

Trust Talk 59

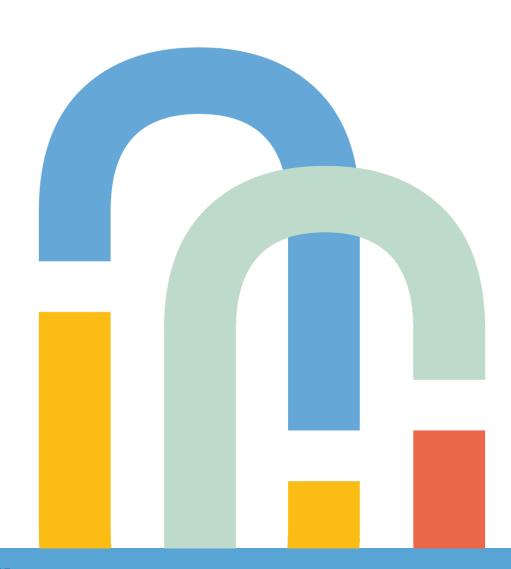
50th Anniversary Edition





Introduction from CEO	3
Trust's new look	5
Customer Satisfaction & Striving For 10/10 Customer Experiences	7
Update on New Build and Remodelling	12
Cost of Living Update	15
Board Member Update	17
New Customer Communication and Engagement Team	20

Contents



Hello and a very warm welcome to our Autumn edition of Trust Talk which, as always, is packed full of interesting information and updates.

ntroduction from





One of our biggest stories right now is **Trust's 50th Birthday!** We were established in October 1973, born out of a philanthropic movement and our first development was in Bearsden. Since then, we have grown into a National (and much more modern) social landlord with over 3,600 homes across the length and breadth of Scotland. Whilst we have grown and evolved over the years, I am incredibly proud that Trust has stayed true to its purpose and values throughout this time. We want to make a positive difference to the lives of our customers and the communities we serve – and we do that by providing affordable homes and services which improve peoples' lives and offer independence and choice. It's fantastic to think that we have been doing this for the past five decades, and this year we wanted to make sure that our birthday was marked with special celebrations...

You may also have noticed that Trust has had a bit of a re-brand! Our 50th birthday felt like the right time to introduce a more modern brand for the business, and the time also felt right to move away from separate Trust and Wishaw & District brands and websites. The brand blueprint was developed in 2022 in collaboration with customers, employees and board members, through a series of focus groups. Given the current economic environment, we have been very cost-sensitive and a modest budget was allocated for both the re-brand and the 50th parties. We believe that we have achieved a new modern and engaging brand identity and at a fraction of the cost of a typical re-brand. Modernising Trust's brand in the sector raises our profile, which brings a host of benefits including attracting new tenants and employees to Trust.

I would finally like to mention the fantastic efforts of our 'Cost of Living Taskforce' who have worked hard over the last year to secure additional funding to help support our most vulnerable customers – including a Trust Hardship Fund. Most recently, Trust was awarded funding from the Scottish Federation of Housing Associations to support the delivery of small appliances and essential warmth items to communities over Winter. Turn to page 16 to read more about these initiatives.

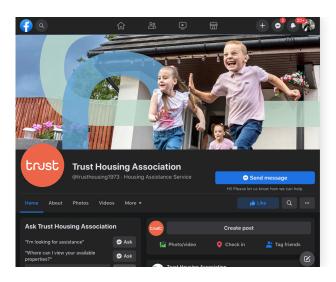
Here's to the next chapter for Trust and our customers!

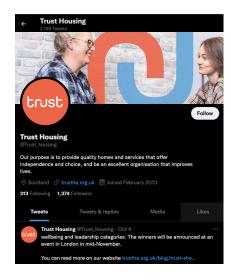
With very best wishes

Rhona McLeod

Chief Executive, Trust.

2023 marks our 50th birthday... and a new look! We're delighted to introduce you to our new corporate brand and website, which were both launched at the beginning of July.





We're very proud of the Trust story. We were established in October 1973, born out of a philanthropic movement in the 1970s. We were originally called Kirk Care and re-branded and changed our name to Trust in 2004. Since our first development in Glasgow, we have grown into a national and forward-thinking social landlord, with over 3,600 homes across the length and breadth of Scotland. Our story and culture have been enriched through growth with like-minded people and organisations, most recently our partnership with Wishaw & District Housing Association in 2019.

As part of our birthday celebrations, we've re-branded. We are still called 'Trust' but our previous duel visual brand identities (Trust and Wishaw & District) were dated and not widely recognised, either nationally or locally in the communities we serve, and no longer reflected the organisation and employer we have become and what we stand for.

Re-branding has given us the opportunity to adopt a modern, bold and engaging brand and visual identity – one brand replacing the previous core Trust and Wishaw sub brands. A new brand and visual identity that stays true to our purpose to 'make a positive difference to the lives of the customers and communities we serve', and continues our commitment to help our customers to feel secure and live well, with affordable homes and exceptional care – the stylisation of the 'r' and 'u' represent the partnership, support and care that lies at the heart of who we are. This also shapes our signature graphic pattern which brings energy to our brand communications.

The brand blueprint and identity were developed in 2022 in collaboration over a series of focus groups with customers, employees and board members. All the photography used across our new brand identity and website are of 'real' customers and employees. Thanks to all the models who took part in the photography shoots!

Separate to this, we also launched a new website which replaces both the existing Trust and Wishaw & District websites – our web address remains www.trustha.org.uk. Our previous websites had been due an update for quite a while, and we have taken this opportunity to develop one modern website which has been designed around customer research and aims to significantly improve the user experience and help us reach out to more people. We have timed the launch of the new website with the re-brand to achieve best value for money.

Rhona McLeod, Trust's CEO, commented:



Re-branding and developing a new website are key parts of our strategy and we're delighted to be able to align the launch of both with the milestone of our 50th birthday.

The new brand stays true to our purpose and our commitment to providing affordable homes and exceptional care but also better represents the modern organisation we are today, while the new website will provide a significantly improved user experience. The changes will help us to raise our public profile and supports us to stand out, helping us to attract and retain potential new and existing customers and employees.

We are always mindful of value for money, even more so during the current challenging economic climate – we have delivered on a tight budget and the reduction to one brand and website will be more cost effective going forward.

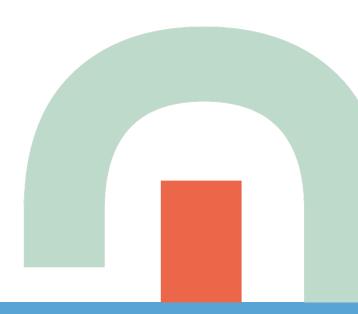
Thank you for being part of Trust's story. Here's to a thriving future and the next 50 years!"

Last year, we completed our customer satisfaction survey for the first time since 2019-20 due to the Global Pandemic. Whilst our customer satisfaction levels remain high overall, the results of last year's survey did see our overall satisfaction result decline from 92% to 81%. Organisations across sectors have seen similar reductions in satisfaction over what has been a challenging few years.

Earlier this summer, our Service Design & Improvement Team visited a selection of developments to have an open conversation to dig deeper into our satisfaction figures and the experiences behind them, listen to what you think we could be doing better and learn what 10/10 experiences look like from your point of view.

These discussions were incredibly valuable for us. We heard first-hand about the things you thought we're doing well, and more importantly, the areas we could be doing better. Some of the common issues we heard about included:

- How we communicate with you should be better around repairs, other property work and decision making.
- The standard of repairs work and ground maintenance can be below expectations, and you feel we should be doing more to monitor the performance of our contractors.
- You are sometimes uncertain who to contact about certain issues and getting someone to call back or follow up when you need us can be challenging.
- You also explained to us that given the rising cost of living, that value for money, future rent increases, energy costs and understanding where your rent goes is more important now than ever before.



Great minds think alike

We're happy to say that we have lots of work already underway that will go some way to addressing some of the issues that we spoke about.

Here's a quick look at some of the current improvement projects and what they will mean for you.

Project name	What is it?	When?	What does this mean for you?
Re-tendering of repairs our main repairs ongoing at the moment, with the new single contract and the West of Works are ongoing at the moment, with the new single contract scheduled to go	We are focussed on both improving the standard of our contractors with better quality control and keeping the cost of the service in line with our budgets.		
	for review, so we are in the process of re-tendering a number of smaller contracts as one Glasgow & West of Scotland Contract.	live in Dec 2023.	Depending on the outcome of the tender process, we may be appointing a new contractors to provide repairs and maintenance services in your home if you live in Glasgow, North Lanarkshire or west central Scotland. We will be writing to affected customers in due course to advise them of the changes so that they can identify the repairs contractors who will be attending to undertake works on our behalf.
Re-tendering of grounds maintenance contractors	Like above, we have recently re-tendered our main grounds maintenance contractors.	Planned for 1st October 2023, but due to tender delays will be 1st April 2024 to coincide with the new cutting season.	We developed an improved and thorough specification for our new contracts, with input from our Customer Panel. We included several new measures to help us manage contractor performance and hold them accountable if standards decline. We now know to the week when our contractors will be attending, and our Inspectors can plan their visits accordingly to ensure quality standards are monitored.

Project name	What is it?	When?	What does this mean for you?
New housing management system	A new modern housing and customer relationship management system for our staff to use to manage the information we have on you, your property and tenancy. It also gives us a building block to provide 24/7 online service options for those who want to interact with us digitally.	End of 2023, with online services developed over 2024-25.	The team are working hard to implement the new system by the end of this year. The new system will help our staff teams to have as much information as possible on any issues you have been in touch with us about previously, and support us to aim to get things right first time and come back to you about any open issues you've raised with us. Later in 2024-25 we'll be launching an online portal, enabling you to log and track repairs, pay your rent, report anti-social behaviour, make a complaint or chat with us online, if this is how you would like to engage with us. Don't worry though, we are still just at the end of the telephone
New brand & corporate website	You'll have noticed that our branding has changed - this is part of us delivering a modern and bold brand and corporate website.	July 2023 – complete!	Our new brand, amongst many other things, is supporting us to modernise how we advertise our empty properties and let properties as quickly as we can. This will help reduce lost rental income through empty properties and support us to keep rents affordable and maintain value for money. Our new corporate website is supporting us to provide a better customer experience online, include making it easier to find important information along with modern online forms to report repairs, make a complaint or simply ask us a question.

Project name	What is it?	When?	What does this mean for you?
Various cost of living initiatives	Our specialised taskforce has been working to secure grants and other funding from a variety of organisations to offer Cost of Living support to our customers who need it.	Ongoing.	We have been able to offer support to many of our customers so far. You can read more about this support in our other article on page 16. To find out if you might be eligible for support, please contact your Customer Partner.
Sustainability & energy efficiency	As part of our Time is Now strategy, we have a commitment to go green and transition to net zero no later than 2045. To support our net zero ambitions, a new position within the Asset & Development team was established in August 2022. Simon Kutesko was appointed Trust's first ever Climate Change Lead, having worked for Trust for 5 years prior as a Maintenance Inspector.	Ongoing with various projects, up to 2045 and beyond.	Simon has already led on the completion of our first ever carbon emissions baseline study, which identified decarbonising our housing stock as the key challenge for Trust. We will use the findings of our study as the benchmark, as we begin our transition to reduce carbon emissions to net zero by 2045. We began that transition this year, with the completion of our first energy efficiency retrofit project at Shulishader Beag in Portee. You can read more about this in our article on page 14. We are also working to understand and reduce energy consumption levels in common areas, whilst carefully monitoring feedback on the comfort of our customers. Simon and the team are also looking at investment options for a range of other technologies that would improve our communal energy efficiency.

New ways to engage...

One of the common themes was a feeling that Trust doesn't always follow up with you.

To help us start putting this right, we are refreshing our annual meetings for customers living in staffed developments with our Care & Support services (Retirement, Sheltered, Very Sheltered, Supported and Housing with Care). You can read more about these meetings, now called 'Let's Talk Trust', in our article on page 22.

For our General Needs, Amenity and Mid-Market Rent customers, we are piloting Annual Customer Visits with a small group. The purpose of these visits is to share information, chat through any concerns you may have and any other matters relating to your tenancy. We'll be back in touch after the pilot to let you know more about these visits and when we will be rolling them out more widelu.

More to do

We'll be continuing to share more updates on current and future projects as part of future Trust Talk newsletters and visits we have with you.

Whilst we are making progress in the areas above, thanks to your feedback we understand there is still plenty more for us to do as we strive to deliver 10/10 experiences. Over the coming months, we'll be holding workshops with our expert operational teams to understand how we can make improvements in the way that we work, communicate and engage with our customers, and have our contractors and suppliers support incremental improvements for you.



Lochar Crescent, Pollok (Glasgow)

In the Spring 2023 Trust Talk edition, we advised that we were nearing completion of our remodelling of the former care home situated next to our existing Lochar Crescent development, in Glasgow.

We are pleased to report that the works completed in March 2023, and all thirteen additional flats created through the works are now occupied by residents.

Below is an image of the frontage at Lochar Crescent, where the existing building meets the new.

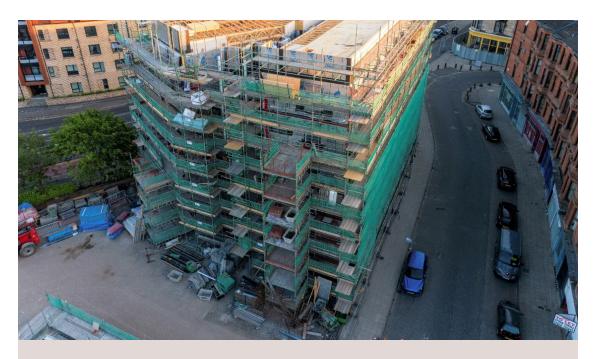






Langlands Road, Govan (Glasgow)

Strong progress continues at our new build development site at Langlands Road, in Govan town centre.



Block 1 at Langlands Road, © Brian Mitchell

The project, which will provide 46 new 1 & 2-bed amenity homes to the area, is being delivered in partnership with CCG (Scotland) on a design and build basis and is being funded through a combination of grant funding from Glasgow City Council's Affordable Housing Supply Programme, along with private finance from Trust.



Christina Cunningham and Gill Montgomery (Trust Development Coordinators) Photo taken from the top floor scaffold of the Langlands Road development in July 2023.

The works remain on schedule to complete in Spring 2024.

Retrofitting our Homes - Shulishader Beag, Portree

In July we completed a programme of energy efficiency upgrades to seventeen of our homes at Shulishader Beag in Portree.

The multi-measure retrofit project was a first for Trust, with a range of new energy efficiency measures installed, driven by a desire to make it easier for our customers to heat their homes, lower their energy bills and reduce our collective carbon footprint.

Delivered in partnership with Glasgow-based energy efficiency contractor, Union Technical, the project was part-funded through the ECO4 scheme. ECO4 is a government energy efficiency scheme for the UK, administered by Ofgem, with the main objective being to improve the energy performance of the least efficient homes across the country.



The works in Portree transformed our seventeen homes from some of our least energy efficient, to amongst the most efficient in the Trust portfolio. and this has been achieved through the installation of new: -

- Cavity Wall Insulation
- Air Source Heat Pumps and new Radiators
- Roof-Mounted Solar Panels with Battery Storage systems
- Ventilation Upgrades.

Over the next 12 months, we will be working closely with the customers of the retrofitted homes at Shulishader Beag, to monitor the performance and cost benefits of the works and use this to inform our future energy efficiency investment decisions.

While we gather that customer feedback and data, our Asset team are developing plans for further phases of retrofit works across the country, as we aim to reduce energy costs for our tenants and decarbonise our homes.

ost of Living Update

Over the recent months our Cost of Living Taskforce has continued to work across Trust to secure additional funding and further develop our work with partners to support our customers during the current Cost of Living Crisis.

Below are just a few of the examples we have been working on to support our customers during this time.

Trust Hardship Fund

In April 2023 we launched our new Trust Hardship Fund. This is an internal fund of £60,000 for 2023/2024 and is being managed by our Customer Partners - Landlord. So far we have been able to assist over 130 of our households across Trust who have been experiencing significant hardship in the payment of their essential household bill, such as their rent, food and utilities.

We have received some really positive feedback from our customers;



"I really wasn't expecting to get this extra help, thank you so much and thank you for helping me with my benefit advice it will make things more manageable monthly for me now"

We hope to continue to assist our customers with this fund as we move into the winter months.

Support for North Lanarkshire

Earlier this year we received £25,000 following our submission of a successful funding bid to Winter Hardship Fund. This is a fund which is provided by the Scottish Government and administered by the Scottish Federation of Housing Associations. The £25,000 awarded to Trust allowed us to provide 500 households in the North Lanarkshire area some cost of living assistance in the form of a £50 Scotland Loves Local Gift Card.

We primarily reached out to our customers living in our general needs households, whose household circumstances mean that they may not have necessarily benefited from other aspects of Government Cost of Living assistance. The decision to use Scotland Loves Local cards also helped us promote the use of the cards to support business and the local economy in the North Lanarkshire area

Isle of Arran

We have also been working with our partner agencies to support our customers and the local community with the cost-of-living crisis on the Isle of Arran.

We secured a total Funding of £30,500 and have been working with a number of local partners who are all coming together to contribute to reducing the cost of living pressures on Arran.

Some of the assistance we have been able to support has 290 tenants receiving shopping vouchers.

We were also able to provide some financial support to three community partner groups:

- Arran Community & Voluntary Services (ACVS) ACVS run a fortnightly lunch club from our two retirement developments on Arran, both for our tenants and older people in the wider community. Our support will allow the latter to provide approximately 125 no-cost meals to vulnerable islanders who have been particularly disadvantaged through the cost-of-living crisis.
- Arran Pioneers promotes better land use and localised food production and the Pioneers run a community garden project with Trust tenants, growing food in the raised beds at our Glen Estate retirement housing development.
- Ecosavvy run a zero-waste cafe, a food share scheme and a community shop that promotes reuse and upcycling of household goods.

Please note that items are on a first come basis so please get in touch.

Essential Warmth and Energy Efficiency

Most recently, in August this year, we were awarded funding from the Scottish Federation of Housing Associations to support the delivery of small appliances and essential warmth items. This funding will help us provide some extra support to our customers as the winter months approach. These items include:

- Air fruers or slow cookers
- Duvets or Heated throws.

For more information on how you can access these items please visit the Trust Website www.trustha.org.uk

You can also speak to a member of staff at one of our developments or your Customer Partner who will be happy to help you with a referral.

Please note that items are on a first come basis so please get in touch.

3oard Member Update

Board Member Recruitment

Earlier this year we sadly said farewell to Nicky McLaughlin who joined the Board back in 2020. Nicky stepped down to focus on work commitments and the Board were grateful for Nicky's service which brought insight and representation for Wishaw & District Housing (WDH) customers following the organisation's transfer into Trust Housing back in 2019. Ian Gunning, who has served on the Wishaw & District Local Area Committee from 2019, as well as being a member of the Trust Board, continues to serve on our Board.

Over the Spring, we carried out an intense recruitment exercise to fill the single Board vacancy and we had a very strong pool of candidates. Following interviews, the Board will be recommending Laura Bornatici for election to join as Board Member at our upcoming AGM. You can read about Laura below:

Meet Laura Bornatici



Laura brings more than 20 years of experience working in the energy industry, including oil and gas, as well as renewables, carbon capture and storage, and mining. She brings key expertise as Trust develops its Sustainability Strategy under 'Time to Go Green'. Laura also brings experience in management, stakeholder engagement, project management and business development. Laura is excited to join the Trust Board and applied as she feels that she has more time and the expertise to give back to the community.

Meet Sharron Elsdon



Sharron is 'Homelessness Team Leader' at Scottish Borders Council and brings over 16 years' experience working across Homelessness, Financial Support & Inclusion and Customer Services. Sharron brings a comprehensive understanding of the social, economic, and political dynamics shaping the homelessness landscape in Scotland. Sharron is driven to get on her 'Soap Box' and raise awareness of key issues. She has been involved in the 'Home Energy and Fuel Poverty Forum' and the development of a 'Crisis Intervention Fund' from Scottish Government.

During the recruitment exercise, the Board also found a second excellent candidate - Sharron Elsdon. A recent amendment to our Governing Rules by our Membership at a Special General Meeting held in Sept 2022, introduced rule 37.1 which allows the Trust Board to 'appoint' an additional member where they will bring specific skills and expertise - this 'Appointed Member' will serve a shorter term, no more than 3 years. In July 2023, the Board decided to make Sharron an Appointed Member.

June Away Day

The Board recently held a strategic away day to take some time, outwith the usual Board meeting cycle, to get together at our Glasgow Office and review projects delivering on the Time is Now Strategy, as well as a few other operational areas.

The morning session focussed on key themes from the 'Customer Discovery' work completed with tenants during May 2023, on the back of the most recent satisfaction survey. The 'Service Design & Improvement' Team ran sessions with customers across 10 locations and completed telephone interviews with tenants living in our 'General Needs' properties. The sessions explored customer feelings about Trust Services including areas of satisfaction and opportunities for improvement. The Board agreed to the next steps of the programme which included matching improvement themes to current projects and scoping the remaining themes to see what could be actioned guickly versus what will need longer work. The Board will receive regular updates on this work as it progresses.

The remainder of the day included sessions on: 'Cost of Living Initiatives' for Customers (including the Hardship Fund) delivered by Trust and funding partners; setting the performance targets for 2023-24; receiving updates on the new Housing Management and Human Resource systems, as well as updates on the new re-brand and website.

In one final session, the Trust Board completed their first 'Annual Self-Reflection' work as a collective. Normally Board Members will meet 1-1 with the Chair and Vice Chair to complete a review of their performance as a Member. This year, with the help of our Head of People & OD as facilitator, the Board piloted a review of the group as a collective, focusing on their cohesiveness as a team and their relationship with the Senior Leadership Team at Trust.

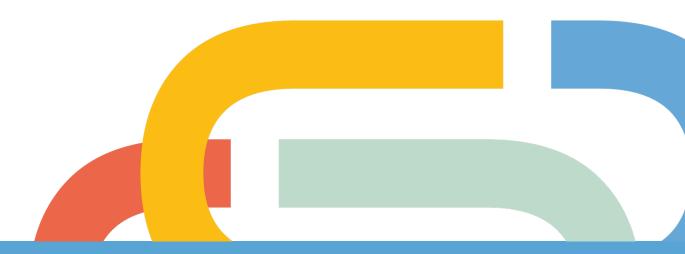
Facilitator comments:



I felt that all members of the group approached the discussion with an open-mind and were willing to listen to each other and contribute constructively, which led to a satisfying and insightful conversation. The completion of the feedback in advance allowed everyone time to reflect individually, and while the comments, in the main, positively reinforced the way that things currently work, a number of small opportunities for improvement emerged. As a diverse set of individuals with a wide range of opinions, experience and tenure, there was a strong ability to reach consensus indicating just how cohesive the Board is as a group or 'team'."

Trust's Annual General Meeting 2023

Our Annual General Meeting took place on Thursday 21 September and we decided again to hold our AGM online using Microsoft 365. It is a requirement of our governing rules that we must convene an AGM every year to present the annual accounts, appoint our external auditors and to elect Members to the Trust Board. We hoped by holding the event online we can reach as far an audience as possible as we have Members of the Association living across Scotland. By not holding an in-person event we hoped to achieve better value for money for our customers and also do things in a more efficient and 'greener' way.



Communication Customei

In our Spring edition of Trust Talk we said farewell to Katrina Hamilton, Customer Engagement Partner. We took some time to build on the work Katrina and customers had done in the development of a new Customer Engagement Strategy. We recognise the importance of our customers feedback and the contribution it makes in shaping the organisation in the services and product we deliver and how we develop moving forward.



To assist us with our ambitious new strategy we have brought together two existing vacant posts to create a new Customer Communications and Engagement team.



We are delighted to welcome Jade Wilkie our new Comms and Engagement Partner into Trust.

Jade will be joined by Vivi Marr our new Comms and Engagement Solution Specialist. Vivi already works for Trust and we are excited to see her moving into this new role.

Our new Customer Engagement Strategy was developed with input from you our customers and so thank you to those of you who gave your time and feedback on this. It is now available on our website and printed copies are available at our local developments and offices.

Our new Customer Engagement Strategy will realign and create a new scrutiny panel arrangements across all our Later Living, Amenity and General Needs housing customers. Building on the current opportunities that customers have to get involved and give feedback on what Trust does and how it can



develop in the future - there will be a range of customer focus and insight groups, topic specific working groups both in person and online options to join in. Jade and Vivi will be taking forward the following action plan between now and end of March 2024.

Develop new engagement group structure

August -December 2023

- Realigning existing Customer Panel and Wishaw Area Committee into new groups. Creating knowledge of customer interest areas which can be drawn on for topic-specific groups
- Understanding the different areas of the organisation which would benefit from focus groups
- Understanding digital tools which can assist the groups and information gathering

Review current customer information formats

August -December 2023

- Review Trust Talk and local newsletter template in line with digital options
- Review customer information leaflets/packs easy read and format options

Create feedback and improvement action plan mechanism from Customer Satisfaction Survey results, Performance Report and areas of Regulatory focus

November 23 -February 2024

- Creating structure and developing a single place to collate all feedback and improvement actions for prioritisation and agreement
- Aligning mechanism for improvement recommendations and suggestions to Board

Create comprehensive customer engagement action plan for 2024/25 and 2025/26

November 23 -March 2024



How to report a repair - why not call the Repairs Team direct?

Tenants can report repairs through local employees, or you can go straight through to the Repairs Team for their expert help. Please do not use the **0845** number which is being cancelled in the coming months.

If your repair is not an emergency, you can also contact the Team using the form on our website www.trustha.org.uk/our-tenants/reportrepair/ Or you can email us at RTeam@trustha.org.uk

Out of hours emergency repairs

If you need an emergency repair when Trust Head Office is closed, call **0345 604 4686** or contact Hanover by pulling your cord or pressing your pendant.

What is an emergency repair?

- No heating, hot water or power
- Burning smell or exposed wires
- Smoke or carbon monoxide detector sounding continuously

If you have a power cut – call the national freephone number **105**

Join the Priority Services Register so that you can get extra support if the power is off – call **0330 10 10 167**, look on the website or text **PSR** to **61999**.

You can join the Priority Services Register if you are:

- Over 60
- Have a special communication need
- Need electricity for home or medical care
- Have a child under 5
- Have chronic illness
- Feel you need a little extra help

Useful Telephone Numbers

Wishaw & District Housing: 01698 377200

Wishaw & District Text Service: 07529 777345

Out of Hours Emergencies Heating/Hot Water: **01698 533917**

Out of Hours Emergencies:

All Other Emergencies: 0800 999 2520

Emergency Out of Hours Homelessness Service: **0800 953 2424**

Scottish Power Energy Networks: Emergencies **0800 092 9290** (from a landline) **0330 1010 222** (from a mobile)

Transco Emergencies - Gas: 0800 111 999

Scottish Water Emergencies: 0800 077 8778

Police: Emergency 999 Non-Emergency 101

An emergency repair could be:

- Total loss of heating, hot water or power
- Burst pipes or blocked toilets
- Faulty lifts or fire panels
- Anything that may cause harm to you or your neighbours, or considerable damage to your home

This newsletter is available in any language or format you require. Please contact the office for details.



Affordable homes. Exceptional care.





