



Westfield Housing Association

Customer Offer 2020/21

Welcome Statement

This document sets out our customer offer to tenants on the Westfield estate and explains why these offers are important and how we will monitor and measure our success in achieving them.

Westfield is a community landlord providing high quality homes and community services to assist people to thrive in line with our mission statement:

“To enable people to thrive through the provision of high quality, affordable homes and excellent customer centred housing and community services”.

Specific commitments around which this offer is built include:

- Maintaining a pleasant environment, keeping the neighbourhood physically attractive and clean.
- Providing homes that are high quality, safe and well maintained
- Dealing effectively with anti-social behaviour (ASB) and working with residents and other partners to keep neighbourhoods safe and peaceful
- Providing homes that meet local needs, provide secure and affordable tenancies and are let sensitive to the needs of the community.
- Being a lead organisation in the community working with residents and partner organisations to support people to live happily and successfully.

How the customer offer is monitored and published...

We monitor performance against our customer offer as part of our routine performance management. Because of the diverse range of the offer we have many different ways of monitoring. These include monitoring via direct customer feedback (surveys, home visits and so on); collecting and analysing performance information data; monitoring by our Board or Committees. Our performance against the offer will be reported every six months in the Tenant’s newsletter and on our website and can be provided at any time, on request.

Tenant & Resident Involvement

We are in the process of improving our approach to tenant involvement including creating more opportunities to be involved and to influence the services delivered. Such involvement will be important to monitoring and developing this offer, helping to ensure that it drives improvement in our services.

What happens if Customer Offers are not achieved.....

If we don't meet a customer offer, we will always publish the reasons why and explain what we are doing to resolve the situation. A new Tenant Scrutiny Panel could challenge any of our performance, even if we feel we are meeting a customer offer!

If Officers cannot resolve the issue, then our Board will receive a report and they will decide on the relevant course of action taking account of customer views.

Tenancy Offer



These are our promises to deliver excellent lettings, rents and tenancy management service

Customer Offer	Why the Customer Offer is important	How we are currently performing?
<p>We will re-let empty property quickly setting a clear target for the average re-let time.</p>	<p>To evidence that we are committed to rehousing people quickly and minimising rent loss.</p>	<p>Average re-let days for April 19 to March 20 is 3.77 days.</p>
<p>We will visit 100% of new tenants within the first 3 months of their tenancy and a second visit will be carried out at the 12 month anniversary of the tenancy. We will try to arrange any support needed to manage the tenancy.</p>	<p>This is a commitment to support and get to know our new tenants. It allows us to identify any additional support needs and help ensure any problems managing a tenancy are addressed. This also allows us to identify any social value added (other benefits to the tenant from our housing and services).</p>	<p>100% of new tenants visited from April 19 to March 20.</p>
<p>We will work with partners to offer money advice and budget support to those tenants who need it. We also have a financial inclusion officer who offers more in depth one to one support with budgeting, making the most of your income and reducing debts.</p>	<p>This reduces financial exclusion in our neighbourhoods and communities and supports tenancy sustainment by enabling customers to manage their rent accounts, alongside the prevention of wider personal debts and income maximisation.</p>	<p>New measure.</p>

Neighbourhood and Communities



This is our offer to help foster strong and thriving communities. We want the neighbourhood to be a great place to live

Customer Offer	Why the Customer Offer is important	How we are currently performing?
<p>We will do estate walkabouts twice a year, advertising dates at least 7 days in advance and publishing what we find and what we're doing on our website within 15 working days. We will work to involve more residents on the walkabouts and to create a joint approach.</p>	<p>Estate walkabouts help us to maintain high standards on the estate, dealing with resident's concerns and improving the neighbourhood.</p>	<p>March 2020 walkabout postponed due to Covid-19.</p>
<p>We will contact people who have complained about anti-social behaviour in two working days and on the same day if the matter is an emergency e.g. a person's safety is at risk. We aim to resolve issues quickly and to use all necessary tools and powers, as appropriate.</p>	<p>This gives our customers confidence that we treat reports of ASB seriously, and deal with problems quickly and effectively.</p> <p>We want to ensure a safe and peaceful neighbourhood free from serious or frequent ASB.</p>	<p>Between April 19 and March 20 we contacted 42 out of 46 people within 2 days of reporting anti-social behaviour (91%).</p>
<p>We will work in partnership with the local authority and ensure dog foul is reported to Allerdale's Street Scene Team within one working day.</p> <p>We will seek to identify offenders and take appropriate action.</p> <p>We will work with partners to reduce occurrences.</p>	<p>The issue of dog foul was reported to us through our bi-annual tenant survey. We have therefore included this in the offer to give confidence that we will deal quickly with dog excrement and work to reduce the problem.</p>	<p>New measure</p>

<p>We will remove any fly tipping within two working days of it being reported.</p> <p>We will seek to identify offenders and take appropriate action.</p> <p>We will work with partners to reduce occurrences.</p>	<p>Fly-tipping/litter was an issue highlighted in our bi-annual tenant survey. This gives our customers confidence that we will deal quickly with fly tipping and work to reduce the problem.</p>	<p>New measure.</p>
<p>We will continue to invite applications to our Neighbourhood Investment Fund from community based, locally led organisations who are providing essential support and services to improve the well-being of local residents.</p>	<p>The fund aims to support improvements for both individuals and the wider community, helping address a need or issue and build a stronger community.</p>	<p>New measure.</p>

Working with and for Tenants and Residents

These are our promises to listen to, and work with, tenants and residents, making sure that we understand and act on people's view and needs



Customer Offer	Why the Customer Offer is important	How we are currently performing?
<p>We will acknowledge all stage 1 complaints within 2 working days and aim to resolve 95% to the customers satisfaction within 10 working days.</p> <p>We will acknowledge all stage 2 complaints within 2 working days and aim to resolve 95% to the customers satisfaction within 20 working days.</p>	<p>To give confidence to customers that complaints are being treated seriously and dealt with quickly.</p> <p>We will publish the number and type of complaints and details of any changes we have made as a result of complaints.</p>	
<p>By December 2020, as part of our new Customer Engagement Strategy, we will publish how tenants can be involved in shaping our services, being part of the review of our strategic priorities and have the opportunity to scrutinise our performance.</p>	<p>We want to ensure that customers:</p> <ul style="list-style-type: none"> • Have every opportunity to be involved in decisions that affect the services provided and the Association's priorities. • Have information about our performance and can hold us to account. 	<p>Tenant engagement will be monitored and reported here.</p>
<p>We will involve tenants and residents in any reviews or changes to our services including the new customer portal and website.</p>	<p>We want to provide excellent customer services in a variety of ways that meet customer needs.</p>	<p>We will monitor the customer offer by involving customers in the development and reviews of the services.</p> <p>We will provide information in our quarterly newsletter and annual report which are also published on our website.</p>

Home Customer Offer

This is our offer to ensure we maintain and improve the quality of our homes



Customer Offer	Why the Customer Offer is important	How we are currently performing?
<p>When you report your repair, where possible we'll make an appointment and we'll complete the repair in the following times:-</p> <ul style="list-style-type: none"> • 24 hours for emergency repairs • 3 working days for urgent repairs • 21 working days for routine repairs. 	<p>This makes a clear commitment to customers about the timescale for completing repairs and is an important measure of the quality of the repairs service.</p>	<p>Emergency repairs – 100% Urgent repairs – new measure General repairs – new measure</p>
<p>We will complete at least 85% of repairs right first time which means:</p> <ul style="list-style-type: none"> • We turned up on time. • We completed the repair first time or returned to complete it in a reasonable time. • We did the work to the tenant's satisfaction. 	<p>Tenants have informed us that repairs are a high priority service. These measures are all important parts of delivering a high-quality repairs service.</p>	<p>New measure.</p>
<p>When we let homes, they will meet our void property standard ensuring the property is safe, in good condition, clean and secure.</p>	<p>One of our main aims is to provide high quality and safe homes that meet people's needs.</p>	<p>95% of new tenants were satisfied with the quality of their home.</p>

Value for Money



Customer Offer	Why the Customer Offer is important	How we are currently performing?
<p>To deliver a service that represents good value for money. including for the following services:</p> <ul style="list-style-type: none">• Repairs• Rent arrears and collection• Resident Involvement• Anti-social behaviour• Lettings	<p>This ensures customers can measure the value for money we provide to them.</p>	<p>96% of tenants are satisfied with the value for money for their rent.</p> <p>Reporting progress on value for money measures in the Annual Report to Tenants</p>