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COMMUNICATIONS STRATEGY

LS/JUNE.2022/REF: S2



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Registration No. HCB 161 SC Registered: Financial Conduct Authority - 1818 R(S).
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1. INTRODUCTION

Milnbank Housing Association (MHA) recognises the importance of clear and effective communication both internally with employees and Management Committee members and externally with MHA residents and other customers who receive our service.

The Communications Strategy aims to demonstrate the Association's commitment to effective communication at all levels with a wide range of people. It will also outline the benefits of what can be achieved by effective communication.

The strategy focuses on examining the various methods that MHA currently uses to communicate and how these mechanisms can be further developed. It also links with other related MHA policies and strategies.

The strategy concludes by providing MHAs strategy for the financial year 2022/23.

2. AIMS & BENEFITS OF EFFECTIVE COMMUNICATION

MHA recognises the added value that effective communication can bring and aims to achieve this by:

- Ensuring that the quality of information disseminated is to a high standard.
- In recognition that no single method in isolation will be fully effective, the content and method of presentation, although primarily aimed for MHA residents, will also cater for different audiences.
- The Association will have appropriate mechanisms in place to monitor the effectiveness of how we communicate.

Benefits of effective communication

There are several benefits of effective communication both internally and externally, these include:

- Good communication with MHA residents assists in providing an efficient service, provides the opportunity to promote relevant information about MHA and embraces feedback about our service delivery.
- It is important that staff who deliver services listen to what MHA residents and other customers say and, where necessary, act upon this or explain why no action has been taken.
- MHA aim for the flow of communication to be passed upwards and downwards within the organisation and to ensure that it is shared as much as possible.
- Line managers are encouraged to involve their teams when developing Function Work Plans to support MHA's business plan when agreeing function objectives as this increases employees understanding and ownership.

3. MHA PURPOSE, VALUES & STRATEGIC OBJECTIVES

To provide a context for the Communications Strategy, it's important to remind everyone of why MHA exists and what we aim to deliver. This is explained in the following way:

MHA PURPOSE - is to meet housing and related needs within our community and provide our tenants and other customers with an excellent service.

MHA's VALUES - guide how we work with residents and the community, with partner organisations, and with each other as committee members and colleagues.



MHA STRATEGIC OBJECTIVES 2021/22 - Our Business Plan, implemented in June 2020, identified the following top 6 Strategic Objectives:

- 1) To do what matters most for our tenants, other customers & the community.
- 2) To provide housing & property management services that are of a high standard, affordable, and good VFM for tenants and other residents.
- 3) To manage our assets & resources well and invest in tenants' homes.
- 4) To be a strong community anchor, bringing positive changes that benefit our community.
- 5) To protect & future-proof MHA, ensuring that it is well-governed, well-managed and continues to be fit for purpose.
- 6) Maximise the contribution that MHA & our subsidiaries make to the well-being of our community.

4. LEGISLATIVE & REGULATORY COMPLIANCE

As with most aspects of MHA, how and why we communicate with residents and other customers, is carried out in accordance with relevant legislative and regulatory requirements. The following highlights the areas of compliance in terms of communication:

Regulatory Standards of Governance and Financial

Management – is a framework produced by the Scottish Housing Regulator (SHR) which sets standards which housing associations are required to meet. In relation to communication, Standard 2 states that “The RSL is open about and accountable for what it does. It understands and takes account of the needs and priorities of its tenants, service users and stakeholders. And its primary focus is the sustainable achievement of these priorities.” More specifically, 2.4 of these Standard states “The RSL seeks out the needs, priorities, views and aspirations of tenants, service users and stakeholders. The governing body takes account of this information in its strategies, plans and decisions.”

Scottish Social Housing Charter – is produced by the SHR. It sets out principles that are expected from housing associations like MHA in performing all aspects of their housing services to ensure the following:

Outcome 1: Equalities

Every tenant and other customer have their individual needs recognised, is treated fairly and with respect, and receives fair access to housing and housing services.

⇒ This **outcome** describes what MHA, by complying with equalities legislation, should achieve for all its tenants and other customers regardless of age, disability, gender reassignment, marriage and civil partnership, race, religion or belief, sex, or sexual orientation. It includes MHAs' responsibility for finding ways of understanding the rights and needs of different residents and other customers and delivering services that recognise and meet these.

Outcome 2: Communication

Housing Associations manage their businesses so that tenants and other customers find it easy to communicate with them and get the information they need about them, how and why it makes decisions and the services it provides.

⇒ This **outcome** covers all aspects of MHAs' communication with tenants and other customers. This includes matters relating to MHA implementing technology like text messaging. It is not just about how clearly and effectively MHA gives information to those who want it, it also covers making it easy for tenants and other customers to provide feedback on our services or how to make a complaint. MHA will communicate how we use the feedback to review services and performance.

Outcome 3: Participation

Housing Associations manage their businesses so that tenants and other customers find it easy to participate in and influence their landlord's decisions at a level they feel comfortable with.

⇒ This **outcome** describes what MHA should achieve by meeting its statutory duties on Tenant Participation (TP). It covers how we gather and take account of the views and priorities of MHA residents, representative bodies (e.g., Registered Tenants Organisation); how our services are shaped to reflect these views; and how they help MHA residents and other customers to become more capable of involvement (e.g., supporting residents to scrutinise our services).

5. COMMUNICATION

The main part of the Strategy focuses on the various strands of communication with the main groups of people that MHA communicate with. The Association strives to communicate at all levels and by using whatever methods are deemed appropriate. Consideration will be given to what information is being communicated and why to assess the most effective method of delivery. In addition to the more traditional methods like written correspondence and telephone calls, the Strategy also explores the use of technology.

- a) MHA Residents
- b) Management Committee
- c) MHA Employees

COMMUNICATION WITH MHA RESIDENTS

As a resident living in the MHA area, whether a tenant, owner or other customer, the Association staff strive to form professional relationships when communicating with people. MHA prides itself in maintaining high levels of satisfaction in terms of how we communicate with our residents and other customers. This is demonstrated as follows:

COMMUNICATION	MHA	SCOTTISH AVERAGE	OTHER HOUSING PROVIDERS
Satisfaction level on MHA keeping tenants informed about services & decisions.	2020/21 = 95.7% 2019/20 = 95.6% 2018/19 = 96.4%	2020/21 = 91.7% 2019/20 = 92% 2018/19 = 91.6%	2020/21 = 92.02% 2019/20 = 90.6% 2018/19 = 92.5%

PARTICIPATION	MHA	SCOTTISH AVERAGE	OTHER HOUSING PROVIDERS
Satisfaction level on MHA providing opportunities to participate in decision making.	2020/21 = 97.2% 2019/20 = 97.2% 2018/19 = 92.9%	2020/21 = 86.6% 2019/20 = 87.2% 2018/19 = 86.5%	2020/21 = 86.76% 2019/20 = 89.8% 2018/19 = 86.2%

MHA RESIDENTS' CURRENT METHODS OF COMMUNICATION

<u>Reception</u>	MHA aims to provide an excellent service and, in line with our Customer Care Code of Service, everyone visiting our offices should have a positive experience. Information on MHA and its services is provided via the reception TV. Feedback on our service provision is encouraged through service cards at reception. A portable loop for users of hearing aids is available at our reception.
<u>Telephone</u>	When telephoning MHA, the aim is answer and deal with enquiries in a quick and efficient manner. For data protection, residents who contact the office via telephone to request personal information (e.g., rent account balances) are asked to provide their date of birth prior to the staff member answering their query.
<u>Annual Report</u>	The aim of this is to summarise the range of MHA service delivery and feedback on MHA's performance each year and in comparison, to previous years.
<u>Newsletters</u>	The Milnbank Messenger is issued on a quarterly basis and strives to provide MHA residents with a balance of business information and community updates. In line with data protection guidance, all communication where residents are named or photographed, consent from the individuals is always sought.
<u>Tenants Satisfaction Surveys (TSS)</u>	In line with regulatory requirements, MHA conducts a 3 yearly comprehensive TSS to receive feedback on services. This is supplemented with regular on-going smaller surveys covering various aspects of our services. Survey outcomes are produced in the Annual Report and newsletters.
<u>House Visits</u>	<u>Post Allocation Visit</u> - Every tenant receives a house visit from an external consultant within 28 days of the start of their tenancy. This is to ensure that the tenant has settled into their new home and to check that information relating to rent, repairs, benefit entitlement, membership etc. has been provided.

	<p><u>Annual House Visit</u> – MHA aims to visit every tenant at least once per year for a general catch up to cover tenancy matters.</p> <p><u>General House Visits</u> – Any tenant or owner can request a house visit at any time. MHA regularly promotes this service through the newsletter.</p>
<u>Tenants & Owners Handbook</u> –	<p>All new tenants are issued with a Tenants Handbook at the commencement of their tenancy. This provides details on our services and the roles and responsibilities of MHA and the tenant.</p> <p>Owners moving into the area are issued with an Owners Handbook which provides details of factoring service delivery.</p>
<u>Consultation</u>	<p>MHA strives to consult with tenants, owners and other customers on a continuous basis covering a varied range of services. Methods of consultation include:</p> <ul style="list-style-type: none"> •Focus Groups •Registered Tenants Organisation (RTO) •Scrutiny Groups •Satisfaction Surveys on specific services •Public & Close Meetings
<u>Electronic Communication</u>	<p>MHA continuously works towards providing electronic mechanisms of communication, to date, these include:</p> <ul style="list-style-type: none"> •Website •Email •Text messaging •Residents Portal •Facebook (CFN & Sports Hub)

The Association offers translation services for verbal and written details of our services for residents who require them. Large print and braille documents are also available.

COMMUNICATION WITH THE MANAGEMENT COMMITTEE

There is a constant dialogue with committee members both written and verbally, during and outwith the formal committee meeting structure. Committee members have been issued with a laptop and iPad to make communication more effective. A Committee Portal,

which has been approved as cyber secure, is in place to provide instant updates to Members.

The Management Committee Members are obliged to operate to a Code of Conduct and MHA's Code of Governance which includes Standing Orders as to how committee meetings should operate. There is also a Committee Meetings Charter in place which sets out good practice during meetings, including effective communication.

Other communication mechanisms include Annual Business Planning Away Day with the Management Committee and the Management Team, joint briefing and training sessions, Staff/Committee Working Groups and with external agencies like the SHR, Glasgow City Council, Care Inspectorate, GWSF etc.

EMPLOYEE COMMUNICATION

Under the Information & Consultation of Employee Regulations 2004, MHA is required to give employees, in certain circumstances, the right to be consulted and informed about issues affecting their organisation (e.g., threats to employment prospects and decisions likely to lead to substantial changes in work organisation or contractual relations like redundancies).

MHA has several communication mechanisms in place for employees, these include:

- Staff intranet
- Company mobile phones
- Monthly staff newsletter
- Provision for staff meetings
- Annual job review and regular workplace support sessions
- Monthly function meetings
- Attend Management Team meetings

6. COMMUNICATION STRATEGIES & POLICIES

To ensure that good communication is practised in a consistent manner, the Communication Strategy underpins the delivery of other strategies and policies and overlaps with the following:

Equality & Diversity Policy

Aims to ensure that MHA provides equal opportunities in its services to residents, applicants, and other customers. This includes access to membership of MHA, the Management Committee and the engagement of members, other volunteers in its activities and for staff recruitment and employment. MHA has a system in place to record the nine characteristics of the Equality Act 2010.

Customer Care Policy

Aims to always provide MHA residents and other customers with the highest quality of customer care service. Our Customer Care Code of Service highlights the Top 10 aspects of what everyone should expect when engaging with MHA.

Tenant Participation Strategy

In line with legislation, MHA is required to actively develop and support tenant participation. This is achieved through promoting the various mechanisms, resources available and support provided for everyone in the community to have a say and get involved in MHA.

Complaints Handling Policy

MHA's aim is to provide a first-class service. However, we recognise that this may be occasions when this is not achieved. Our Complaints Handling Policy, which has been developed by the Scottish Public Service Ombudsman, reflects how genuine complaints are addressed and used, where relevant, to make improvements to our service.

General Data Protection Regulations (GDPR)

The GDPR Policy section on Privacy and Electronic Communications (EC Directive) Regulations 2003 outlines how MHA will communicate with residents and store data.

IT & Acceptable Use Policy

Aims to clarify the principles that govern the use of the IT and related facilities provided by MHA on how its users communicate internally and externally, whether for business or personal use.

Business Plan 2020/23

The Business Plan highlights the importance of communication with MHA tenants, owners, the wider community, and other customers. It also includes internal communications to ensure staff members have a strong connection with MHA's objectives and priorities and their role in meeting these.

Risk Management Strategy

MHA has considered the potential risks of providing misinformation to tenants, owners, and other customers, including damage to the Association's reputation. We regularly update public access information (e.g., summary information about our complaints process). To ensure correct information is always provided, all staff are made aware of information contained within these documents (via informal and formal training).

7. MONITORING & REVIEW OF COMMUNICATION STRATEGY

The monitoring and evaluation of the Communications Strategy is carried out by the MC through regular scheduled reviews. The following provides feedback on the current communication related strategic objectives.

OFFICE RECEPTION – Generally the office reception is busy and receives several visitors daily and feedback on the reception service is always excellent. The past financial years have been exceptional due to the national lockdown. As the government restrictions eased, the reception opened on an appointment basis initially which substantially reduced the number of visitors. From early spring 2022 the reception fully opened and, although the number of visitors has increased, it has not reached the pre-pandemic numbers.

TELEPHONE CALL MONITORING - As part of the strategy to improve efficiency and service delivery, MHA has a mechanism to record and monitor telephone communication. Records demonstrate that for the past three financial year:

2021/22	50,354 incoming calls	4,196 calls per month
2020/21 (Covid)	24,884 incoming calls	2,262 calls per month
2019/20	52,845 incoming calls	4,403 calls per month

As highlighted above, there was a huge reduction in the number of incoming calls into the office. A conscious effort was made that staff regularly telephoned as many MHA residents as possible. The aim of this was to provide any assistance required (e.g., shopping) particularly to the elderly, those who live alone and our known vulnerable residents.

MHA aims to answer incoming telephone calls within 3 – 6 rings. For 2021/22, calls were answered, on average, within 1.95 rings. The top 3 reasons for telephone calls are:

- Report repairs
- Rents (queries, payments etc.)
- General Queries (neighbour issues, apply for housing, bins etc.)

HAPPY TO TRANSLATE - MHA is accredited with the national scheme which bridges communication gaps between organisations and service users who struggle to communicate in English. All staff are trained on how to access Happy to Translate services.

CONSULTATION –

- a) **Consult** - MHA aims to consult with residents on a continuous basis over a range of service provision. During the 3 financial years from 2019/2022 Appendix A demonstrates that MHA consulted with 1,257 residents covering 13 service areas.
- b) **Satisfaction Surveys** - In addition to undertaking a 3 yearly comprehensive TTS, MHA carries out surveys on our services on an on-going basis. Appendix B shows that during the 3 financial years from 2019 to 2022, a total of 3,292 residents covering 15 service areas participated in MHA surveys. The overall satisfaction level during this period was 82.7%.
- c) **Communication Survey** – During 2021/22, a communication consultation was undertaken with 106 residents. (Appendix C) The feedback demonstrates that the preferred method of communication is via telephone followed by face to face with reading information being the least preferred. As a follow up, those residents who indicated their interest in the Residents Portal have been contacted.

In addition to the above, as part of contacting tenants for access for the stock condition survey, a number of tenants commented that they liked receiving a text message and/or telephone call as this provided an opportunity to talk to MHA.

RESIDENT ENGAGEMENT - MHA actively encourages involvement from all residents and provides a range of mechanisms to support this, including Focus Groups, Scrutiny Groups, and Registered Tenants Organisations etc.

ELECTRONIC COMMUNICATION - MHA continues to develop its range of electronic communication methods. Online and digital communication accelerated during 2020 due to the national lockdown as MHA adjusted to increase electronic communication and this has continued to be developed. Our records show that there were 53,983 visits to the website during 2021/22 (last year 53,189).

RESIDENTS COMPLAINTS & COMPLIMENTS

- a) **Complaints** – During 2021/22, a total of 70 complaints were recorded. Most of them were of a minor nature. All complaints responded to within the required timescales.

1st stage = 1.4 working days (target within 5 working days)
2nd stage = 8.5 working days (target within 20 working days)

- b) **Compliments** – A total of 81 compliments regarding MHA services were recorded during 2021/22.

8. STRATEGY 2022/23

The final section of the Strategy focuses on the proposed communication and related objectives for the financial year 2022/23. The focus covers MHA residents, the Management Committee and MHA employees.

COMMUNICATION WITH MHA RESIDENTS

As a registered Community Controlled Housing Association (CCHA) working for the community and based in the community, good communication is crucial. By the very nature of a CCHA, providing the best service possible is at the heart of everything we do, and we communicate with residents on a continuous basis. The various ways that we plan to continue do this over the coming year are outlined below:

Face-to-face - Digital communication plays a part in how MHA engages with tenants, residents, and other customers. However, when asked as part of the Tenants Satisfaction Survey in April 2020, most tenants (98.2%) preferred method of communication was personal face to face contact. (Appendix D). Although slightly reduced number, the 2022 consultation again demonstrates this personal touch is a popular method of communication.

Consultation – MHA will continue our ongoing consultation on a varied selection of our service delivery. This will take the form of face-to-face discussions, satisfaction surveys, electronic mechanisms (e.g., survey monkey, text). The feedback of all our consultation will be reported to MHA residents via the newsletter, annual report, and website.

The current Tenants Satisfaction Survey (TSS) comes to the end of its three-year cycle. In view of this, it is planned to conduct a new comprehensive TTS during February/March 2023.

Electronic Communication – As previously stated, MHA will always be mindful of face-to-face communication. Looking to the future, it is recognised that electronic will be viewed as the ‘new normal’ way of communicating. MHA carried out a recent exercise (Appendix E) which demonstrated that 79% of residents have a mobile phone and 59% have email access. This is a positive basis for MHA to increase digital communication going forward. The plan is to continue to develop our IT & Digital Communication Strategy to cover the following:

- > **Email** – MHA will continue to build upon its data base of email contacts and this method of communication will be encouraged where possible to allow a more instant degree of interaction with residents.
- > **Text messaging** – Following the success of a mailshot (March 2021) whereby 89% of residents responded using text messaging, this will be used for future contact.
- > **Residents Portal** – MHA will continue to promote the facility of aims to implement the new Residents Portal which can be used as a form of receiving communication from the Association (e.g., rent balance) and sending back communication to staff (e.g., reporting a repair).
- > **Website** – Using the housing sector’s Model Publication Framework Guidance, the website contains a range of information on our service delivery. This platform is also used to disseminate information relating to important announcements and updates, community events, feedback from consultations etc. The website is monitored on a regular basis to ensure that the information is accurate and up to date. MHA’s website can be viewed at www.milnbank.org
- > **Community Wi-Fi** – It’s important now more than ever for MHA residents to have access to online communication tools. To assist with this, work is on-going with the provision of Comm-Fi which is a solution for helping communities get online.

COMMUNICATION WITH THE MANAGEMENT COMMITTEE

As the governing body of MHA, communication with and from the Management Committee is crucial to ensure that the Association’s strategic objectives are met. The following outlines the main methods of Management Committee communication:

Committee Meetings, training, and briefing sessions – The voluntary Management Committee Members meet most weeks in one of the above formats. The above is facilitated by senior staff, generally via reports or workshops, to enable the Committee to make decisions on the service provision and all other aspects of MHA. It is anticipated that the current blended meetings will continue for the foreseeable future.

Committee Portal – The Committee Portal is used to upload committee meeting papers, briefings from other organisations (e.g., Glasgow West of Scotland Forum, Scottish Housing Regulator) and general information relating to MHA business. The portal is updated daily and provides instant communication to this secure area where access is limited to the Management Committee Members and a few designated staff.

Joint Committee/Staff Events – Other than the above-mentioned meetings etc., there is a range of joint communication ventures between the Management Committee Members and staff, including an annual Committee/Management Team Away Day to review MHA's Business Plan. As identified through the Annual Committee Skills Audits, it is planned to organise a series of sessions whereby committee members visit each function area of MHA as this provides an opportunity to learn about in-depth knowledge of the services provided and an opportunity to meet more staff members.

EMPLOYEE COMMUNICATION

Regardless of the job role, a huge element of all MHA employees working day involves communication. This is with each other, residents, Management Committee Members, and other customers. The methods of communication range from informal verbal and written to a range of digital options. Whatever the method, effective, clear communication leads to good service delivery and increases the aim of getting things 'right first time'.

Home Master Computer System – The new home Master computer system has provided an excellent opportunity to improve digital communication for MHA employees. This covers both internal communication as the system is integrated linking the various functions and external communication with MHA residents as some of the features include automatic responses to queries (e.g., up to date rent balance).

Office 365 – In tandem with the above, our back-office applications and file storage has now moved to the cloud-based system Office 365. Using a Scottish Government grant, as highlighted in the Finance & IT Work Plan, a staff training programme will be devised to ensure staff maximise the use of this system as a communication tool.

Staff Communication Briefings – It is planned to introduce a series of briefing sessions for MHA employees. This will go 'back to basics' by employees revisiting WHY does the Association exist, WHAT are we doing and HOW are we doing it. The briefings will link to MHA's Business Plan, focus the positives of effective communication and provide training on developing the required skills and behaviours to increase competency.

Staff Communication Survey – It is planned to undertake a staff communication survey to gauge the range and level of communication, where improvements can be made and encourage employee engagement.

Communication Staff Charter – As part of our communication work with employees, a communication staff charter will be drafted. The aim of this being to provide a simple guide on accepted behaviours when communicating with colleagues, residents, and other customers.

Internal Audit Communication Checks – The Corporate Services Work Plan has an on-going programme of the Compliance Officer conducting checks on written communication generated through the Home Master system. The findings from these checks will be used to highlight good practice and to rectify correspondence where required.

COMMUNICATION WITH OTHER CUSTOMERS

Protocol for responding to Elected Members – During the course of a working day, MHA staff communicate with a wide range of people. To provide clarity, it is planned to produce the above and subsequently issue to MP's, MSPs, and local councillors. The protocol will provide staff contact details and expected response times and a procedure for staff recording this information.

9. COMMUNICATION ACTION PLAN 2022/23

The Communications Strategy links into several other policies and strategies, therefore, some of the action points mentioned in the narrative are captured elsewhere (e.g., Tenant Participation covers consultation and satisfaction surveys). The undernoted Action Plan only focuses on specifics to the Communication Strategy.

OBJECTIVE	LEAD OFFICER	DATE COMPLETED
<u>IA Communication Checks</u> – Will be carried out via Home Master throughout the financial year.	Compliance Officer	May 2022/March 2023
<u>Communication Strategy</u> Upon Management Committee approval, an abbreviated version of the Communication Strategy will be uploaded onto MHA website and circulated to all employees.	Depute Director	July 2022
<u>Residents Portal</u> – Continue to promote use & contact those indicated interest.	Compliance Officer	July 2022
<u>Communication Staff Charter</u> – Produce a Communication Charter for MHA employees.	Depute Director	August 2022
<u>Elected Members Protocol</u> – Produce the above and distribute to local elected members.	Depute Director	August 2022
<u>Staff Communication Briefings</u> – Plan and implement Staff Communication Briefings on an on-going basis. This will include in-house and external training.	Depute Director	August 2022/ March 2023
<u>Communication Monitoring</u> will form a standard agenda item at monthly Corporate Services Meeting to review leaflets, website, data gathering etc.	CS Manager	August 2022/ March 2023

Staff Survey – Undertake a Staff Communication Survey.	CS Manager	October 2022
Tenants Satisfaction Survey – Will be conducted, via an external consultant, at the end of the current financial year.	Compliance Officer	November 2022

APPENDIX A – CONSULTATION OVER THE LAST 3 YEARS

SERVICE	2021/22 (Part Covid)	2020/21 (Covid)	2019/20	TOTAL
Rents	357	-	387	744
Rent Scrutiny Group	6	-	-	6
Allocations Scrutiny Group	5	-	4	9
Governance Scrutiny Group	20			20
ARC headings	-	-	64	64
Regulatory Standards	-	-	13	13
Community Anchor Role	-	-	60	60
Assurance Statement	-	-	43	43
Business Plan Summary	45	-	-	45
Communication Methods	106	-	-	106
A/Dale backcourt works	13	-	-	13
Covid resuming services	12	-	-	12
Covid financial impact owners	122	-	-	122
TOTAL	686	-	571	1,257

APPENDIX B– SURVEY FEEDBACK OVER THE LAST 3 YEARS

SERVICE	2021/22 (Part Covid)	2020/21 (Covid)	2019/20	TOTAL
Comprehensive TSS	-	650 (93.8%)	-	650 (93.8%)
Sports Hub	213 (100%)	57 (100%)	21 (100%)	291 (100%)
Income Max. Service	35 (100%)	79 (100%)	80 (100%)	194 (100%)
Post Allocation Visits	38 (100%)	60 (100%)	-	98 (100%)
Customer Care	-	66 (100%)	52 (97%)	118 (98.5%)
Covid.19 Financial Impact	-	477 (90%)	-	477 (90%)
Repairs Call Out Service	-	29 (100%)	18 (94%)	47 (97%)
Common window cleaning	-	89 (66%)	282 (70%)	371 (68%)
Private window cleaning	82 (96.5%)	89 (99%)	149 (100%)	320 (98.5%)
Common close painting	-	-	31 (93%)	31 (93%)
Factoring service	-	-	130 (95%)	130 (95%)
Repairs Service	-	-	280 (91%)	280 (91%)
Gala Day	-	-	44 (100%)	44 (100%)
Café	62 (100%)	-	74 (100%)	136 (100%)

Bluevale Hall facilities	-	-	105 (100%)	105 (100%)
TOTAL	430	1,596	1,266	3,292(82.7%)

APPENDIX C

COMMUNICATION CONSULTATION – MARCH 2022

1) BACKGROUND INFORMATION

As part of the Association's on-going consultation, a survey was conducted on our communication with residents. This was carried out during February and March 2022.

2) METHODOLOGY

The methodology in collating the information was via face-to-face surveys during various meetings and by interviews at home carried out by Wider Role Solutions.

3) FINDINGS

A total of **106** surveys were completed and the findings are noted below:

1. Please put in order of your preference on how MHA communicates with you (1 = 1st choice through 5 = least preferred way)

METHOD	1	2	3	4	5
Electronic (email, text portal)	43	18	6	1	34
Face to Face (home visit, meeting, visiting reception)	11	28	47	11	8
Letter sent individually to you	5	10	34	52	3
Reading materials (newsletters)	3	9	10	29	49
Telephone	47	40	6	5	4

From the above it shows that the most preferred method of consultation is via Telephone and the least preferred method of consultation is via reading materials.

2. MHA tried to consult with all residents on a continuous basis covering a varied range of services, are you aware that MHA has the following?

CONSULTATION OPPORTUNITIES	YES	NO
Focus Group	40	63
Public & Close Meetings	7	32
Registered Tenants Group (RTO)	33	70
Scrutiny Group	34	69

From the above information 27% of those surveyed were aware that MHA consult via a varied number of consultation opportunities with Focus Groups been the most known group.

3. How satisfied/dissatisfied are you with opportunities given to you to participate in MHAs decision making process?

VERY SAT	F. SAT	NEITHER	F. DIS	V. DIS
79	13	11	1	1

From the above information 87% of residents surveyed were satisfied with the opportunities given to participate in the decision-making process.

4. How good or poor do you feel MHA is at keeping you informed about their decisions.

VERY GOOD	FAIRLY GOOD	NEITHER	FAIRLY POOR	VERY POOR
88	15	3	0	0

From the above information 97% of residents surveyed were satisfied with MHAs attempts at keeping them informed about decisions.

5. Are you interested in signing up to use MHA resident's portal?

YES	NO
55	42

52% of residents are interested in signing up to use the MHA resident's portal.

The responses to this consultation were obtained from the following sources

SOURCE	NO OF PEOPLE
Door Chapping (consultant)	70
Governance Scrutiny Group	10
Bluevale Advisory Group	9
Thursday Breakfast Club	9
Owners Forum	7
Armada Path Residents Meeting	1

The main source of consultation was via a face-to-face door chapping exercise.

The age range of the residents consulted are as follows:

Under 21	21-30	31-40	41-50	51-60	61-70	Over 70
1	14	19	15	19	15	10

The above shows that the largest response was from residents in the age ranges of 31-40 and 51-60. The lowest response was from under 21.

The following comments were also made:

- Any upgrades in my area x 3 responses
- Can maintenance contact regarding outstanding repairs x 2 responses
- Dampness x 3 responses
- Advice on draught proofing - flat is very cold
- Happy with things as they stand
- Information on activities in Bluevale Hall

- Information on dealing with noisy neighbours
- Neighbours not using bin stores properly
- Update following recent stock survey
- Work happening in back gardens

APPENDIX D – EXTRACT FROM TENANTS SATISFACTION SURVEY (April 2020)

Q - What is your preferred method of contacting regarding the Tenants Survey?		
Face to face	98.2%	638 tenants
Letter, Online or Email	0%	0
Telephone	0.9%	6
No Opinion	0.9%	6

APPENDIX E – BREAKDOWN OF CONTACT METHODS WITH MHA RESIDENTS (March 2021)

BREAKDOWN OF CONTACT INFORMATION

TENURE	MOBILE	NO MOBILE	LANDLINE	NO LANDLINE	EMAIL	NO EMAIL	NO CONTACT DETAILS
Tenants	1328	303	536	1095	743	888	72
Owners	1012	319	643	688	993	338	47
TOTAL	2340	622	1179	1783	1736	1226	119
% OF TOTAL OCCUPANCIES = 2962 - (this figure excludes Voids & Lockups)	79%	21%	40%	60%	59%	41%	4%