

STADIUM HOUSING ASSOCIATION LIMITED

**MINUTES OF THE RESIDENTS' FORUM MEETING
HELD ON THURSDAY 14 MAY 2009
HELD AT ELECTRIC HOUSE**

PRESENT:

- Jacqui Coleman
- Henna Al Rashid
- Brian M Teggart
- Gamal el Gamal
- Eddie Leigh

IN ATTENDANCE:

- Elizabeth Brennan
- Lurline Wynter
- Sarah Tickner
- David Belic
- Information & Quality Manager
- Head of Quality & Business Development
- Community Engagement Manager
- Community Engagement Officer

1. **Apologies**

- 1.1. Mike Kelly; Robin Mills; Lorraine McKale; Robyn Malloy; Jean Lock; Patrick Mulcahy
- 1.2. Group Chief Executive Officer Tom Titherington unable to attend

2. **Minutes of last meeting dated 26 March 2009**

- 2.1. Agreed

3. **Matters Arising**

- 3.1. Minutes 26/03, 10.1: Has there been any progress on the away day? This will tie in with agenda item #11: Action Plans.
- 3.2. Minutes 26/03, 5.7: Has Bea Hirani (Income Management) had any response? This has been deferred to next meeting.
- 3.3. Could all reports submitted on the day of the meeting be printed on blue paper for benefit of H.Al Rashid.

4. **Consumer Panel Feedback**

- 4.1. LW reported to members on Consumer Panel survey.
- 4.2. Consumer Panel survey conducted in Autumn; results in Jan. Consisted of telephone interviews and one evening interview. Output: both general and specific.
- 4.3. Interviewees: 70/30 – 70 (General tenants); 30 (Leaseholders).
- 4.4. Survey encompassed all aspects of Customer Services: opening hours, staff competency, overall service, etc

ACTION

- 4.5. Figures were more favourable in comparison to previous survey, although it is not quite as good as a result as SHA would have liked.
- 4.6. There was an element of difficulty when it came to adequately monitoring a call once it had been transferred.
- 4.7. Seems to be an issue with customers trusting the CS team to deal with their queries directly instead of asking to be transferred straight away.
- 4.8. Customers would like to talk to a member of staff on a weekend or evening.
- 4.9. 84% responded positively about staff attitude in the Customer Service Centre.
- 4.10. Overall Service: 55% of customers were aware SHA had a new 'phone system; 45% said service had improved since the new 'phone system introduced, whilst 47% says it stayed the same. 8% of customers think the service has got worse, which is an improvement on the result of a previous survey conducted in 2007, when 39% said the service had got worse.
- 4.11. However it was not clear from the feedback how much of the improvements was attributable to the new technology or the call centre service. Some negative outcomes may have been a result of the new technology and CS had been affected as a result.
- 4.12. Slight discrepancy when it came to visitors not being seen on time, - the survey result shows that the 48% of visitors with an appointment were seen on time; however, the internal visitors statistics record 100% result in this area.
- 4.13. HA-R said the time taken for a room to become available has an impact. Visitors should be continuously told how long their wait will be and not simply ignored.
- 4.14. Only 35% of customers realized CS is there to solve their queries. Service delivery, standards, info, feedback, etc needs to be communicated to customers more.
- 4.15. Free 'phone survey: Looking into instituting 0300 numbers, as it is more cost-effective for mobile numbers; more info is needed before this is implemented. This will prevent the need to provide a landline number alongside the 0800 number for mobile phone users. There is still a slight issue with ringing the free 'phone numbers via a mobile, as there is a general tariff despite it being a free call.
- 4.16. Housing Officers cannot physically take calls and do inspections at the same time (eg: one HO had 40 calls on his mobile); voicemail usage admittedly difficult to monitor; the 0300 numbers should help alleviate a lot of these issues.
- 4.17. The internal system Northgate allows every staff member to read details of a call and place it on the system for the Housing Officer to

read. Contact logging will be refined and all staff will have competency training on it.

- 4.18. More info will be fed through a variety of mediums: the SHA website, staff to be more informed (through training, briefings, additional publications); target times for answering queries and implementing actions will be more closely monitored.
- 4.19. A directory of Housing Officers is to be published so tenants know who's who.
- 4.20. Knowledge & Skills: Everyone, including Board staff, will be informed of knowledge and information.
- 4.21. Objectives will be set to know what is to be completed.
- 4.22. Opti-Time, the database system for repairs, is not accessible to all staff; some contractors have access; all Stadium staff to have access.
- 4.23. 'My home online': residents are able to view their rent balances and repair updates 24 hours a day; LW has stated that SHA has not been promoting it enough and will now make the service more publicly aware.
- 4.24. Asset Management is to publish a standard manual stating what planned works repairs are to be completed, instructions for appliances, etc. (Note: See addendum)
- 4.25. Customer Relationship Management (CRM) systems are being looked into; admittedly expensive to implement, but it is on the business plan.
- 4.26. Useful telephone numbers and other information will be placed on the back page of all correspondence, similar to utilities bills.
- 4.27. EL requested that use of acronyms be kept to a minimum, or at least a glossary provided for those who aren't familiar.

5. **Selection Procedure for Tenant Representatives**

- 5.1. ST read out report from CEO Roz Spencer.
- 5.2. At Forum stage, all members will get training in order to have the opportunity to progress to the Board should they wish; emphasis placed on fact that Forum members will get some sort of training at entry-level before they would progress.
- 5.3. Disadvantages: not enough Forum members as it is, without discouraging potential members with no training at all who are interested in getting involved. Members leave too often. The way the Forum has been run in the past has been too insular; not inviting enough.
- 5.4. A recruitment campaign for new members would be useful, but structure has to be put in place with current Forum first before this could occur.

		ACTION
5.5.	Point of Order: At every meeting, a copy of the Constitution as a reference point should always be available.	
5.6.	ST asked if Forum members happy with Roz's suggestion; was affirmed. Go ahead at next meeting on 21 May 09.	
6.	Customer Service Excellence	
6.1.	JC read out the report from Stadium Board Member Mike Kelly.	
6.2.	G8 Panel vacancy: Due to lack of position description, this will be put back to next meeting; provided what position consists of, then HA-R may be interested.	HA-R
6.3.	Space issue on site is being looked at; may be used by Safer Neighbourhood Team for surgeries.	
6.4.	Broadband is an issue; ST is looking into it.	ST
6.5.	Management Committee to look into what to do with site, and how it operates and ways in improving it. ST is to arrange a risk assessment to ensure premises are purpose-ready.	ST
7.	Parking Control	
7.1.	Due to absence of PT, this has been deferred to next meeting.	MK
8.	Services Committee	
8.1.	07/05/2009: Income Management provided report.	
8.2.	Rent Arrears figures were good.	
8.3.	Has been an increase in telephone activity.	
8.4.	New staff: David Belic – Community Engagement Officer; 4 x Youth Workers under Kenisha Watson – Youth Engagement Officer.	
8.5.	1 outstanding Investors in Young People Award to be collected.	
8.6.	TSA Framework: July 09.	
8.7.	Lettings: Improved; ASB Cases: some successes; Transfer policy re: priorities – affirmed.	
8.8.	Staff survey: 74% of staff proud to work for SHA; score in low 50s for those who feel are not treated fairly; action point: LW to revisit staff for more info.	LW
9.	Terms of Reference / Agenda Protocol / Satisfying Needs of RA's to Raise Poor Performance in Neighbourhood	
9.1.	Forum recruitment: To entice new members to join the Forum, there has to be incentives other than financial, such as wielding positive influence.	

- 9.2. Some forms have been returned; SHA unable to process at the moment.
- 9.3. Voice champions: fundraising, talking to those in local neighbourhood.
- 9.4. Opportunity to recruit potential members at upcoming Road show event on 27/06/2009. ST/DB
- 9.5. ELT: Full Away Day – morning to discuss individual RA matters, such as repairs issues; afternoon to be more generalised, not just discussing individual RA issues.
- 9.6. ST and DB will be contacting current RA's, and also attempt to forge new ones, so Forum need to put some sort of structure in place first for any and all future members to follow. ST/DB
- 10. Incentivising Proposal Feedback**
- 10.1. ST reported to members on the Incentivising Meeting held on 27/04/2009.
- 10.2. A concern with the RF being 'paid' financial contribution by SHA Contractors – could be deemed as a conflict of interest. JC has spoken to Richard Hazard – Director of PSD – who has affirmed that contractors will co-operate with what RF decide to do with the money. Resident Forum agreed that funds should be used to the benefit of all residents, and not just forum members.
- 10.3. Ideas for use of £4,000: Money on offer should be used to fund training & development of RF, or divided up to the other RA's.
- 10.4. Ideas of what to do with money available will be discussed at next RF meeting in July 09.
- 11. Action Plan for Year; Learning & Development Plan for Members**
- 11.1. Work Plans; Individual Learning Plans: These will encompass SMART (Specific, Measurable, Achievable, Realistic, Time-measured) targets that the Forum can work towards, such as training, rotating meetings, etc.
- 12. Any Other Business**
- 12.1. National Tenant Voice (NTV) candidates needed. Informative events' days are being held nationwide in June. London venues: Stockwell Community Centre, 4pm, 9 June; Beethoven Centre, Queen's Park, 5.30pm, 10 June. ST to e-Mail HA-R with the details. Anyone interested please contact the Community Engagement Team. ST/DB
- 12.2. EL believes Willow RA forum needs to be better represented.
- 12.3. EL stated that Willow residents were told that furniture would have to be replaced at a significant cost of £10,000 as it is not fire-safe; EL got Fire Brigade involved who said they don't have to replace and are willing to put that in writing. EL to provide letter from Fire Brigade.

12.4. Issue with Scheme Managers having to undergo training and therefore leave the site for considerable periods. ST to take issues to Marcia Green for next Willow Forum.

ST

13. **Date of next meeting**

13.1. 16 July 2009 from 6pm to 8pm.

(Addendum for 4.24. – Manual to be published within the next month)