

RSP Recommendations and Actions

Action plan to implement RSP Rents and Financial Inclusion review recommendations				
Theme: Customer portal				
Recommendation	Actions	Responsible	Target	Progress
Make rent account information clearer and more customer friendly.	Present rent account information using customer friendly terminology or visual indicators (e.g. "CR" or colour coding red for arrears and black for credit).	Transformation team	September 2026	Complete within test portal site; awaiting other elements before relaunch with customers.
Add further information within the portal which is useful for customers, so they don't have to leave the site to find it.	Ensure the portal includes all relevant payment information, including bank details for standing orders and guidance on making cash payments.	Transformation team / Communications team	September 2026	
Improve the navigation to make it easier to find the information you want.	Improve navigation labels so rent information sits under an intuitive tab such as <i>Rent</i> (rather than Occupancy).	Transformation team / Communications team	September 2026	
Add content which shows appreciation for rent being paid on time.	Include a 'thank you for paying your rent' message within the rent payment area. Share winners of prize draw incentives within the portal.	Transformation team / Communications team	September 2026	Complete within test portal site; awaiting other elements before relaunch with customers.

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Theme: Rent statement and newsletter				
Recommendation	Actions	Responsible	Target	Progress
Improve the explanation of what the charges in the transaction table relate to, to ensure clarity and transparency.	Add extra detail to the transaction table headings so it's clear if they cover rent or rent plus service charges.	Communications team / rents team	April 2026	Complete
Share contact information for other key customer-facing contacts in case someone doesn't want to approach the rents team initially.	Include details of a customer's Neighbourhood Officer.	Communications team	April 2026	Complete
Expand the rent support information to include budgeting advice.	Sign-post to the Irwell Valley Homes website and other partners who can provide budgeting templates and other information and materials.	Communications team / rents team	July 2026 (next rent statement due)	Complete
Show appreciation for rent payments and explain how rent is used.	Include a thank you message on the transaction table.	Communications team	July 2026	Complete
	Use infographics, statistics and case studies to illustrate where rent is spent and impact it has.	Communications team	July 2026	Complete

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Theme: Communications about rent arrears				
Recommendation	Actions	Responsible	Target	Progress
Strengthen messaging on campaign communications targeting those in higher level arrears to highlight the gravity of the situation.	On arrears communications campaigns to customers in £1,500+ of arrears, clearly and directly explain the consequences of not addressing rent arrears, while remaining supportive.	Communications team	May 2026	Complete
Continue to share arrears balances in communications but reduce follow-up queries by including the date the balance reading was taken.	Include the date on which the arrears balance was calculated so customers know whether a recent payment has been taken into account.	IT team	May 2026	Complete
Make rent arrears letters stand out more to customers.	Redesign arrears letters to be more distinctive and emphasise the urgency/importance of the content through colour, layout or envelope messaging.	Communications team / rents team	July 2026	In progress
Ensure customers understand what stage of the rent arrears process they are at.	Provide a simple summary/infographic of the different stages in the arrears process in all direct arrears communications, including a clear indication of what stage the customer is currently at.	Communications team / rents team	July 2026	Currently re-visiting this idea to see how we can make it work as there are a number of variables in this process and it is hard to summarise/simplify.

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Theme: Customer contact and engagement				
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Explore if there is a way to follow up with customers who abandon rent-related calls.	Assess average volume of abandoned calls through to the dedicated rents line; if team capacity allows, pilot call-backs to customers who hung up before connecting to a support officer.	Rents team	July 2026	Will be taken to October 2026 meeting as another item of regional engagement work was on the July agenda.
Explore whether we could provide a more direct contact option for customers with higher arrears to help them engage more quickly.	Consider how this could work beyond the scope of the existing rents phone line and whether there is merit in expanding this further.	Rents team	July 2026	
Support or facilitate opportunities for customer groups to collectively address shared financial inclusion issues in communal buildings (e.g., unable to access money-saving water meters or smart meters due to where they live).	Take as an agenda item to the Greater Manchester Housing Providers Customer Voice working group for discussion.	Engagement team	July 2026	

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