

EastendHomes Resident Profiling Strategy

Summary

Resident profiling constitutes the recording of demographic information, support requirements and service delivery preferences relating to EastendHomes residents. The purpose of resident profiling is to ensure that EastendHomes provides services which are accessible to, and meet the needs and priorities of, the communities we serve. Maintaining a profile of our residents also highlights any household-specific service access arrangements, to ensure that services are delivered in a way that is meaningful to and tailored to the needs of our individual households.

The primary applications of the profiling information are as follows:

- 1) Service Planning: understanding the services our residents want, and delivering them in ways which suit our residents needs
- 2) Service Review and Monitoring: checking that our services meets residents' needs and treat all residents fairly
- 3) Tailoring of services: understanding particular households' needs and how we can prevent exclusion from accessing our services
- 4) Vulnerability support: identifying households with existing or potential support needs, and developing approaches to meet those needs

What will be recorded

Profiling will seek to collect information in the following areas:

- 1) Demographic information covering all of the protected characteristics included in the Equality Act 2010 or any successor legislation, including but not limited to ethnicity; age; gender and gender identity; religious beliefs; disability; and sexual orientation.
- 2) The composition of households, with regards to both size and demographics.
- 3) Communication or service delivery needs and preferences of our residents.
- 4) Vulnerability considerations, including liaison points of contact for households with identified support needs, and arrangements for referral for households where support provision, or providers, have not been identified

The information provided will inform the most appropriate methods of service delivery both for individual households and for the wider resident population.

For individual households, the exercise will identify the key barriers to service delivery, and appropriate responses, allowing a layered understanding of the service delivery requirements for a particular household to be developed. Thus multi-faceted service delivery issues (for example, a household with both language barrier issues and caring responsibilities) can be jointly considered in developing the appropriate response in optimally providing an accessible service.

When information will be recorded

EastendHomes has a standard set of data which it aims to collate for all residents. A copy of the Resident Profile Questionnaire is appended to this Strategy as Appendix One. EastendHomes will seek to capture this information in the following ways:

- Part of the sign-up process for all new tenancies will include asking the incoming tenant to complete a questionnaire. Information for all household members will be added to the housing management system.
- Data recorded when tenants or applicants apply to join the Common Housing Register may be incorporated into EastendHomes' records
- An update of household details for a live transfer application from an EastendHomes tenanted property will result in an update of profiling records
- Tenants or leaseholders who have registered to use EastendHomes' online services will be given the ability to request an update to their records
- Residents may be asked to update their details as part of tenancy or leaseholder audits
- Where new household information, service delivery preferences, or support needs arise or are identified, profiling information may be updated on an ad hoc basis
- Where records are considered to be dated, EastendHomes may undertake a broader mailing to seek to obtain more contemporaneous records, especially for tenanted households

EastendHomes will seek to keep to a minimum the instances on which service users are asked to supply profiling information, especially with regards to demographics. It is recognised that inclusion of such requests within satisfaction exercises can disincentivise participation. Therefore such questions will not be included in either responsive or comprehensive satisfaction surveys. Accurate centralised recording of profiling information allows analysis by diversity strand to be completed without asking for the same information on each exercise.

How recorded information will be stored

EastendHomes will seek to maintain data integrity by recording all profiling information within the core housing management software. This supports all staff who need access to service delivery requirements with the necessary information to deliver services in the manner best suited to meet the resident's needs. Access to this software is only available to users of EastendHomes' network and is protected by password.

EastendHomes will maintain profiling information in keeping with its Data Protection Policy and all relevant legislation. Staff will receive training on their data protection obligations and good practice. Profiling information will be used in keeping with the terms of the tenancy agreement(s), which state that information may be shared with external bodies where there is a statutory expectation (for example, interactions with bodies responsible for welfare payments), but will not otherwise be passed on. A data protection statement will

be included on the Resident Profile Questionnaire and respondents will be asked to sign to confirm their understanding.

In line with its Data Protection Policy, if EastendHomes uses an external body to communicate with tenants (for example, mailing a letter to all tenants on an estate which would involve passing names and addresses), steps will be taken to ensure that the third party holds a registration with the Information Commissioner's Office. EastendHomes will retain responsibility for its data at all times.

Uses of Profiling Information

Diversity / Equality Monitoring

Diversity information will allow service access and perceptions to be compared to the known population profile to highlight whether and where barriers or disparities in service feedback exist. In addition, the accumulation of profiling data allows for a more accurate population profile to be compiled. Properly managed, the accumulated profiling dataset provides a more specific and up-to-date resource than other sources such as the national census.

Where there is an adequate level of data, EastendHomes will review service feedback (e.g. satisfaction surveys) against the known population profile, to identify if disparities exist between demographic groups. EastendHomes aims to provide services which are perceived equally by all groups, and any identified disparities will be reviewed and analysed with a view to remedy.

EastendHomes will also review the breakdown of service users with a view to identifying any unexplained barriers to service access. Any identified issues will be investigated, and actions such as targeted consultations are facilitated by the maintenance of accurate profiling information. Alterations to service delivery will be considered with reference to cost and resource implications.

Household Composition

Household composition information will be used to feed into community development initiatives, through targeted promotion of events and activities, and supports specific work to target anti-social behaviour prevention and promote community cohesion.

Understanding the households living on EastendHomes estates also helps with understanding the challenges faced by residents with regards to both overcrowding or welfare penalties associated with under-occupancy. EastendHomes' development plans are made with reference to our understanding of the nature and needs of local communities and profiling information supports this.

Knowledge of household compositions in estate and block areas also assists with the management of EastendHomes community facilities, seeking to match the activities hosted or supported to the needs and priorities of local residents.

Communication / Service Delivery Information

The communication and service delivery information will identify any households which would benefit from information presented in a form other than written or spoken English or in a particular manner, for example verbally by home visit. In keeping with its Interpretation, Translation and Communication Needs Policy, the standard form of communication for EastendHomes will be written English. A list of 'core' documents which will be made available translated into the main community language other than English (i.e. Bengali) will be specified by that policy.

However where a clear need for alternative forms of communication is identified by the information provided through profiling, alternative service delivery options will be considered. The process for considering requests for alternative forms will be set out within the Interpretation, Translation and Communication Needs Policy, and this will include consideration of the applicable costs.

The most appropriate form of service delivery will be derived from the combined responses to the communication information obtained through the profiling exercise, including household data. The need for specialist language provision, or verbal explanation by an officer, may be negated if there is a permanently resident adult within the household who can explain correspondence or other information to the resident, although privacy considerations may apply.

Communication and language information will be stored within EastendHomes housing management software, to ensure that all frontline staff have access to information on the best ways to contact or otherwise engage with a resident or household. Officers will be provided with training on EastendHomes' expectations in this area and how to identify optimal methods of contacting a resident or dealing with enquiries.

Vulnerability

Residents are invited to self-identify if they believe they are vulnerable by reference to several reasons during the profiling exercise. 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 support referral by EastendHomes to appropriate specialist support services. Residents who have identified as being vulnerable will be recorded on EastendHomes' housing management software so that all staff are aware.

Consideration is given to vulnerability in resident contact for key services, for example in response to a block emergency, EastendHomes asset management staff and appointed contractors will have access to information on vulnerable residents in a block to prioritise support or assistance to those properties.

Safe and Well

The Safe & Well scheme enables EastendHomes to maintain regular contact with vulnerable or potentially vulnerable residents. Participants choose a frequency of contact to suit their needs, and are asked for alternative points of contact if it is not possible to engage with them at the points of agreed

frequency. Profiling is the central point of entry for residents to this scheme, which is run in keeping with EastendHomes' Safe & Well Strategy.

Data Retention

Paper copies of profiling questionnaires will not be kept any longer than is necessary, following the transferral of data to EastendHomes' housing management systems. Submission of all profiling data by residents is optional, and residents retain the right at any time to request that information is amended or removed from their records either by submitting an update request through EastendHomes' online services, or by making a request directly to their local housing office.