



Welcome to our
Landlord Report 2019

Introduction

The Scottish Social Housing Charter (the Charter) was first introduced in 2012 and updated in 2017. The Charter sets out the service standards and outcomes each social landlord is expected to achieve, and therefore what customers can expect from their landlord.

In May each year, every social landlord submits their Annual Return on the Charter (ARC) to the Scottish Housing Regulator. The ARC is a series of measures designed to demonstrate how a landlord is performing and whether they are meeting the outcomes of the Charter.

In August, the Scottish Housing Regulator publishes a report for every landlord with key information on their performance and how that compares to the Scottish national average. The ARC for each social landlord is also made publically available on the regulator's website.

In this report we have shown our performance over three years and compared ourselves to our partner landlords in North Ayrshire, East Ayrshire and Dumfries & Galloway. In North Ayrshire this is North Ayrshire Council, Cunninghame Housing Association and ANCHO. In East Ayrshire our partners are East Ayrshire Council, Cunninghame Housing Association, Atrium Homes and Shire Housing Association. In Dumfries & Galloway our partners are Dumfries & Galloway Housing Partnership, Loreburn and Home in Scotland.

In this report, we look at our priorities for improvement and how we perform in the five Charter areas which apply to us, before going on to compare our performance with other landlords and asking for your feedback on how we present this information to you.



Focus on the Customer

Improving our services to you

We are committed to providing great customer service, and being responsive to our customers' needs, but we know we don't always get it right.

Earlier this year, following an extensive customer consultation, we launched a new customer involvement strategy to help us modernise how we engage with our customers and involve them more in the delivery of our services. The aim of the strategy is to make it easier for customers to give us feedback on their experiences, through a wider range of flexible methods such as short surveys, online discussions and short life focus groups.

Our new approach gives customers the opportunity to 'dip in and out' of customer involvement, depending on the time they have available and their interest in different service areas. We hope that a more flexible approach will help us better understand our services from the customer's point of view, and take steps to improve where we need to.

We already have over 60 customers who have volunteered to participate in quick surveys and provide feedback to us so that we can take our customers' views into account. If you'd like to join them, please take a look at the information on our Customer Panel on the last page.

We know that most of our complaints relate to our repairs service, so we are closely monitoring these to make sure that we learn from our customers' experiences and try to implement changes which prevent the same complaint from being made by someone else.

To better understand what our customers think about the repairs service, we have asked our largest contractor to carry out surveys immediately upon completion of a repair at the customer's home, so that they can get real time feedback on the job they have done.

In an increasingly digital world, we are working hard to improve our online presence in terms of our website, to make it easier to navigate and provide more up to date and useful information, as well as increasing our use of social media to promote local news and events which could benefit people living within our communities.



Housing charter outcome

The Customer Landlord Relationship

We are committed to supporting and promoting equality, diversity and inclusion. We updated our [Equality, Diversity & Inclusion policy](#) in June 2019 and continue to work towards delivering the action plan which supports this.

To be as accessible as we can be to our customers, our Customer Service Centre takes calls 24 hours a day every day, and we have an Income Collection team available from 8am until 8pm Monday to Friday and Saturdays from 10am until 4pm.

We now produce service updates three times a year called Your House & Home, to let you know how we are performing; if there are any new services, and; if there are any consultations happening. It also gives customers information on our investment programme and examples of how we have improved services following customer feedback. This is sent directly to customers and also published in the news section of our [website](#).

Housing Quality & Maintenance

Ensuring that we provide quality housing to our customers is extremely important to us. Over 98% of our homes comply with the Scottish Housing Quality Standard, with work planned to achieve 100% for applicable properties in 2019/20.

We have increased the capacity of our investment programme to progress towards the achievement of the energy efficiency standard for social housing and improve the quality of our homes for tenants.

We have taken a proactive approach to the installation of new LD2 smoke and heat detection systems, so that every home is compliant by the deadline of March 2021 and has the highest standard for fire safety.

We are working hard to get our repairs and maintenance services right. Over 98% of repairs carried out last year were completed right first time, and over 96% of repair appointments made were kept.



Neighbourhood & Community

We are proud of our communities and make sure that our estates are inspected on a regular basis to ensure they remain well-kept. We have introduced individual budgets for Housing Officers so they are able to implement new initiatives or take action in their areas which will improve the quality of the neighbourhood or help to resolve anti-social behaviour issues, such as; estate clean-ups, and the provision of communal skips for rubbish disposal.

We believe that all residents have the right to enjoy the peace and quiet of their home. To help us achieve this, we work in close partnership with a number of agencies, including local councils and Police Scotland, so that any anti-social behaviour reported is dealt with firmly and fairly.

With the support of our Customer Service Centre and Income Collection Team, our Housing Officers have more time to spend with customers on an individual basis, to address any concerns or assist with particular needs.

Access to Housing & Support

Our Housing Options Officers provide advice to existing and future tenants, and have excellent working relationships with our local authority partners, who are able to provide more specialist advice when someone is facing homelessness.

We encourage applicants to review their housing options regularly to ensure that any offers of accommodation will suit their needs. Working closely alongside other landlords allows us to provide applicants with prospects advice to customers too, i.e. how long an applicant might need to wait before they receive an offer of housing in a particular area.

As well as supporting customers to find a new home, we are committed to carrying out adaptations to enable tenants to remain in their own home for as long as possible. In 2017, we prioritised funding to clear a backlog of applications and are now maintaining very short waiting times.

We recently established a Tenancy Sustainability Team who help customers who need support or advice to budget for their family, claim benefits, or switch to a cheaper utility supplier. The team has made a considerable impact, helping tenants overcome periods of difficulty and remain in their homes.

Getting Good Value from Rents & Service Charges

Ensuring we provide services that represent good value for money is essential to our business. Staff work hard to ensure that we look after rent money by:

- managing customers' accounts effectively, using early intervention with support to claim the right benefits
- asking customers to provide feedback on value for money and to scrutinise our performance and identify areas for improvement
- consulting with tenants on rent and service charges
- supporting tenants to look after their homes, reducing repairs when tenancies end
- re-letting empty homes quickly
- following procurement processes that enable us to buy quality goods or services efficiently
- ensuring our staffing structure is efficient and targets resources to where they are needed most



Our performance

Average weekly rent

On 31st March 2019 we owned 2,201 homes. The total rent due for the year was £9,927,887.

	North Ayrshire Average	East Ayrshire Average	Dumfries & Galloway Average	Scottish Average	IHA 18/19	IHA 17/18	IHA 16/17
1 apartment	£61.92	£66.94	£64.92	£70.22	£67.55	£68.92	£66.92
2 apartment	£72.77	£71.76	£76.17	£76.10	£78.54	£73.55	£71.21
3 apartment	£79.24	£78.23	£84.97	£77.70	£86.40	£82.16	£79.77
4 apartment	£84.82	£86.19	£91.32	£84.44	£91.65	£84.97	£82.60
5 apartment	£88.63	£92.08	£98.82	£93.49	£96.78	£86.47	£83.92

Neighbourhoods

We work with our partners to keep neighbourhoods and communal areas greener, cleaner and safer. We take a robust stance on anti-social behaviour, investing in our communities and working with other agencies.

	North Ayrshire Average	East Ayrshire Average	Dumfries & Galloway Average	Scottish Average	IHA 18/19	IHA 17/18	IHA 16/17
Cases of antisocial behaviour, per 100 homes, reported in the last year.	6	3.9	4.2	7.5	4.3	4	5.7
% of antisocial behaviour cases resolved within locally agreed targets in the last year.	93.0%	95.6%	90.1%	87.9%	71.3%	77.0%	89.8%

Value for money

	North Ayrshire Average	East Ayrshire Average	Dumfries & Galloway Average	Scottish Average	IHA 18/19	IHA 17/18	IHA 16/17
% of rent due collected in the previous year.	100.4%	99.0%	98.9%	99.1%	96.3%	94.8%	100.7%
% of rent due not collected through homes being empty in the last year.	0.2%	1.3%	0.8%	0.9%	0.2%	0.1%	0.1%
Average length of time in days taken to re-let homes in the last year.	10.9	40.6	28.4	31.9	9.3	6.8	6.7

Customer feedback

During the year, we have introduced a survey for customers who have made a complaint. This will allow us to review how we handle complaints and find out if we are managing them well or, help us to identify changes we need to make. You can find out more about our complaints process on our website.

	IHA 18/19	IHA 17/18	IHA 16/17
Stage 1 Complaints	297	307	329
Stage 1 Complaints upheld	194	225	233
Stage 2 Complaints	13	14	9
Stage 2 Complaints upheld	5	5	5
Compliments 26	26	30	37

Top service areas for complaints:

83.87% Responsive Repairs



3.87% Customer Care



Top service areas for compliments:

30.77% Income Maximisation



15.38% Customer Care



Our performance

Customer satisfaction

Customer satisfaction is a key priority for us following the recent decline in our figures.

We understand the impact of increasing rents on our customers, which is why, following a consultation with tenants, we reduced the proposed rent increase, by making savings elsewhere in the business. We will continue to make every effort to keep our rents affordable to our customers, whilst ensuring that we have enough funding in our business plan to improve and maintain our properties to required standards.

We also understand how important it is for our tenants to live in well-maintained homes. We have accelerated our planned investment programme and have started to publish this information so that customers know what improvement works to expect and when. We are now delving deeper into complaints that have been made to identify any patterns and key areas of dissatisfaction so that we can take appropriate action.

We hope that by increasing communication channels with our customers, providing new ways to engage with us, as well as increasing our focus on planned investment and repairs and maintenance services, that our customers will be more satisfied with the services we provide.

	North Ayrshire Average	East Ayrshire Average	Dumfries & Galloway Average	Scottish Average	IHA 18/19	IHA 17/18	IHA 16/17
% of tenants satisfied with the overall service.	91.4%	90.6%	89.0%	90.1%	81.2%	85.8%	83.9%
% of tenants who felt their landlord is good at keeping them informed about their services and outcomes.	95.3%	92.9%	91.5%	91.6%	82.2%	85.4%	83.7%
% of tenants satisfied with the opportunities to participate in the landlord's decision making.	93.8%	91.6%	82.2%	86.5%	68.4%	82.5%	77.0%

Quality and maintenance

We invested £2m over the year to improve our properties and will continue to invest in them to ensure that they are well maintained and that we progress towards the achievement of the Energy Efficiency Standard for Scotland.

	North Ayrshire Average	East Ayrshire Average	Dumfries & Galloway Average	Scottish Average	IHA 18/19	IHA 17/18	IHA 16/17
% of homes meeting SHQS	95.9%	95.0%	84.9%	94.1%	98.3%	98.3%	99.7%
Average number of hours to complete emergency repairs.	2.1	2	2.9	3.7	2.8	2.8	2.9
Average number of days taken to complete non-emergency repairs.	94.9%	90.0%	94.5%	92.5%	98.2%	95.4%	98.4%
Percentage of reactive repairs completed right first time.	94.9%	90.0%	94.5%	92.5%	98.2%	95.4%	98.4%
Percentage of repairs appointments kept.	99.3%	98.1%	97.5%	95.6%	96.7%	93.7%	94.5%
Percentage of tenants who have had repairs in the last 12 months who were satisfied with the repairs and maintenance service.	88.8%	95.8%	91.8%	91.7%	80.0%	84.2%	76.2%

What do you think?

We would love to know what you think of our Landlord Report. If you have any comments or suggestions on what we have included or if there is something that you would like to see next year, please get in touch with us using the details at the bottom of this page.

Have you heard about our Customer Panel?

Our customer panel is made up of a growing number of customers who want to have their say on our services and how we deliver them. Customers who have signed up are given regular opportunities to influence decisions which could affect them for example, by taking part in consultation events, short online surveys, quick polls and small focus groups.

We ask our Customer Panel questions about key customer-facing policies, for feedback on the information we provide to customers and how we do this, as well as sharing key performance information.

Panel members choose when and how they participate and how much time they give, why not try it and see what difference you could make?

To find out more, or sign up, please use our [online enrolment form](#) or get in touch with us at involvement@irvineha.co.uk or call Lyndsay McLaughlan on **01294 316785**.

