

Activity Report

October – December 2022



LANGSTANE

HOUSING ASSOCIATION LTD

YOUR HOME MATTERS

Consultations & Neighbourhood walkabouts

Reader Panel surveys

These surveys asked members of the Reader Panel for feedback on our publications. This includes the Annual Performance Report 2022 and our new Financial Newsletter 2022, released in November. This helps us make sure the design and content are suitable for our readers and gives us hints and tips for future editions.

- **Annual Report:** 151 emails were sent. 13 responses received, giving us an **8.6%** response rate
- **Financial News:** 36 hard copies & 146 emails were sent. 19 responses received, giving us an **10.2%** response rate.

Rate the Report 2022

The survey was sent to tenants who have requested a copy of the Annual Report along with all new tenants since the previous report was published. This feedback is vital in letting us readers are happy with the content, layout and design of the report and helps us plan future editions. As with the questionnaire results collected prior to writing the report, the comments received are discussed with our involved tenants attending our planning review meeting in August.

- 234 hard copies were sent with 488 emails.
- 49 responses were received which is a **6.8%** response rate.

Neighbourhood walkabout – completed & planned

On 07 November 2022 two staff met up with a tenant from George Street to help with a couple of local issues and on the 21 November, we completed a successful walkabout at Charlotte Gardens, Aberdeen. Two tenants joined three staff to discuss the ongoing neighbourhood issues.

- Our next walkabout will take place at Charlotte Gardens to follow up on the actions from the November event. This has been arranged for 20 March 2023.

Rent Increase focus groups

We held two focus groups during December, to discuss what our rent increase in 2023 might look like. Hybrid meetings were offered with six tenants joining us both in person and digitally.

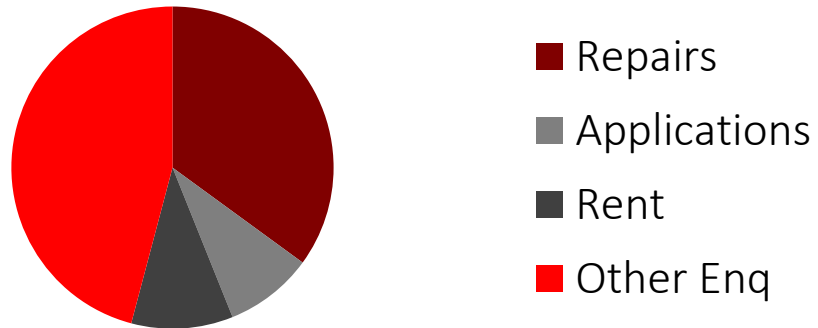
- Our next tenant meeting will be in February to discuss our planned tenant involvement activities for 2023. Along with our plans to review our lettable standard.

Inbound Telephony

A high absence rate in the team meant that November was a very challenging month for us on the phone. We are delighted to see the reduction in abandonment rate for this quarter.

▶ A total of 5212 calls came into the Customer Service Team during this period, an average of 88 calls per day. This is only down 2 calls per day on the previous quarter.

Queue



▶ We answered 4339 of these calls giving us an abandonment rate of 16%. This is down 3% from last quarter.

▶ The average wait time for a customer was 2 minutes and 16 seconds which is down over a minute and the average talk time was 3 minutes 15 seconds.

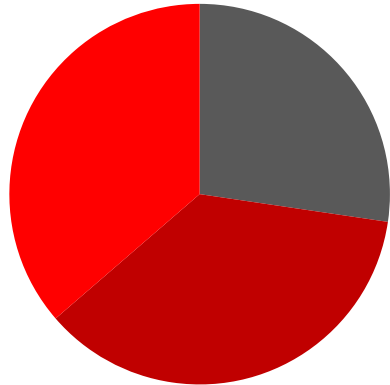
▶ The Customer Service Manager has reviewed 39 calls taken by the team over this period where 100% of calls passed our minimum standards.

Engagement

Website

- ▶ A total of **52,275** visits were made to the website during this period. See below for a breakdown of our most popular pages.

Views



- Report a repair
- Contact us
- Apply for a home

Your Voice Counts

- ▶ **436** members on the Register of Interested Tenants, a decrease of **12** from previous quarter.
- ▶ This represents **19%** of our current tenants.

Facebook

- ▶ We received **2,324 interactions** on Facebook during this quarter.
- ▶ We received **28 messages** from customers via Facebook.
- ▶ We published **30 posts** with the post who reached the most people being our invite to the rent increase tenant focus groups. Post reached 1,862 people. It achieved 14 shares, seven likes and two comments.
- ▶ We have **1,886** followers.

Publications

- ▶ New Financial Newsletter was published in digital format in early November.
- ▶ The Winter Newsletter was published in December.

Areas of Focus for Quarter 4:

Consultations

- ▶ Our Rent Increase 2023 full tenant consultation will be running from 15 January till 03 February 2023.

Inbound Telephony

- ▶ Reduce our abandonment rate to <10%.
- ▶ Maintain our internal QA pass rate and increase the number of 'green' calls.
- ▶ Decrease our call waiting time to < 90 seconds.

Engagement

- ▶ Our festive tenant get together had to be cancelled due to the weather. We will now arrange for a new year get together to discuss our involvement plans for 2023.
- ▶ Working with current involved tenants to advertise and build consistent tenant scrutiny group.
- ▶ Support our newly formed scrutiny group who will be involved in our Lettable Standard review commencing in February.
- ▶ Work to boost the numbers of our interested tenant panels. Your Voice Counts.
- ▶ Continue to complete neighbourhood walkabouts to discuss and deal with ongoing issues.
- ▶ Start planning for the next edition for our Financial News.
- ▶ Start work on building our Digital Champion staff group.
- ▶ Supporting tenants wishing to join the Scottish Housing Regulator's National Panel of Tenants and Service Users.