



Plymouth Community Homes  
Customer Focus Committee

**Venue: Microsoft Teams**  
**Date: 23<sup>rd</sup> September 2024**  
**Time: 12pm**

**Present:**

Maja Jorgensen (MJ) – Chair  
Lavinia Porfir (LP)  
Joanne Bowden (JB)  
Melony Gallagher (MG) – CFC Co-optee  
Clare Stevens (CS) – CFC Co-optee

**In attendance:**

Tracy Smith (TS) – Director of Homes & Communities  
Angie Edwards-Jones (AEJ) – Head of Risk & Assurance  
Lucy Rickson (LR) – Head of Governance  
Jenny James (JJ) – Governance Assistant (Minutes)

**Apologies:**

Tracy Lowings (TL) – CFC Co-optee  
Louise Webb (LW) – CFC Co-optee  
Zoe Reilly

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| <b>1. Welcome and Introductions</b>   |  |
| <b>Confirm Quorum</b>   |  |
| <i>The meeting started at 12.00pm</i>   |  |
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| MJ welcomed everyone to the meeting, which was confirmed as quorate.                                      |  |
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| <b>2. Apologies for Absence</b>   |  |
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| There were apologies for absence from TL, LW and ZR.  |  |
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| <b>3. Declarations of Interest</b>  |  |
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| LP, JB, MG, and CS have standing declarations as Plymouth Community Homes (PCH) tenants which were noted. |  |
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| <b>4. Service Standards</b>   |  |

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| <p>TS, Director of Homes &amp; Communities, presented the Service Standards which focus on creating a positive and seamless customer experience. This involves understanding customer needs, expectations, and pain points to design services that are user-friendly, efficient, and standards that meet or exceed customer expectations.</p> <p>The guiding principle for this work has been to consider PCH’s service standards from a customer perspective, taking a positive approach to service delivery, and what is most important to our customers. Service Standards create a transparency for customers about what they can expect from PCH in terms of service delivery and enable us to monitor their delivery through a relevant set of Key Performance Indicators (KPI’s) enabling a clear oversight by Customer Focus Committee and Board. These are the initial standards, but we expect to review, refine and continuously improve over time.</p> <p><b>PCH Customer Service Standards</b></p> <ol style="list-style-type: none"><li>1. Customer Contact</li><li>2. Your New Homes</li><li>3. Your Tenancy</li><li>4. Paying your Rent and Service Charges</li><li>5. Repairs</li><li>6. Planned Works to your Home</li><li>7. Anti-social Behaviour</li><li>8. Complaints</li><li>9. Building Safety in your Home</li><li>10. Involvement and Feedback</li><li>11. Leasehold and Commercial Lets</li><li>12. Buying and Selling Homes</li></ol> <p><b>Methodology</b></p> <p>The journey we have taken to reach this point includes: -</p> <ol style="list-style-type: none"><li>1. Referencing a range of organisations service standards</li><li>2. Meeting with the Executive Management Team, Senior Management Team, and individual customer service standard owners to establish key areas of service delivery where service standards were identified</li><li>3. Consideration of tone and language by our Head of Communications and Marketing</li><li>4. The Head of Strategy, Performance and Insight advised on the measures to set for monitoring and review to take place</li><li>5. A survey of our residents was undertaken to consult with them on what they saw as important in terms of the standards, including: -<ol style="list-style-type: none"><li>a. Does the standard deliver what you would expect from PCH?</li><li>b. Is this standard easy to understand and make sense to you?</li><li>c. Which of these measurements feels most important to you?</li></ol></li></ol> <p><b>Resident Feedback</b></p> |  |
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**Confidential**

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| <p>206 residents took part in the survey.</p> <ol style="list-style-type: none"><li>1. The quantitative data has been included as part of the appendices, alongside each service standard.</li><li>2. The qualitative data has been considered in making amendments to the standards, however, this has shown there were no significant additions to be made. All comments received will be shared with the owner of the service to assist in further delivery improvements.</li></ol> <p><b>Next Steps</b></p> <p>The next steps for service standards to become living documents are to: -</p> <ol style="list-style-type: none"><li>1. Communicate service standards across PCH to embed across departments and to staff</li><li>2. Agree a communication plan for the website, newsletter, etc.</li><li>3. All KPI’s being monitored are part of existing reporting arrangements at both SMT and EMT level. Will need to agree a plan for reporting performance against the measures for CFC.</li></ol> <p>Standards will be reviewed at initial 6 months and then on an annual basis, or sooner if required due to regulation, legislative or service changes. This will include identifying gaps in service standards as the business evolves and grows, and considering potential aspirational standards that take service delivery forward.</p> |   |
| <p><b>As a result of questions, the following was discussed and clarified:</b></p> <p>The Committee went through each draft service standard, they raised queries and gave feedback.</p> <p>The Committee raised some anecdotal issues experienced on the MyPCH portal which were acknowledged and would be fed-back to the relevant departments.</p> <p>The Committee discussed the possibility of creating a shorter overview version of the standards and it was agreed that work would be done with the Communications Teams to understand the best way to do this.</p> <p>After discussions it was agreed that clarification would be sought on the following:</p> <ul style="list-style-type: none"><li>• In relation to the standard stating “Strive to resolve or action 75% of your queries at the first point of contact”, work to be done to understand what happens to the other “25%”.</li><li>• Understand the timeframe on requests for information to be provided in another language</li><li>• Clarify whether a preferred language for communications is established at the time of sign up and if so, if this preference is utilised for all communications going forward.</li></ul>   | <p><b>TS 10/24</b></p> <p><b>TS 11/24</b></p> |

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| <p>The Committee discussed the importance of internal policies working alongside the standards, ensuring that there were no discrepancies between the two. Work would be done to consider presenting the policies to residents alongside the standards.</p>  | <p><b>TS 12/24</b></p> |
| <p>It was agreed that following the meeting there would be a final review of the standards to consider the following points discussed at the meeting:</p> <ul style="list-style-type: none"> <li>• Highlight ways residents can contact PCH</li> <li>• Clarification on response times to general enquiries and complaints</li> <li>• Check whether some sections can be amalgamated, if they should stay separate or new sections created</li> <li>• Addition of commitment to working with resident to resolve reoccurring faults/repairs</li> <li>• Review of wording to ensure clarity and use of ‘plain English’</li> <li>• Clarification around 5 year home visit</li> <li>• Revision of the format used for the complaints standard</li> <li>• Additional wording to encourage complaints and how data is used to improve and refine services</li> <li>• Introduction to note the level of resident involvement used to create standards</li> <li>• Inclusion of commitment to Right to Buy/Right to Acquire resident</li> <li>• Ensure standards are inline with internal policies.</li> </ul> | <p><b>TS 13/24</b></p> |
| <p>The Committee discussed the information available to residents online regarding repair response time and categories, noting that more information could be added to clarify expectations between planned repairs and reported reports. This would be fed-back to the relevant departments.</p>  | <p><b>TS 14/24</b></p> |
| <p>Further clarity on how the measurement for ASB and “Percentage of residents satisfied with our approach to anti-social behaviour” would be circulated back to the Committee to understand how residents are aware of PCH’s approach.</p>  | <p><b>TS 15/24</b></p> |
| <p>It was confirmed that a number of leaseholders were included in the resident consultation and that consideration was being given to bringing the Leaseholder and Commercial lets standards to the next Leaseholder forum.</p>   | <p><b>TS 16/24</b></p> |
| <p>The Committee discussed that further consultation from leaseholders and commercial tenants would be beneficial for the ‘Leaseholder and Commercial Lets’ and ‘Buying and Selling Your Home’ standards and it was agreed that this would take place and these standards would be published separately to the others.</p>   | <p><b>TS 17/24</b></p> |
| <p>The Customer Focus Committee <b>approved</b> the Service Standards</p>  |                        |
| <p><i>The meeting ended 1.54pm</i></p>   |                        |
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Signature

Maja Jorgensen – Chair

Date 08/11/2024



Certified as a true copy

Lucy Rickson, Head of Governance

Date 08/11/2024