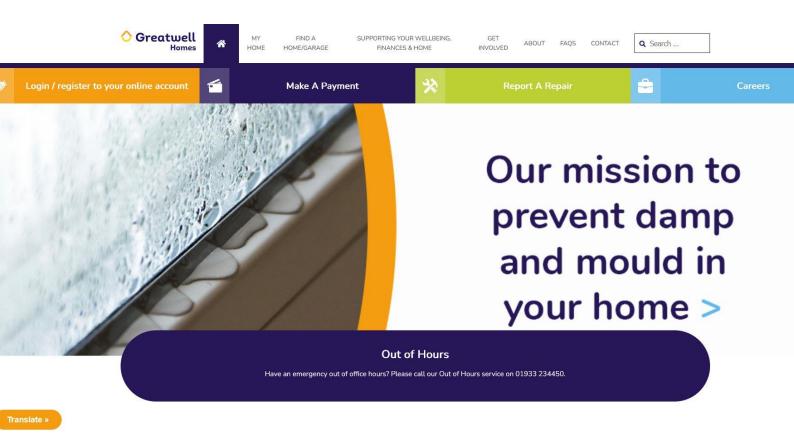
Scrutiny report - Greatwell Homes' Website Review April -July 2022



In 2018, alongside our name change, the website was completely re-designed with strong participation from a group of customers and staff.

The purpose of this scrutiny is to review the content and usability of our website; determine how easy it is to navigate and how this could be improved; to determine whether the options in the navigation bars could be better used; and to assess the content of our website compared to other housing providers and determine what content needs adding, updating, or removing.

This review will explore previous surveys and website data to explore what is most important to our customers but won't forget that customers are not the only audience; prospective employees, other housing providers, people in the community and other stakeholders also regularly use the website.

This scrutiny will be relevant to all customers and future customers and many Greatwell Homes teams, particularly:

- Communications
- Housing and Support Services
- Customer Services
- Community Involvement
- Greatwell Works

Determining Questions:

- 1. How easy is the current website to navigate? How can this be improved?
- 2. What are the top 5 reasons for our audience to access our website? Are they easy to find?
- 3. Do other housing providers have information or a section on their website which will truly enhance the experience for our own customers?
- 4. What is our audience's first impressions of the website? What can we do to improve this?

Out of Scope Area

Due to budgets, we are not able to completely re-design our website and will need to keep the current layout – however, if determined truly important for navigation purposes only, we may be able to make some minor changes.

We will also not be scrutinising the customer portal, social media, or the customer e-newsletter. These can be reviewed in the future, but not during this scrutiny.

Documents

- Communications Framework
- OPI's and compliments
- Ascent quote 2021
- Staff admins
- Survey results

Involved tenant's that took part

Sharon Medlin, Mary Reeves, Andy Prigmore, Steve Patis, Pete Johnson, Des Desai and John Hook.

Websites Research done by MR, AP, PJ & SP

Our researchers looked at over 120 other housing association websites, they found that Greatwell Homes was not the worst but not the best and many areas could use improvement.

Our website is not diverse. No local events or issues are ever mentioned. No reporting of residents that are going above and beyond in their communities are posted. With all the referencing to communities this should be integral to our site.

A lot of items are still on the site despite being very old and irrelevant to current needs and wants. There is plenty of information, but it is either not updated, incorrect or not relevant information.

The following items have remained on the website despite the information being extremely outdated. The dates range from 2014 - 2022.

Holiday closures to be removed when business re-opens.

* Christmas hours of opening still on the website two months later.

The following posts were still on the site on 23rd June 2022

- * Still announcing we donated £500 to the Daylight Centre for Christmas.
- * Still advertising the Customer Day of fun at Wicksteed Park held on 11th April. This item is to advise that it is too late to apply to join.
- * Still has a No Trick or Treat poster to download. This was posted on 28th October 2021.
- * a post about Keeping Safe on Bonfire Night Posted on 20th October 2021 and another (same post) 3rd November 2020. and another 26th October 2018.
- * Summer Garden Competition Results posted 24th August 2021
- * Another announcement about another donation of £1,000 in time for Christmas, Posted 7th December 2020.
- * a post about burst water pipes dated 2nd November 2020.
- * A post about a tenant celebrating her 100th birthday, Posted 23rd September 2020.
- * A post about Knights Court having a new cooling system installed but it is stated in the article that Knights Court was refurbished in 2013. Posted 3rd September 2020
- * . A Q & A session with the Chief Executive on 10th August 2020. Posted 16th July 2020.
- * Reporting a Christmas event at Tithe Barn held 3rd December 2019. Posted17th December 2019
- * Announcing an event to be held in the Tithe Barn on 3rd December 2019. Posted 30th October 2019
- * Apply for new affordable homes on Lea Way. Posted 6th June 2019
- * Over a fifth of customers have now registered their account online. Posted 1st May 2019 (must be more now)
- * Free Customer Day Out for 15th April 2019. Posted 29th March 2019
- * We are changing our name. Posted 13th March 2019
- * Two whole shopping trollies of food donated by you! Posted 30th October 2018
- * Thompson Court is closing. Posted 1st October 2018
- * Fun events for your family this Summer. Posted 11th June 2018
- * Walkabouts April Posted September 2018
- * Updates during bad weather. Posted 26th May 2018
- * View our new shared ownership properties at Barton Seagrave. Posted 7th November 2017
- * Rev Richard Coles to become Patron of Greatwell Homes. Posted 26th September 2017
- * Knights Court Official opening. Posted 2nd October 2014 Many other posts of equal age/irrelevant's with 2014 being the oldest.

We found it hard to understand who the website was aimed at. Is the focus more on residents or future employees?

Due to inaccuracies, it is apparent the site has not been monitored. During an interview with the Communication team (Comms team), we were informed that once the staff received their initial training that they receive no follow up training and as we know technology moves at a fast rate. If it's something you do not use every day you can quickly become left behind. This is how mistakes can happen. Proofreading is vitally important to ensure that the text is grammatically correct.

The search option does not work properly as it is not indexing everything that is on the website. When searching for 'What3Word' no results showed up despite this being mentioned on our website.

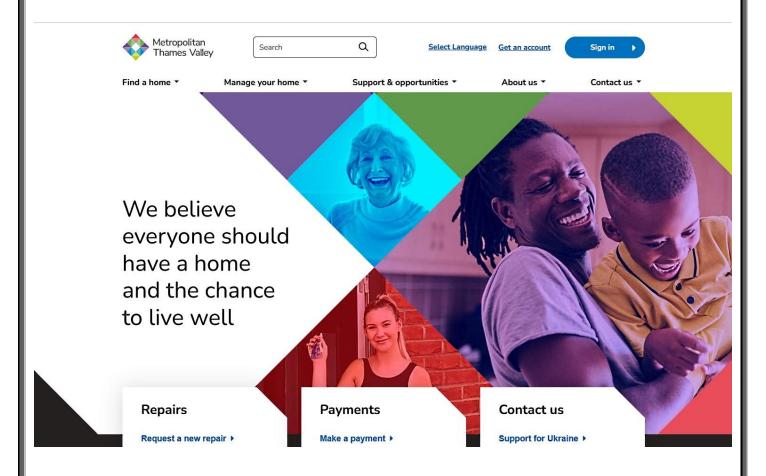
The Accessibility tools link is hard to find due to its small text size and the location. We have also noticed there is no warning, informing the visitor that they are moving away from the Greatwell Homes website when clicking an external link.

Independent Living Schemes are an important part of Greatwell Homes stock. Usually, they have a communal lounge for various activities. There does not seem to be any information regarding the activities held at these schemes on the website.

Greatwell Homes current involvement page is lacking in appeal and too corporate, it is not encouraging people to want to be involved. Looking at another Housing Association Involvement pages that jump out at you and inspire tenants wanting to find out more.

Due to the Comms team adding/updating content without informing the Scrutiny team of all the changes it became difficult to accurately scrutinise the website. Some of these changes are factually incorrect an example being Customer Assembly introduced a new digital file storage and communication platform for involvement. The idea of using 'Governor hub' was from a manager, not tenants. There is no mention of the Steering Group. Two items listed as Customer surveys were in fact Steering Group items. A non-involved resident would not know that this information is incorrect, this links to the survey done before this website scrutiny started.

Some had good pages on them as shown below, there is also an attachment page which includes some pictures of items the scrutiny team liked from different site.



One of the items that the researchers kept seeing on other housing associations website was a chat system, the Scrutiny team queried this and have been told that it is being looked at.

Although we do have plenty of information on the website, we found that many other Housing associations have a downloadable Tenants Handbook. This contains useful information as it is all in one place and easy to understand as it is written with the residents in mind and is not corporate.

An element that our researchers liked on other Housing Associations was 'What we expect from you and what you expect from us'. Although we know that tenants have a written tenancy agreement this would be a shortcut to what a tenant can and cannot do. This can be downloaded.

When completing the form on the contact page there is no information about response times or what to do if not responded to. Again, there are downloadable documents, however are you going to download documents when you simply want to send in a comment?

What do the accreditation images mean? Without linking to said accredited company a lot of people do not understand the relevance or what they mean.

What has Greatwell Homes done well and what could they improve? Looking at the site there is nowhere that highlights our mistakes and what Greatwell Homes have learnt and as a result improved the service.

Staff interviews done by SM, MR, AP, PJ & SP.

There are no clear aims and objectives for the site and no consistency when it comes to checking for spelling, grammar it is very ad hoc. Staff don't ensure that changes have been made. (Christmas opening and closing times still up in April)

- Need update training
- Put in place time each week to check on the site
- Keep an admin log of when any things are updated on the site (last updated on page)
- More diversity
- No attempt at tackling diversity issues
- Showcasing what we have made better
- When Greatwell Homes makes a mistake, they hold their hands up and then tell people what they have learned and what has been put in place to make sure it never happens again.
- Look at visually impaired issue (AAA the makes the print bigger has gone from web page)
- Celebrate our diversity much more.

The Scrutiny team was made aware that there is no tender process regarding the Hosting company yet somehow there is a rolling contract! The Scrutiny team has been shown an 'Hosting' quote that expired in June 2021. No other evidence has been provided. We still have an active link to the old hosting company on the site.

Audience Survey Results done by SM & JH.

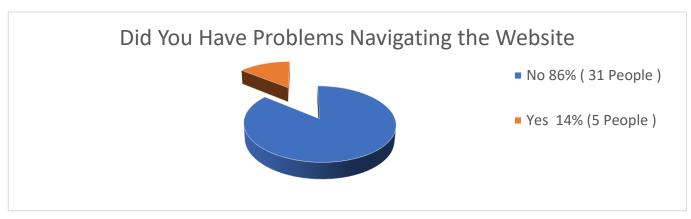
The survey was emailed to the Involved Customer mailing list

Posted to the home page of the website,

Posted on our social media, emailed to job applicants.

The survey was also shared on the website, but no non-customers completed the survey other than one job applicant.

The 39 people that replied to the survey 36 stated they used the website and 3 stated they did not, of the 36 that used the website, 31 people (86%) said they did not have any problems navigating the website. 5 people (14%) did have problems navigating the website.



There was no clear consensus about the website not being good or how it could be improved.

One comment said

"It's easy to find what you're looking for"

Another said

"Sometimes can't always find what it is you need"

Survey responses have been very low considering the number of Greatwell Homes tenants there are. Only sending out the survey to 300 people which is just 6% of the tenants and from that 6% we got a 13% response! This not a meaningful result as the rate is so drastically low. This survey should have been sent to every tenant that has an email address or at the very least to every tenant that uses the 'Portal' as this is linked to the website. It is clear from the answers given that tenants are not aware of the difference between the portal and the website. The survey indicates the top 3 sections used of the website are as follows.

- 1. Pay rent / check balance
- 2. Repairs
- 3. Log onto account

This could have been affected by the fact that Greatwell Homes sent out a website survey a few months prior to the scrutiny starting. Why would people want to fill out another survey on the same subject matter less than 6 months later? The Scrutiny team was already on the backfoot due to this happening.

Although the data shows why people are using the site this data is flawed due to not a large enough pool being questioned/responding as well as the questions being asked were not relevant.

Staff Survey Results done by SM & JH.

This survey was sent out by the Comms team to all 170 members of staff, a follow up email was sent to those that had not responded. Even with the follow up only **49** staff members replied in total to this, that is a response rate of 28.82% and not sufficient to gain any real and meaningful data. The results of the staff survey are very disappointing as we are trying to improve services as a critical friend. This survey would have taken less than 1 minutes if the staff member did not use the site and less than 5 minutes if they did use it. If they completed the survey, it would have been less than 0.3% of their weekly time, it is very disappointing that the staff have such disrespect for the scrutiny process.

Of the 49 staff that did respond only 34 staff members visit the website.



Staff responding gave multiple reasons for visiting the website, so there are more than 34 reasons listed on the results spreadsheet.

The top reasons are:

- 1. To see what information the residents can access (or staff forwarding links to the website to residents)
- 2. For general information (for themselves)
- 3. To check their team's content or update content

The staff that visited the website were invited to leave comments. 27 of the 34 left a comment, see below.

Like appearance	6	
Like photos of staff and customers	1	
Like the layout	2	
Easy to navigate	7	
Informative	9	Compliments
friendly	1	
2 job candidates complimented the website recently	1	
professional	1	
too corporate	1	
Not up to date	8	
photos of staff that have left	1	Negatives
not easy to navigate	1	
Features feel repetitive	2	
Update main page more frequently	3	
improve search function	1	
would like more involvement photos	1	
review from customers perspective	1	
would like content to be about customers	1	
build updating the website into staff's role	1	suggestions
process around ongoing update of website	1	
use comms plans to improve website	1	
implement chat bots	1	
Links to social media	1	
Fun TikTok videos	1	

Only one member of staff recognised that the photos of staff were incorrect, while eight staff members noticed that some of the information was incorrect and many items out of date and no longer relevant. Despite the above figures, we have questioned the actual number of people that used the site as at the bottom of the staff survey report, it stated that 11 of those 34 said they didn't use the website in question 1. This brings into question the accuracy of the data that is provided to the scrutiny team. Although the data shows why people are using the site, this data is also flawed as it is not a large enough pool to extract accurate and meaningful data.

Final Conclusions

- 1. **Aims and objectives –** There are no clear aims and objectives to the website.
- 2. **Staff publication Scrutiny** team was made aware that there is no current training program for staff members when publishing content to the website.
- 3. **There is plenty of information on the website** but this information is either outdated, grammatically, or factually incorrect. With no current review of posts.
- 4. **The same photographs have been used multiple times on the website** we had a member of staff shown to be in several different pictures yet is not part of those teams. Although the staff picture error has been fixed it was only done so from input from an involved resident after mentioning it several times. There is a picture of a house that is used multiple times for different stories.
- 5. **Although the site has bright pictures and colours** its overall appearance is not very vibrant and does not reflect current events such as Pride, Mental Health week.
- 6. **The site does not appear to celebrate diversity** We currently change our logo on Facebook and Twitter in support of Pride and Black History Month, however the content and layout of the website is not sufficiently diverse enough to match our resident base.
- 7. **The Involvement section does include all the relevant information** It is not an inspiring page and it is far too corporate.
- 8. **The contact page has all relevant information** One aspect which could help our residents is knowing that their contact request has gone through, and a time given for response, even if it is just an acknowledgment.
- 9. **The search engine** Although it pulls some data the scrutiny team found the search engine does not index everything.
- 10. **Policies section** Policies are on the site but in corporate language. There must be a better way to share this information.
- 11. **Community events** The website had very little content regarding community living and there was nothing about events held at Independent Living Schemes. The content posted to social media is not always published to the website.
- 12. **Contact page** When sending from the main contact page, there is no information given about response times.
- 13. Accreditation There are several accreditation award icons, there is no indication of what they represent.
- 14. **Hosting –** Greatwell Homes changed the hosting company however the old host is still referenced on the site.

<u>Acknowledgements</u>

We would like to thank all the staff that participated for their contributions to this report giving up some of their valuable time, we could not have done it without their help. Although this report does have a negative under tone the Scrutiny team would like to point out that this is not aimed at any individual.

Report written by

Sharon Medlin, Mary Reeves and Andy Prigmore

The website scrutiny recommendations have been broken down into 2 types:

- 5 Strategy and review recommendations
- 8 Content recommendations

	Recommendation	Objective / benefits of recommendation	Evidence	Agreed action – put in clearview	Management Response	Delivery date	owner
	Strategy and review		L				l .
1	Create aims and objectives that link to the company's values to clarify the websites' target audience and ensure that the website content reflects this. Add an Assess, Plan, Do, Review approach to this	To help steer content to make sure it is focused on who the website is aimed at To ensure that the size and times / resource used to create and maintain the website is reasonable	On requesting evidence none was available.	Develop a website protocol and procedure which links to strategies and frameworks.	A protocol and procedure will be created and will include the website audiences, and how it will be run and used going forward. This will be based around the company's corporate plan and its four strategies and accompanying frameworks.	31 March 2023 Annual training will be done – this will take place annually there after	SW
2	All staff that have access to update the website will receive training on an annual basis using the Communications Framework	To ensure website content is consistent and in line with Communications Framework	The evidence on training is in the staff interviews.	All staff that have access to update the website will receive training on an annual basis in line with the Communications Framework.	The first round of training will be by March 2023 and will be added as an annual action to the communications plan. The website protocol and procedure will be used in training.	31 March 2023 – Training will then take place every year from then onwards.	SW

3	Agreed members of	To ensure website	List of out-of-date	Only members of the	No other staff will post	31 March	SW
	staff will review and	content is consistent and	posts provided in	Communications Team	until after training has	2023	
	approve all new posts	in line with	report	to have access to post	been completed. New		
	on the website before	Communications		on the website until	staff who need access to		
	staff training has	Framework		new training takes	the website will be		
	occurred.			place.	trained before given		
					access.		
4	Carry out an accuracy	To ensure website	List of out-of-date	Carry out an accuracy	To be put on	31	SW
	review on a monthly	content is consistent and	posts provided in	review on a monthly	Communications Plan.	December	
	basis	in line with	report	basis		2022	
		Communications			We will discuss with		
		Framework and that			provider if there's a way		
		posts are date relevant			that seasonal/temporary		
					updates can be removed		
					automatically on a certain		
					date.		
5	Website contract –	To ensure we have value	No evidence the	(partially agreed) - to	Contracts under the	31 March	
	when finishes, involve	for money and fit for	contract is Value	enhance current	value of £5000 are not	2023	
	customers in writing	purpose contract /	for money. (Never	contract to include	required to have a tender		
	the brief	support	been put up for	expected performance	process. Current contract		
			tender)	standards from	is under £2000 and is on		
				provider. Procurement	a rolling basis with the		
				Manager to assist.	provider.		
					Agreed that the contract		
					needs enhancing and		
					performance standards		
					need to be included.		
					Scrutiny will be made		
					aware when this		
					happens. The		

					Communications Team		
					will be responsible for		
					the performance of the		
					contractor and will		
					monitor this on a regular		
					basis.		
					If the provider		
					underperforms the		
					Communications team		
					can make the decision		
					switch to another		
					provider.		
					If the provider is changed		
					and new look of website		
					is agreed, customers will		
					be involved in the design		
					and content process.		
	Website Content						
6	Celebrate local	Ensure our website	See staff	Include an events	Events included on this	30 June	SW
	community, charities,	content reflects the	interviews.	calendar on the	calendar will include	2023	
	and relevant	diversity of our		website that shows	events run by Greatwell		
	celebration events.	communities.		what's happening	Homes, office closures		
	Include an activities			within our business	and other events that are		
	page that shows	To attract staff and		and across our	in conjunction with		
	what's happening at	younger people with		communities.	Greatwell Homes or its		
	Independent Living	same values as our			partners.		
	Schemes.	organisation					
					The document from		
					recommendation 1 will		

	7	Involved customers	To ensure that the	This should be a	Involved customers	detail scope of what type of events will be promoted or reported on. IL schemes have digital notice boards for what's happening at schemes. A consultation will take place with IL customers to determine the need and want to external exposure of events happening within the schemes. Agreed. This will be	30 June	LB
	/	involved customers will be involved in an annual review of the involved customer pages	involved customer pages share the impact of the service to celebrate involved customer achievements and to encourage more customers to become involved	Inis should be a joint exercise between Involvement staff and involved tenants.	involved customers will be involved in an annual review of the involved customer pages.	Agreed. This will be delivered between the Communications Team and the Customer Involvement Team.	2023	LB
1	8	Add a page to the website that contains information for new and existing customers that includes policies and expectations	To ensure we are providing information to customers in different places and ways to be as inclusive as possible, with dates.	Good example on Castles and Coasts		Not agreed. This information is already on the website. Looking at the Castles and Coasts document, we include this information on the website. Some examples below:		

		T.	T	I	1	I	
					Strategies and Policies		
					can be found here:		
					https://www.greatwellho		
					mes.org.uk/corporate/stra		
					tegies-policies/		
					Responsibilities:		
					https://www.greatwellho		
					mes.org.uk/my-		
					home/repairs/maintenanc		
					e-responsibilities/		
					If the scrutiny team have		
					found that any		
					information is missing,		
					this is not specified in this		
					report.		
9	On the contact page:	To help customers		Contact us page to be	Agreed - All three of	31 June	SW
	detail the timings and	understand response		amended to add	these will be	2023	
	process for response	times to manage		response times.	implemented/improved		
	times.	expectations			on the website by the		
				Accreditations will be	deadline.		
	On every page, add	To help customers		linked to a page with			
	links to relevant	understand our		more information			
	accreditations on the	accreditations		about each			
	images.			accreditation.			
	Accessibility toolbar			Accessibility tool will			
	not easy to find			be made more			
				accessible and easier			
				to find.			

10	The search bar needs	To enable customers to	When key words	Functionality of the		30	SW
	to be looked at as it is	easily find what they	were entered no	search bar to be		Septembe	
	not indexed properly	need on the website	results came up.	looked into and		r 2023	
				improved.			
11	Hosting company –		Old company still	N/A	Customers found a page		
	wrong link – needs to		displayed.		which linked to the		
	be changed				wrong hosting company.		
					During the time of finding		
					this error and writing the		
					recommendations, the		
					article had been taken off		
					due to a separate		
					suggestion from the		
					scrutiny about removing		
					any articles that are more		
					than 18 months old. This		
					article was included in		
					those taken off.		
12	Add a page that	Helps build trust in	Being open and	Add a page that	Page already on the	31 March	SW
	highlights our	customers	honest and	highlights our	website 'You said, we	2023	
	mistakes, including		engaging truthfully	mistakes, including	did' but can be better		
	complaints and how		with tenants.	complaints and how	improved and updated		
	we have improved			we have improved	more frequently. This will		
	services			services	be looked into in more		
					detail.		

13	Chat bot function to be	To ensure we are	It is a quicker and	Transforming our Future	30	SW
	added to the website	providing additional	more efficient way	(TOF) Board will explore	December	
		communication methods	to answer tenant's	the option of having a	2023	
		for customers and being	queries,	chat bot on the website.		
		as inclusive as possible.				
		Better use of staff				
		resource if chat box				
		responding is quicker				
		than phone and email				

Attachments

Padley Housing Association Limited https://www.padleygroup.com

An activities page listing all activities for a month at scheme.

We are open 6 days a week Monday - Saturday.

Basic Needs

The basic needs service we provide consists of hot food during support activities, emergency parcels of either food, toiletries or clothing, toilet, shower facilities and laundrette.

Padley Emergency Parcels are provided free of charge as a stop gap to individuals referred by authorised partners. The referring agency/partner must be working with the client to address the clients' financial issues so that a dependency is not created.

Activities Timetabl

These activities are design to help people gain the support and confidence they need in order to build a positive life for themselves moving forwards and to help prevent them from experiencing homelessness in the future.

Week 1	9:00 - 11:30	12:00 - 2:30	Week 2	9:00 - 11:30	12:00 - 2:30
Mondays	Expression Through Art	Book club	Mondays	Expression Through Art	Book Club & Creative Writing
Tuesdays	Hair dresser coffee Morning, Signposting & Game On	Pamper Session	Tuesdays	Coffee Morning & Signposting	Quiz & Game Or
Wednesdays	Pamper Session	Women's Space	Wednesdays	Pamper Session	Women's Space SARC visit
Thursdays	Budgeting & Cookery Class	Wellbeing, signposting, Drug & Alcohol Surgery	Thursdays	Budgeting & Cookery Class	Wellbeing, signposting, Drug & Alcohol Surgery
Fridays	Wellbeing & Guitar	Coffee & quiz	Fridays	Wellbeing & Guitar	Meditation
Saturdays	Music Session (Free-Style)		Saturdays	Music Session (Free-Style)	
Week 3	9:00 - 11:30	12:00 - 2:30	Week 4	09:00 - 11:30	12:00 - 2:30
Mondays	Expression Through Art	Book club	Mondays	Expression Through Art	Book club
Tuesdays	Meditation Class	Signposting help	Tuesdays	CAB referral & signposting	Game On & Quizzes

www.buckshousing.co.uk

Clean, smart home page with topical and appropriate late information/news banner. Struck by the clarity and layout of the most typically sought-after information.



https://castlesandcoasts.co.uk/your-home/tenancy-useful-information/

The contents page of Castles and Coasts downloadable Tenant Handbook



https://placesforpeople.co.uk/about-us/make-a-difference

This whole page was too big to put in the report, this is the main section of their involvement section. Its diverse, broken down in to sub groups and over all a feeling of wanting to get residents involved.

