

Member Spotlight

July 2025





Member Spotlight -



We asked Laura Benbow, Community Investment Manager at Coastline, to share some of the work they are currently doing.

If you'd like to contact Laura about any of the below, click [here](#)

Give us a little known fact about your organisation

At Coastline, we are always looking for innovative ways to support our communities, especially during challenging times. One of our new initiatives is the introduction of the Housing Perks app, designed to help our customers save money on daily essentials.

Launched through our Household Support Fund to provide relief during the cost-of-living crisis, the app has quickly become popular for over 700 customers who have now signed up. The app is all about making life a little easier and more affordable. On average, users are saving around 5% on their grocery bills, which can make a significant difference over time.

These savings help our customers manage their budgets more effectively and ensure they can afford the essentials they need. But the benefits of the Housing Perks app don't stop there. To encourage even more involvement and engagement across the Coastline Conversation, we've introduced prize draws where customers and volunteers can win vouchers for participation, and we are soon introducing the option to put aside savings equivalent to the discount when buying vouchers, so those savings can then be used for rent contributions.

The positive feedback we've received has been incredibly encouraging. Many have shared how the app has helped them navigate these tough economic times, providing a much-needed financial cushion.



Tell us about a time that engagement has made a difference to your services or communities?

We believe that customer voices are crucial to improving our services and ensuring the well-being of our communities. A prime example of this is a scrutiny review conducted by our Customer Voice group on the issues of condensation, damp, and mould. The review revealed that many customers were unaware of the available resources and support, highlighted gaps in communication, and showed some customers had a reluctance to report issues due to negative past experiences.

In response to these findings, several recommendations were swiftly implemented. Coastline enhanced both incoming and outgoing communication regarding condensation, damp, and mould, and produced a video featuring customers demonstrating how to report mould. This initiative included providing clearer instructions for customers on reporting issues and offering better educational materials on preventing and managing damp and mould.

We also introduced the use of sensors in homes to monitor humidity and temperature levels, allowing for proactive interventions. Ventilation improvements were another key area of focus. We began installing more efficient extractor fans and ensuring that these fans were placed in locations that would not cause discomfort to residents. The review also led to a change in contractor to ensure that customers received better service and support for their damp and mould issues.

Further application of customer recommendations included the introduction of a dedicated Damp and Mould Team. In 2024, this team completed 987 jobs and 630 post-work inspections, successfully treating mould in over 99% of cases in just one visit. Since October 2024, our Damp and Mould Team has reduced the average case treatment time to under 8 days, down from 54 days at the start of the year.

The collaborative approach between the Customer Voice group and Coastline colleagues ensured that the recommendations were customer-led and effectively addressed the issues identified during the review. By listening to our customers and working collaboratively to address their concerns, we have made significant improvements that enhance the quality of our homes and the well-being of our communities. At Coastline, we are committed to continuing this approach and ensuring that our customers' voices are heard and valued.

What are you currently working on when it comes to engagement?

If you have any questions regarding this document or if we can help in any other way, call us on **0161 868 3500** or email **info@tpas.org.uk**



Recognising the diverse needs of our customers, we offer three distinct levels of engagement across the Coastline Conversation to ensure there is something for everyone, no matter how much time someone may want to commit.

- **Have Your Say:** This level allows customers to share their opinions and feedback on various topics. It's perfect for those who want to contribute but may have limited time.
- **Make a Difference:** For those who want to be more involved, this level offers opportunities to participate in community events and initiatives, helping to drive positive change.
- **Help Us Decide:** This level is for customers who want to play a more active role in decision-making processes. It involves participating in formal groups and committees to shape the future of our services.

We have developed targeted plans to ensure a diverse range of voices are involved across all levels of the Coastline Conversation. After identifying areas of underrepresentation by collecting engagement data over the past year, we are focusing on increasing engagement with Under 35s. This initiative aims to bring fresh perspectives to our community, ensuring that the needs and ideas of younger generations are heard and valued.

We are also organising "Catch Up with Coastline" events, held quarterly across our Housing for Older Persons schemes. These events provide an accessible platform for discussing repairs and communal queries, any tenancy issues, and ways to get involved. They make it easier for customers to access the services they need and offer a chance to connect with Coastline colleagues and other residents. It's all about fostering a sense of community and ensuring that everyone feels supported and informed.

We are also preparing for our third year of the Tenant Satisfaction Measures survey with Acuity. This survey is a key feedback opportunity that directly influences our service improvement plans for the coming year. By gathering insights from our customers, we can identify areas for improvement and make changes that enhance the quality of our services.

Why did you decide to join Tpas?



At Coastline, we are committed to continuously improving our customer engagement strategies. To further this commitment, we joined Tpas! Our goal is to create a more inclusive and responsive environment where every customer feels heard and valued. This means not only listening to their feedback but also acting on it to make meaningful changes.

This partnership is a significant step in our journey to ensure that we are always learning and implementing best practices in tenant participation.

What is your top engagement tip?

Our top engagement tip is to actively listen and adapt based on customer feedback. It's crucial to not only hear what customers are saying but also to act and make changes that reflect their needs and suggestions. This approach builds trust and ensures that our services continuously improve to meet the evolving needs of our community.

What's the one thing you are really proud of when it comes to engagement?

When it comes to engagement, one initiative we are incredibly proud of is our Investing in Volunteers accredited scheme, which stands out as a shining example of community spirit and dedication. In 2024, an impressive 76 volunteers dedicated a total of 5,955 hours, generating a social value of £337,533 across Coastline communities.

Among these volunteers, eight successfully transitioned into employment, and forty-three accessed training courses throughout the year. Notably, this year saw a significant increase in young volunteers engaging in formal opportunities, reflecting our growing appeal to younger generations and our commitment to increasing engagement with Under 35s.

Building on this success, we are excited to expand the Volunteer Scheme even further in the coming year. We have recruited a Volunteer Co-Ordinator to support the Volunteer Manager and current volunteers. This expansion aims to increase the number of volunteers from around 55 to 75 by the end of 2025. This growth will allow us to offer even more opportunities for personal growth, skill development, and community engagement, ensuring that our volunteers continue to make a meaningful difference in our communities.







