



# The Scottish Social Housing Charter ...what does it mean for you?



building communities  
**building futures**

**“ The Charter was developed as a result of the Housing (Scotland) Act 2010, which supports the Government’s long term strategy for a ‘Safer, Stronger, Scotland’. ”**



# What does the Charter mean for you?

## The Context

Whether you are a tenant of the Association or a service user, many of you will have heard of the Scottish Social Housing Charter, which came into effect from 1st April 2012. Although the Charter has been mentioned in previous tenant newsletters, we decided to put the key information together in a separate booklet so that you have it in one place and can easily refer to it. This Charter booklet will also outline the important role of tenants and other customers of the Association in taking a more active role in evaluating our services and overall performance.

The Charter was developed as a result of the Housing (Scotland) Act 2010, which supports the Government's long term strategy for a 'Safer, Stronger, Scotland'. The Charter sets the standards and outcomes that all Registered Social Landlords (RSLs) should aim to achieve when performing their housing activities. It emphasises continuous improvement in the quality and value of services delivered to customers and, as mentioned earlier, it places a greater focus on customer involvement by encouraging customer-led shaping of services.

You may have already noticed the different ways the Association is trying to capture your views, improve our services, and get you more involved in our work. Recently, this has taken the form of tenant consultations through newsletters, our online Facebook and Twitter activity, the '*Shettleston on Film*' event for shareholding members, and the new *How Well Did We Do?* feedback cards.

We also offer a range of advisory services such as advice on housing options and a Welfare Rights Service. In addition to this, we will soon be rolling out an Energy Advice Service to all our tenants to help you use energy more efficiently and hopefully save you some money in the process. All of these activities and services are in line with the values and ethos of the customer-centred Scottish Social Housing Charter.



## What is in the Charter?

The Charter contains a total of 16 outcomes and standards that social landlords should aim to achieve. The Association's performance against the Charter will be self-assessed and reported annually to the Scottish Housing Regulator; however the first report is not due until May 2014. Although the Charter went live on 1st April 2012, the Regulator is still consulting on certain aspects of it. We advertised the opportunity for you to get involved in the consultation in our June Newsletter.

It is worth noting that the Association will only be measured against 14 of the 16 outcomes, as there are two outcomes that do not apply to the duties and functions of the Association. The two outcomes that do not apply to us are outcomes 12 and 16, which relate to homelessness duties and the management of sites for gypsies/travellers.

The 14 outcomes that the Association will be measured against cover six sections of the Charter, as shown below:

“...it has been recognised that we need to improve the ways our customers are able to communicate with us...”

- **Equalities:**
  1. Equalities
- **Customer/Landlord Relationship**
  2. Communication
  3. Participation
- **Housing Quality and Maintenance**
  4. Quality of housing
  5. Repairs, maintenance and improvement
- **Neighbourhood and Community**
  6. Estate management, anti-social behaviour, neighbour nuisance and tenancy disputes
- **Access to Housing and Support**
  - 7, 8 and 9. Housing options
  10. Access to social housing
  11. Tenancy sustainment
- **Getting Value from Rents and Service Charges**
  13. Value for money
  - 14 and 15. Rents and service charges

Broadly speaking, the Association is well on track to meet these outcomes. However, it has been recognised that we need to improve the ways our customers are able to communicate with us, and influence the services and decisions that affect them. As a result, the Association has developed the *How Well Did We Do* cards to allow us to capture your feedback every time you receive a service from us.

# Launch of the *How Well Did We Do* cards

Scottish Social Housing Charter and you

This booklet officially launches our *How Well Did We Do* feedback cards – which you will find enclosed. There are two types of cards: the yellow one is for general services, and the white one is for repairs only.

Some of you may already have seen and completed one of these cards in our reception area, or been handed one to complete by a member of staff. The cards have been actively promoted by staff during a ‘pilot phase’ to gauge how effective they are as a feedback tool, and to iron out any issues before officially launching them through this booklet. The cards you have now should remain broadly unchanged, however, if there are any changes that you would like to see, please get in touch to let us know. These cards are yours to keep, please feel free to use them to tell us how well we did in relation to a service you have received from the Association.

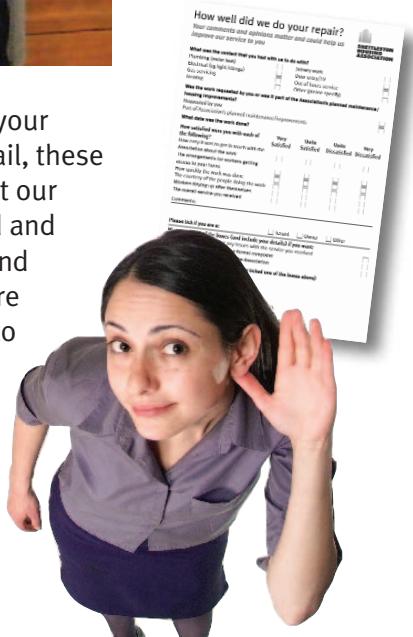


August winner  
Mrs L Findlay,  
Old Shuttleston Road.

Although there are already a number of ways you can give us your feedback such as by telephone, in writing, in person or by email, these cards will make it easier for you to tell us what you think about our services at any time. And because all the feedback is captured and recorded, it will help us to analyse results on a regular basis and improve our services accordingly. As an incentive to you, we are running a monthly prize draw with £30 of shopping vouchers to be won – so make sure you tick the box to enter the prize draw to be in with a chance!

## How to tell us how well we are doing

Whenever you have contact with us – whether it is in the office, in your home, or even by phone – we want you to have



the opportunity to tell us whether or not we are doing a good job on your behalf. All our staff, including contractors, will carry the cards and will leave you with a card when they have completed a service for you. The cards are also available from our office in the reception area. Once you have completed the card, all you have to do is pop it in the post (postage is prepaid), or into a special box in our reception area.

You can also give us your feedback online via our website, [www.shettleston.co.uk](http://www.shettleston.co.uk). On our homepage you will see a link for '*how did we do*' in the top right hand corner, all you have to do is click on this and complete the short survey online.

## What happens to the feedback you give us?

All completed feedback cards will initially go to IBP Strategy & Research, a well reputed company we use for our surveys and consultations. IBP will record your feedback onto a database, and this will help us to analyse the results, and use your feedback to help shape and improve our services to you.



All the information you give us remains confidential and we will not publish the individual details of any customer. If you wish to receive further contact from us about the service you have received, or would like your comments to be treated as a complaint, or if you would like to get involved in the work of the Association, you can indicate this on the card by ticking the relevant boxes. A member of staff will then make contact with you as soon as possible to discuss your comments further.

In the event that you make a formal complaint, we will aim to resolve your grievances within five working days. If we believe it will take longer than five working days to investigate your complaint, we will let you know. This is in accordance with the model Complaints Handling Procedure from the Scottish Public Services Ombudsman (SPSO):



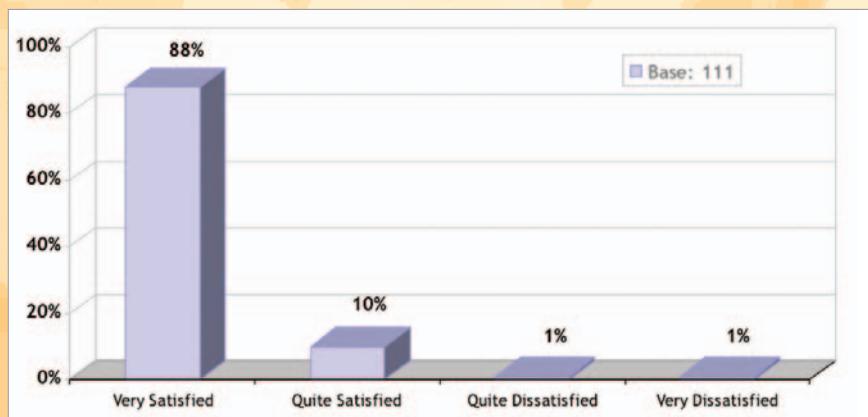
**SPSO, FREEPOST EH641, Edinburgh EH3 0BR**  
or visit their website at: [www.spso.org.uk](http://www.spso.org.uk)

The model procedure requires us to capture and record the details of all complaints made to the Association, including timescales and outcomes. The *How Well Did We Do Cards* will make it easier for you to express your dissatisfaction and make it simpler for us to keep a record of your complaints and the services that they relate to.

## What you've told us so far...

Scottish Social Housing Charter and **you**

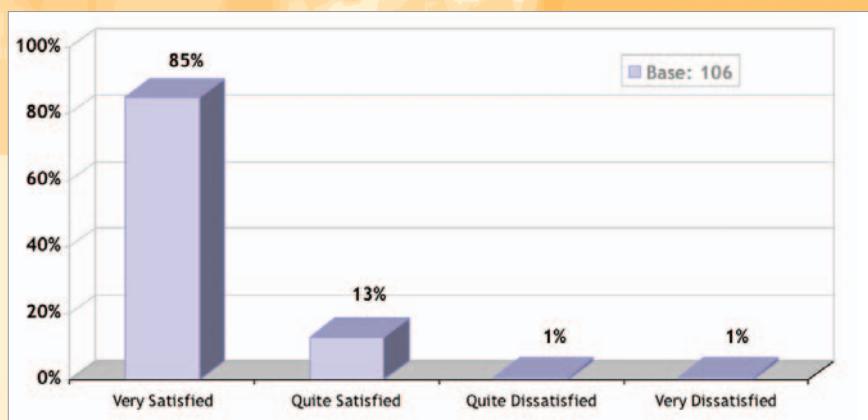
We have analysed what you've told us so far through the *How Well Did We Do* cards, from 2nd July - 17th August 2012, and we are pleased to say that the results are very positive. We received a total of 153 cards, 114 general services cards, and 39 repairs cards. We received a total of four complaints, all of which were dealt with promptly to the customer's satisfaction. Some of the results we achieved are shown below – however it is worth remembering that the data is based on a relatively small number of responses.



**We asked you...**

*How satisfied were you with how easy it was to get in touch with us?*

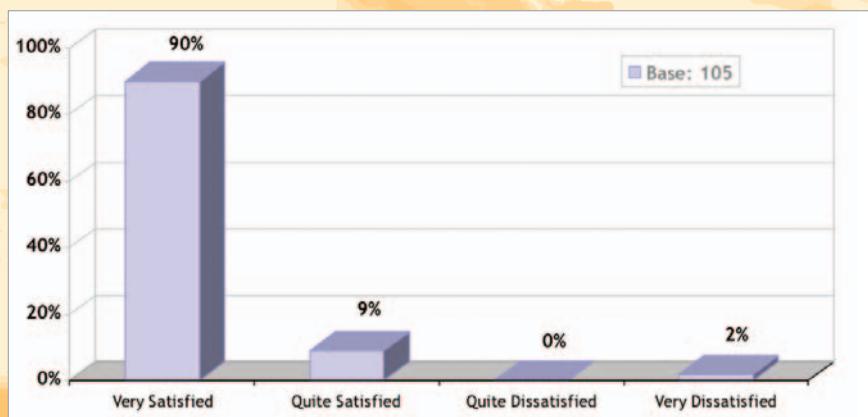
*Out of 111 responses.*



**We asked you...**

*How satisfied were you with the time taken for you to be attended to?*

*Out of 106 responses.*



**We asked you...**

*How satisfied were you with the courtesy of our staff?*

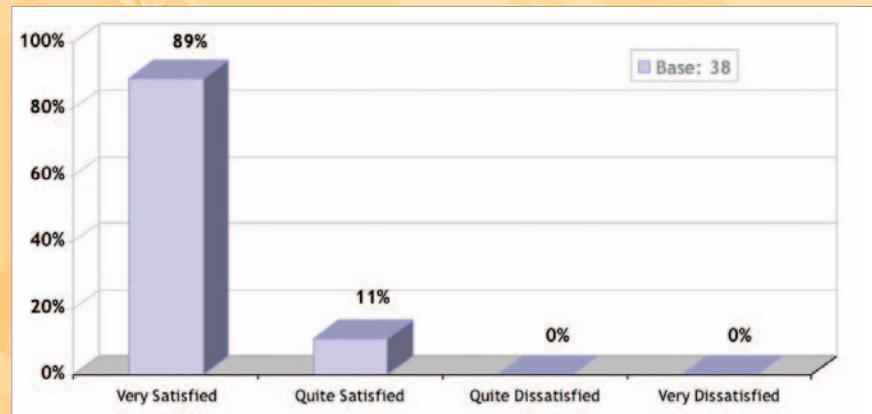
*Out of 105 responses.*

## What you've told us so far about repairs

**We asked you...**

*How satisfied were you with how easy it was to get in touch with the Association about the work?*

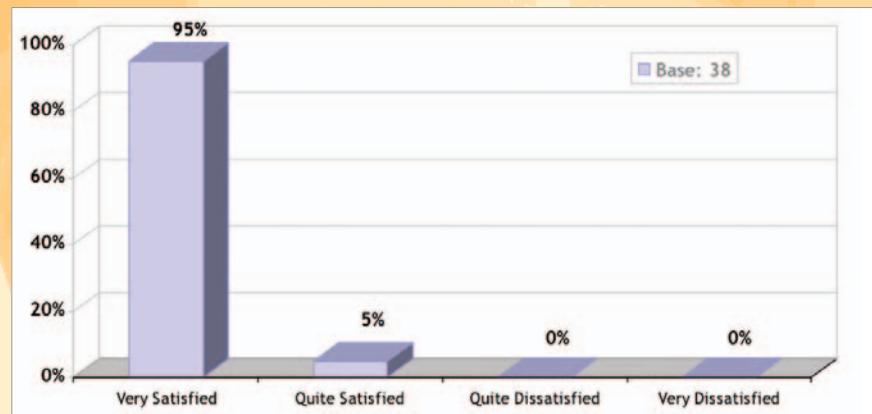
*Out of 38 responses.*



**We asked you...**

*How satisfied were you with the courtesy of the people doing the work?*

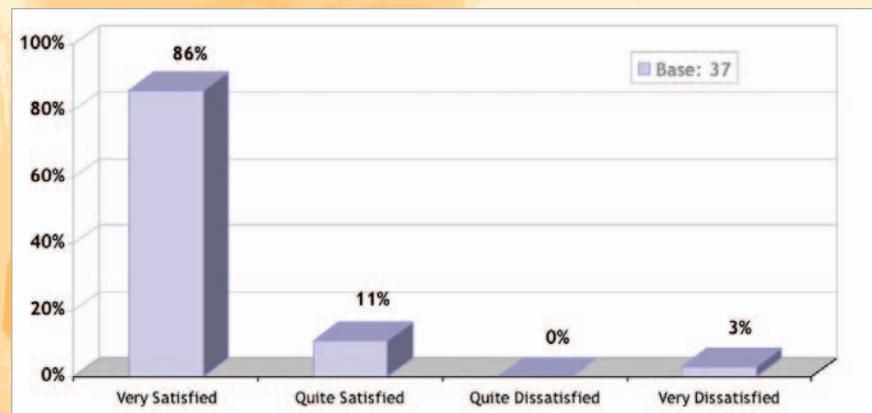
*Out of 38 responses.*



**We asked you...**

*How satisfied were you with the overall service you received?*

*Out of 37 responses.*



# How will we report on the Charter?

Although the Charter has been live since April 2012, the first time that the Association will be required to report on performance against the Charter will be in May 2014. This report, called the Annual Return on the Charter (ARC), will go to the Scottish Housing Regulator, and the first ARC will report on our performance in the financial year 2013/14.

In August each year, starting in 2014, the Regulator will publish a performance report for tenants and service users of each RSL. The format and content of this report is still under consultation, however it is expected that it will contain contextual information about the RSL and report on the landlord's performance against a selection of indicators. The Regulator's report will be made available through its website, and the Association will make the report available to all tenants of the Association.

In addition to making the Regulator's report available, the Association will also produce its own annual Charter performance report. Again, our first official report will not be produced until October 2014 but we will produce a 'mock' Charter performance report by the end of this year. The reason for doing this is to involve you in deciding the format and content of this report, ensuring that it is easy to understand and that it focuses on the information that matters to you.

The Association hopes to involve you by inviting you to give us your comments and feedback, after we've published our first stab at the Charter performance report in November. We will take this a step further early next year by holding a consultation event with tenants and customers, to sit down and discuss what has worked well and what changes you would like to see in the report. Full details of the consultation event will be provided in the Charter performance report which will arrive through your letterboxes sometime in November.

## Your role

The Charter places a much greater focus on landlords and tenants working closely together to review and improve services. This means a much greater role for you to take part and have your say. Tenant involvement is rooted in the principles that landlords understand tenant's priorities and needs, include tenants in setting policies and standards, and take their views into account when taking decisions that will affect them. It is worth emphasising that there already exist a number of ways for you to engage with us, however we are always thinking of new ways to attract your involvement.

Although the Charter and the Association strongly encourage keeping tenants at the heart of all our services, it is of course entirely up to you to decide if you wish to get involved, and how you wish to do so.

### Charter Performance Timetable

**November 2012**  
Trial Charter Report to Tenants

**May 2014**  
Annual Report on the Charter

**August 2014**  
Regulator's Report to Tenants

**October 2014**  
Landlord's Report to Tenants

**“The Association hopes to involve you by inviting you to give us your comments and feedback...”**

**“We would like you to decide how you wish to get more involved and have a say in evaluating the Association’s services and overall performance.”**



## How to get more involved

We would like you to decide how you wish to get more involved and have a say in evaluating the Association’s services and overall performance. All of you that register your interest in getting more involved in the work of the Association (see attached reply card) will be invited to a consultation session early next year. This session will allow you to consider the different options available to get more involved. As mentioned earlier, it will also give you an opportunity to express your views on the format and content of the Association’s Charter performance report to tenants and service users.

In the event that we receive a very high expression of interest, we will be recruiting tenants and other service users to make best use of the skills and experience they can offer. We would also strongly encourage participation from those of you that are able to communicate in different ways such as email and social networking, and those of you that are from under-represented groups.

## Social media – Facebook, Twitter and email

Apart from using traditional methods of getting customers involved, we have expanded our social media presence through increased activity on Facebook and Twitter. Social media is a very easy, quick and cost effective way for us to communicate with our customers, and allows us to keep you up to date with the latest news from the Association as it happens. It is equally an easy and quick way for you to get in touch with us to share any comments or views.

The Association recognises that it is not always easy or convenient for you to make arrangements to attend in person, and this is where online engagement becomes a much more attractive option for some.

To automatically receive regular updates from the Association via Facebook, please ‘like’ our page on [www.facebook.com/shettlestonHA](https://www.facebook.com/shettlestonHA). To receive updates from us via Twitter, please ‘follow’ us on [www.twitter.com/ShettlestonHA](https://www.twitter.com/ShettlestonHA).

## Taking part – what is in it for you?

Apart from learning more about the Association’s performance and having a say in shaping our services, taking part in the work of the Association can help enhance your skills and confidence. Working as part of a group to achieve a common purpose can help develop your skills in team working, critical analysis, decision making, and give you a better understanding of housing policy and practice. You may even benefit from receiving free training to enable you to effectively carry out your role in shaping our services. We will be happy to support your development in return for your time and commitment.





## Get involved – register your interest...

Shettleston Housing Association is committed to the involvement of tenants and other service users in the running of its affairs, and is committed to consulting customers over decisions and policies that may affect them. The Scottish Social Housing Charter, which sets the standards and outcomes that social landlords must achieve, also holds service user involvement at its heart and encourages customer-led shaping of services. This means a much greater role for you.

How you wish to get involved is up to you, however, please register your interest and we will get in touch when opportunities arise. Alternatively, you can register your interest at [www.shettleston.co.uk](http://www.shettleston.co.uk) by clicking on '*Get Involved*'.

**Yes, I would be interested in having my say and getting more involved in the work of the Association. I am happy for the Association to contact me in the future about opportunities to get involved.**

Name:

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Home Address:

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Postcode:

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Email:

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Tel No:

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Mobile No:

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Please tick if you use:       Email       Social Networking sites

Please tick if you are a:       Tenant       Owner       Applicant       Other

Please specify any particular housing services or issues that you would be interested in getting involved with:

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Please tick if you wish to be entered in the Prize Draw



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[REDACTED]

Freepost Plus RSUJ-EUAH-XBKY  
IBP Strategy and Research Ltd  
Unit 28  
Evans Business Centre  
Belgrave Street  
Bellshill Industrial Estate  
BELLSHILL  
ML4 3NP



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