

EeH Resident Profiling Strategy

The purpose of the exercise is to ensure that EastendHomes is providing services which are appropriate and accessible to the communities it serves. The exercise will also highlight any household specific service access arrangements to ensure that services are delivered in a way that is meaningful to individual customers.

The primary applications of the profiling information are as follows:

- 1) Service Planning including Service Access Arrangements
- 2) Service Review and Monitoring including Equality Impact Assessments
- 3) Tailoring of service provision to individual households where specific service access challenges are identified
- 4) Vulnerability support- identification of households with existing or potential support needs and strategies to meet those needs

The profiling exercise will collect information in the following areas:-

- 1) Diversity and Equalities including ethnicity, gender, disability and sexuality.
- 2) Household Composition information to steer service provision and regeneration focus.
- 3) Communication/ Service Delivery information to identify alternative key forms of communication with our residents based on their needs
- 4) Vulnerability including liaison information for households with identified support needs and arrangements for referral for households where support arrangements have not been identified
- 5) Safe and Well: New and innovative arrangements for regular contact arrangements with vulnerable, potentially unsupported individuals identified with the community. Resourcing arrangements to be identified.

The information provided across the first four categories will point towards the most appropriate form of service delivery both for individual households and for the customer base as a whole. For individual households the exercise will identify two key service delivery indicators including “service delivery challenges” and “service delivery responses” and will allow a layered expansion of the service delivery requirements for a particular household based on the survey responses. For example, a person who cannot read or write fluently in English but can in their own language may also need large

print based on sight impairment. The method of service delivery will therefore adapt as the profile is expanded for an individual household.

More specifically, the information gathered will be used in the following ways.

- **Diversity/ Equality Monitoring**

Diversity information will allow service access to be compared to population profile to highlight whether barriers exist. An annual review of service use and satisfaction in areas such as repairs ordered, arrears action, complaints etc comparing breakdown of service users by ethnicity to population profile will take place. EastendHomes will need to look at culturally specific implications of ethnic group and other diversity sub-sections of the customer base failing to access service. For example with repairs, would solitary Bangladeshi women be reluctant to allow unaccompanied males into their households. Any issues identified will need to be more thoroughly investigated to highlight the potential for adapting service delivery, considering cost and resource implications.

- **Household Composition**

Household composition information will allow detailed breakdown by estate and block area of the age profile of residents to feed into community development initiatives and support specific work to target anti-social behaviour prevention and promote intergenerational cohesion and specific resident empowerment initiatives.

- **Communication/ Service Delivery Information**

The Communication/ service delivery information will identify any households which will need information presented in a form other than written or spoken English or in a particular manner, for example, by home visit. The standard form of communication will be written English, although wherever appropriate, alternative service delivery options will be considered. Where no service delivery implications are identified, written or spoken English will be the standard form of service delivery.

However, the most appropriate form of service delivery will be varied by the combined answers to the “communication information” questions and other service delivery questions. The need for specialist language provision will be negated if permanently resident adult with household who can read or write English and explain correspondence to the resident although this will be noted as subject to periodic review.

Details of how the communication and language information will be translated into varied service delivery is included at Appendix Two. Having completed a service delivery summary, key service delivery communication will be included as an “alert” flag on Orchard, EastendHomes integrated housing management IT system which will

inform front line staff of any necessary delivery adaptations on address enquiry.

- **Vulnerability**

This profiling information will identify any support partners who will need to be engaged in service delivery or enforcement action against vulnerable households. Additionally, it will highlight any households where there is a gap in support provision and initiate an appropriate referral by a housing officer.

- **Safe and Well**

This information is initially being collected on a pilot basis to identify vulnerable households who register an interest in maintaining regular landlord contact as a means of ensuring their well being. Depending on the interest shown, resourcing arrangements and implications will be raised with the Board.

Profiling Updates

To ensure profiling information is kept up to date a Profiling Questionnaire will be completed as part to the Tenancy Sign Up procedure. Further general reviews will take place to ensure the data remains valid.

Appendix Two

Application of Profiling Question Responses to service delivery

Question Four: Language

- A.** Do you have difficulty speaking or understanding English?
Yes - Mark as part of language difficulty
No - No marker but proceed with assessment
- B.** Do you have difficulty reading or writing English?
Yes- Mark as part of communication difficulty and refer to A, if individual has difficulty reading or writing English but can speak and understand it, mark as “Standard English communication with verbal explanation “ and carry on with assessment. If individual says yes at A and yes at B, then mark as language difficulty but refer to “other adult household” members for support and language options below.
- C.** Is there an adult permanently resident in your household who can read and write English without difficulty and can explain correspondence to you?
Yes- If yes to either a or b, mark as language difficulty but support within household. Mark as no service delivery amendments needed but mark file for periodic review.
No - If language difficulty already marked, check whether alternative translation required at D
- D.** Where a language difficulty has been marked, please note first language choice
- E.** (Where a language difficulty has been marked with no support)
Do you read and write fluently in this language?
Yes- Will indicate if translated material in community languages is appropriate
No - Will indicate that standard written English should be used with appropriate verbal translation by phone

A. Difficulty Speaking and Understanding English

Yes



Note Language
Difficulty

No



Proceed with assessment

A. Difficulty reading or writing English

Yes



If yes to A and
B mark as language difficulties,
check further Language options

No



If yes to A but no to B
mark as standard
written English with
Follow up verbal
explanations. If no to a
and b, leave language
section

Question Five: Disability/ Health Issues

Please note any disability health issues. If any issues noted, please compare any noted difficulty with accessing services to communication options listed in next question. If not covered by communications options, make a carried forward note for comparison in overall assessment.

Note any vulnerability issues and compare to support options noted. If, in this or subsequent section (Question Seven), vulnerability issues noted and no support identified and resident willing to pursue support referral, refer to housing officer for follow up referral. If debt issue noted, refer to Rents and Income Manager for consideration for debt/financial advice.

Question Six: Service Provision

Allows residents to identify specific assistance which will allow them to access service provision. Please note any preferences identified. Also compare to vulnerability/ support issues to note whether preference indicated is essential or preferential.

Question Seven: Support

Notes any specific support needs and agencies identified to provide support. Note any support agencies on summary report and Orchard flag. If vulnerability/ support needs identified and no agency identified, refer to housing officer for tenancy support referral.

Question Eight: Safe and Well

Details of the "safe and well" listing to be held on separate database with specific flag on Orchard with contact frequency. Further discussions to take place on the progression of the Safe and Well project.

Service Delivery Summary

Name

Address

Contact Details

Language Difficulties Identified Yes/ No
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Language Spoken ?

If yes, is adult interpreter in household? Flag for annual review

If yes and no adult interpreter, optimal language option identified

Standard written English with own language interpretation by phone

Community language translated material appropriate

Disability/ Health/ Vulnerability/ Support Issues Identified Yes/ No
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Issue Identified?

Service Provision Preferences (Tick all that apply)

Large Print Braille Text Messaging Minicom

Audio CD Audio Tape E-mail Assistance completing forms

Home Visits Support Worker Explanations over the phone

** Where no issues identified but alternative form of communication stated as preference please include as flag in any case but mark "No Issues Identified-Service Delivery Preference =

Support Requirements Yes / No

If yes and support secured, note support details

If yes and no support secured, refer to housing officer for tenancy support referral

Safe and Well Inclusion Yes/ No

If yes, complete safe and well flag with frequency details

The Service delivery preference flag is the collation of all of the service delivery implications identified above.

Delivery options: 1. Standard written English (No flag) 2. Standard written English, confirmed with verbal English explanation 3. Standard written English confirmed with verbal explanation in own language 4. Translated written correspondence in main community languages 5. Correspondence in Braille (but check language options) 6. Correspondence in Large Print (but check language options) 7. Correspondence backed up by e-mail (but check language options) 8. Correspondence backed up by home visit 9. Hearing difficulty – incorporate in access/ contact arrangements. 10. Mobility difficulty- incorporate in access/ contact arrangements 11. Support worker identified- incorporate in service provision where appropriate 12. Other vulnerability issues- please refer to file for specific advice