

Scrutiny Project 2025

Introduction

CVHA Newsletter and Bulletins

- Project objective: Review the Newsletters and Bulletins sent out to customers by CVHA.
- Project scope: The project focuses on the communications that CVHA offer and compare them against other housing associations. Discussions surrounding the aesthetics, content, frequency and accessibility of the Newsletters and Bulletins.

Project Timeline

- Meeting one: 19/08/2025
- Meeting two: 09/09/2025
- Meeting three: 24/09/2025
- Meeting four: 08/10/2025
- Meeting five: 21/10/2025

26/11/2025:

Reporting findings back to Customer Services Director (FS), Senior Community Development Officer (VW) and Corporate Services Officer (LN).

Methodology

- Initial meeting held with the Tenant Participatory Advisory Services (TPAS). Community Development Officer FS, Customer Services Manager CH and Senior Community Development Officer VW from CVHA were guided through a slideshow with information specific to scrutiny projects within a housing association from TK and EA from TPAS.
- TK from TPAS delivered an 'Introduction to Scrutiny' training day with some staff and panel members
- EA from TPAS delivered a session with the members to take them through how the process should work and answered their questions/concerns. She also

talked them through how to pick a topic and introduced them to the idea of a 'soft scrutiny' which would be lighter in topic but still allow them to go through the process and understand it. She spoke of a previous group she was involved in that had looked at Newsletters/Bulletins and this peaked their interest. She advised on timescales for a topic like that and indicated that it would be 4-6 sessions roughly.

- FS attended a Tenant Information Service (TIS) online forum where Cunninghame HA spoke about their scrutiny group. Tenant Participation Officer SL co ordinates the Cunninghame group and invited the CVHA panel to attend the annual tenants conference to learn more about the scrutiny group and work undertaken.
- The current panel members formed a scrutiny group and indicated they would like to look at Newsletters/bulletins. CVHA are restarting their scrutiny projects after a lengthy break. As a first scrutiny project for the current members and with consultations from TPAS, it was advisable to start with a soft topic.
- 8 panel members took part in the scrutiny project

Meeting content

- Session one – Areas identified that the panel thought were most important to look through. LN from Corporate services attended to answer questions regarding the Newsletter and allow the panel to explore from an organisational stance reasoning behind decisions.
Panel take home examples of CVHA Newsletters and Bulletins and examples of other housing associations so that they could compare.
- Session two – The panel worked in groups to review areas for consideration – Content/Frequency/Financial aspects/distribution/Look and Feel/accessibility. They compared it against other housing associations and marked their findings in tables. FS compiled their findings into headers.
- Session three – The panel presented their mid point workings to FS (Customer Services Director) and posed questions regarding financial queries and if there were any restrictions on content from certain business areas.
- Session four – FS had a meeting with PC from TIS and went over what the panel had been working on and their findings so far. He felt that at this stage with the

softer topic that had been chosen, the panel had done enough now to pull their findings together and present to seniors/exec or whoever was relevant.

- Session five – Agreed findings and recommendations.

Findings / Panel Feedback

Strengths

- Lots of information provided
- Updates are regular and consistent
- Colourful and aesthetically pleasing
- Information well laid out and easy to find

Areas for improvement

- Not clear that there is a separate newsletter and bulletin
- Too many sent out
- Ensure people understand the purpose of the communication

Recommendations

Content

- Personal stories/case studies/tenant area spotlight
- Diary of upcoming works and contracts
- Regular signposting to extra support and organisations
- Spotlight on specific areas of CVHA and spotlight on staff
- Campaigns on current issues faced – for example scam areas/online/keeping safe
- Referral numbers to show customers the work going on behind the scenes. For example:
 - ❖ Referrals to outside agencies
 - ❖ Financial gains and benefit figures achieved by the Welfare Benefits team
 - ❖ Customer calls received by the Contact Centre

Operational

- To be sent out less often but with more information
- Explore all options for accessibility and make sure people are aware of extra accessibility formats
- Copies available to pick up from office
- Create Estate champions within our housing areas to hand out hard copies for people who are not online to help engagement and save on postage

Next Steps

Next steps for this project would be to review in 6 months time to see if recommendations have been implemented.

This report will be added to the CVHA website and provided within our next bulletin to feedback to the whole CVHA customer base.