



*Welcome to our*  
**Landlord Report 2020**

# 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.

We have been working hard during 2019 to improve services to customers and to get a much better understanding of the issues and challenges you face. We have developed a new Customer Plan which sets out actions aimed at improving customer satisfaction, and we have started to implement a number of these initiatives, including a new opportunity for customers to discuss issues with staff through 'web chats' via our Facebook page.

We now have over 70 customers on our Customer Panel who have volunteered to participate in quick surveys and who 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 have put in place a new process for managing and responding to customer queries regarding responsive repairs

and maintenance. Based on feedback from customers throughout the year, we have begun a full review of the delivery model for our repairs and maintenance services. This review will explore what changes are needed to improve customer satisfaction, meet changing customer expectations, ensure we have a sustainable repairs and maintenance service which is fit for the future, and an efficient service which delivers value for money.

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.

A key aspect of our customer experience improvement plan will be to increase the range of services that customers can access online, such as viewing rent account information, reporting repairs and booking repairs appointments, and the tenancy sign up process.



# 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 have worked hard during the year to enhance our use of social media to increase the information we provide to customers, using it as much as possible to distribute key messages about service changes and improvements. We have rolled out web chats via our Facebook page where customers can discuss housing issues directly with staff.

We produce service updates three times a year called Your House & Home. This is sent directly to customers and also published on the news section of our [website](#). We will use our digital channels to keep customers up to date with how we are performing; if there are any new services, and; if there are any consultation happening.

We recognise from customer feedback that tenants would like more information on our property improvement plans including: bathroom and kitchen upgrades, window and door replacements, and roof renewals. In response to this we have started to publish our anticipated programme of works for the year ahead on our website, and have included this information in our service updates.

## 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 and almost 80% comply with the Energy Efficiency Standard for Social Housing.

We have increased the capacity of our investment programme to progress towards the achievement of the Energy Efficiency Standard for Social Housing (EESH), and improve the quality of our homes for tenants. We have integrated our EESH work programmes with our general investment plans, to ensure we carry out multiple improvement works to a property at the same time to achieve best value and minimise disruption to tenants as far as possible. We are on track for all applicable properties to be EESH compliant by March 2024.

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 97% of repairs carried out last year were completed right first time, and over 85% of customers were very or fairly satisfied with our repairs services.



## 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 a new Estate Caretaker who is out on site across our North Ayrshire neighbourhoods on a daily basis, responding to issues such as fly tipping, garden maintenance, and abandonment of vehicles. The Estate Caretaker, Local Authority Waste Awareness partners and Housing Officers have developed strong relationships over the course of the year and have identified solutions to a number of ongoing and historical issues.

Housing Officers have been utilising their individual budgets to improve the quality of the neighbourhood or help to resolve anti-social behaviour issues, and have initiated clean ups of bin store areas, installation of CCTV in priority risk areas, 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. Over 80% of all anti-social cases were resolved within the reporting year.

## Access to Housing & Support

Our Housing Options team has worked hard during the year to provide advice to existing and future tenants, as well as allocate the 105 new build properties developed throughout the year. We work closely with our Local Authority partners to identify suitable applicants for available properties and to identify housing solutions for people in housing need.

We are committed to the prevention and alleviation of homelessness across all our operating areas, and we have fully supported our Local Authority partners to provide permanent accommodation to homeless households, and support to our existing tenants at risk of homelessness.

Our Tenancy Sustainability Team is now well established and provides person centred help and assistance to tenants who are struggling to sustain their tenancy through a range of measures including; life skills support, budgeting advice, income maximisation and benefit claims, switching to a cheaper utility supplier, and facilitating access to required health services.

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. Since 2017 we have continued to provide additional funding to progress the increasing demand for property adaptations. In the reporting year we provided additional funding of almost £184,000, and due to this proactive approach we had no tenants on the waiting list at the end of the reporting period.

## Getting Good Value from Rents & Service Charges

Ensuring we provide services that represent good value for money is essential to our business. We continuously work hard to achieve the right balance between the delivery of high quality services to our customers and keeping rents affordable. Over the reporting year we have:

- Introduced closer joint working between our Housing Officers and Income Collection service, ensuring customer accounts are managed effectively, using early intervention with support to claim the right benefits.
- Enhanced the consultation process with tenants on rent and service charges, providing more detailed information on the specific impact on services of various rent setting options.
- Supported tenants to look after their homes, reducing repairs when tenancies end.
- Re-let empty homes quickly.
- Reviewed our procurement processes to ensure we purchase quality goods or services efficiently.
- Ensured our staffing structure is efficient and targets resources to where they are needed most.

# Our performance

## Average weekly rent

On 31st March 2020 we owned 2,306 homes. The total rent due for the year was £10,474,702.

	North Ayrshire Average	East Ayrshire Average	Dumfries & Galloway Average	Scottish Average	IHA 19/20	IHA 18/19	IHA 17/18
1 apartment	£57.51	£67.80	£70.43	£73.47	£62.51	£67.55	£68.92
2 apartment	£72.52	£72.73	£76.77	£78.65	£77.41	£78.54	£73.35
3 apartment	£76.79	£77.65	£85.61	£82.26	£86.41	£86.40	£82.16
4 apartment	£77.34	£82.13	£93.15	£89.76	£92.78	£91.65	£84.97
5 apartment	£79.93	£86.03	£100.02	£98.69	£101.29	£96.78	£86.47

## 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 19/20	IHA 17/18	IHA 17/18
Cases of antisocial behaviour, per 100 homes, reported in the last year.	6	4.1	3.3	N/A	3	4.3	4
% of antisocial behaviour cases resolved within locally agreed targets in the last year.	93%	91.3%	87.8%	94.1%	81.3%	71.3%	77.0%

## Value for money

	North Ayrshire Average	East Ayrshire Average	Dumfries & Galloway Average	Scottish Average	IHA 19/20	IHA 18/19	IHA 17/18
% of rent due collected in the previous year.	99.8%	99.8%	98.1%	99.3%	99.7%	96.3%	94.8%
% of rent due not collected through homes being empty in the last year.	0.3%	1%	0.8%	1.2%	0.2%	0.2%	0.1%
Average length of time in days taken to re-let homes in the last year.	12.0	34.6	25.8	31.8	10.7	9.3	6.8

## Customer feedback

During the year, we have introduced a new system for managing customer enquiries and complaints called 'Salesforce'. This system will provide us with more performance monitoring information to help us review how we handle complaints, who has been involved, how quickly they have been responded to, and most importantly help us to identify 'lessons learned' from the complaint process. You can find out more about our complaints process on our [website](#).

	IHA 19/20	IHA 18/19	IHA 17/18
Stage 1 Complaints	358	297	307
Stage 1 Complaints upheld	227	194	225
Stage 2 Complaints	2	13	14
Stage 2 Complaints upheld	1	5	5
Compliments	14	26	30

## Top service areas for complaints:

88.61% Responsive Repairs



3.06% Customer Care



## Top service areas for compliments:

35.71% Responsive Repairs



21.43% Income Maximisation



# Our performance

## Customer satisfaction

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

We have developed a new Customer Plan which sets out actions we will undertake to try and improve customer satisfaction. These actions include: more streamlined processes for coordinating and managing complaints, further roll out of webchats and discussions through social media platforms, a more person centred and flexible approach to resolving estate management issues, and a full review of the delivery model for our repairs and maintenance services. We have started to publish our property investment plans so that customers know what improvement works to expect and when.

At the outset of the Covid-19 pandemic we contacted every tenant to ask them if they needed any support or assistance during this difficult period. These calls were well received and we are planning to build on this proactive approach to customer care by rolling out annual 'Tenancy Welfare Checks' to all tenants to address issues at the earliest point possible.

Our new customer enquiry system, Salesforce, will enable us to delve deeper into complaints that have been made to identify any patterns and key areas of dissatisfaction so that we can take appropriate action.

As a landlord we are very aware of the impact increasing rents can have on our customers, which is why we are aiming to minimise rent increases as far as possible over the coming years. 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.

	North Ayrshire Average	East Ayrshire Average	Dumfries & Galloway Average	Scottish Average	IHA 19/20	IHA 18/19	IHA 17/18
% of tenants satisfied with the overall service.	91.3%	89.7%	88.9%	89.2%	75.5%	81.2%	85.8%
% of tenants who felt their landlord is good at keeping them informed about their services and outcomes.	95.8%	93.4%	91.6%	92%	71.8%	82.2%	85.4%
% of tenants satisfied with the opportunities to participate in the landlord's decision making.	94.4%	92.1%	82.3%	87.2%	59.4%	68.4%	82.5%

## Quality and maintenance

We invested £1.8m 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 19/20	IHA 18/19	IHA 17/18
% of homes meeting SHQS	94.6%	95.3%	90.8%	94.4%	98.57%	98.3%	98.3%
Average number of hours to complete emergency repairs.	2.4	2.2	2.6	3.6	3	2.8	2.8
Average number of days taken to complete non-emergency repairs.	5.2	5.9	10.5	6.4	8.37	6.7	6
Percentage of reactive repairs completed right first time.	96.4%	92.1%	94.4%	92.4%	97.26%	98.2%	95.4%
Percentage of tenants who have had repairs in the last 12 months who were satisfied with the repairs and maintenance service.	92.8%	93.7%	92%	91.3%	84.8%	80.0%	84.2%

## 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 enrolment form [here](#) or get in touch with us at [involvement@irvineha.co.uk](mailto:involvement@irvineha.co.uk) or calling Lyndsay McLaughlan on [01294 316785](tel:01294316785).

