so.

Whilst the Coastline Conversation facilitates customer engagement, it is not a fixed offer, and customers are welcome to collaborate with Community Investment Team members on new and innovative ways to maximise engagement and increase diversity.

## Communication & Awareness

Coastline is committed to ensuring that all customers are aware of the opportunity to take part in consultation and shape service design and delivery.

The Coastline Conversation is promoted in multiple ways, including:

- Coastline's website
- social media
- CoastLines magazine
- home user guides
- community based events and activities.

## Monitoring and Compliance

Monitoring and reporting on consultation activities and outcomes is vital to demonstrate the value and impact of customer involvement. Colleagues are required to report on involvement and engagement activity outcomes annually, for Housemark, including:

- formal consultation activity
- informal consultation activity
- group activity.

Reporting methods and outcomes are overseen by the Community Investment Team, and there is an expectation that all consultation activity from across the group is reported by relevant teams. Customer engagement and EDI data is tracked through a Customer Record Management system, reported using data visualisation software and evidenced through the Annual Impact Assessment and quarterly Coastline Conversation reports. The Annual Impact Assessment measures and evaluates the effect customer engagement has, shows the improvements made to Coastline's services and identifies what has changed as a result of customers getting involved - "You told us we listened".

# Join the Coastline Conversation!

Stay informed & have your say....

Get involved & make an impact...

Help us decide....

However you choose to get involved, your priorities will be fed through to the Customer Voice group. They present a quarterly report to our Customer Experience Committee, giving a roundup of what matters most in Coastline communities, and identify areas which require attention or customer scrutiny and improvement.



Your voice matters!

Gain skills  
Meet new people  
Make a difference



Coastline



Stay informed & have your say

Annual and regular surveys  
Pop-up & community events  
Quarterly customer communication & consultation meetings  
CoastLines magazine  
Website & social media

Connect with us!



Find out more via:  
Coastline Conversation -  
Coastline Housing or email  
getinvolved@coastlinehousing.co.uk

Get involved & make an impact



Environmental group  
Development group  
Voids inspectors  
Community standards inspectors  
Mystery shopping  
Volunteer scheme  
Green space projects  
Youth engagement days  
Your Next Step

Help us decide



Customer Voice group  
Customer Experience Committee



**Overall satisfaction**  
It is important to us that you trust us as your landlord, and we pride ourselves on making improvements based on listening to your feedback. You can expect us to:

- Be open, honest and accountable
- Use helpful and clear communication
- Be consistent, fair and respectful
- Treat you as an individual

**This will be achieved by:**

- Respectful & helpful engagement**
  - Respectful interactions and active listening
  - A range of opportunities to give feedback and hear how it is used
  - Consultation ahead of significant changes to services
- Responsible neighbourhood management**
  - Clean and well-maintained shared areas
  - Positive contributions to local communities
  - Resolving community concerns and anti-social behaviour fairly and promptly
- Keeping properties in good repair**
  - Affordable, clean and secure homes free from disrepair
  - Easy to use, good quality and timely repairs service
  - Friendly and reliable customer service
- Effective handling of complaints**
  - Simple and accessible ways to raise issues
  - Resolving issues before they become a complaint
  - Learning from issues and complaints
- Maintaining building safety**
  - Listen to, take seriously and act upon any safety concerns
  - Ensure all of our properties are compliant with all the required building safety standards
- Valuing and celebrating differences**
  - Demonstrating inclusivity across all customer groups
  - Through seeking the views of all groups, and
  - Recognising and removing barriers to participation

- Overall Satisfaction**

To build & maintain trust we will:

  - Achieve high levels of customer satisfaction with our services
  - Provide an inclusive and accessible involvement & engagement offer via the Coastline Conversation
  - Respond to your digital contact within two working days, and all other contact within four working days
  - Make it easy for you to contact us, however you choose
- Respectful & helpful engagement**

To respect & listen to you we will:

  - Answer to and support the Customer Voice group to act as a critical friend to Coastline
  - Share and celebrate how your feedback influences services and identify areas for improvement
  - Treat you as an individual, respecting your communication preferences, recognising and responding to your needs
- Responsible neighbourhood management**

To take care of your neighbourhood we will:

  - Take seriously and acknowledge reports of antisocial behaviour within one working day
  - Keep our 'We're Always Listening' website page updated
  - Visit your neighbourhoods regularly and act on improvements identified as part of our Community Standard Inspections
- Keeping properties in good repair**

To keep your home in good repair we will:

  - Complete repairs right first time
  - Complete repairs within our target timeframes
- Effective handling of complaints**

When things go wrong we will:

  - Make it easy for you to raise concerns and complaints and try to put things right straight away
  - Learn from the issues you raise to ensure we continually improve our services
- Maintaining building safety**

To keep your home safe we will:

  - Ensure all our homes will meet or exceed the Decent Homes Standard (2)
  - Ensure all of our properties are compliant with all the required building safety standards
- Valuing and celebrating differences**
  - Ensure diverse customer representation to capture a wide range of backgrounds and experiences
  - Create a safe and welcoming environment where all participants feel valued and can speak freely
  - Actively encourage and facilitate participation from underrepresented communities, including through targeted communications