

Member Spotlight

June 2026





Coastline Housing

We asked Cathy Hadfield from Coastline Housing to share some of the work they are currently doing.

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



Give us a little known fact about your organisation.

We are an Official Adopter of the Together with Tenants Charter

(although we need to promote and celebrate this more)!

We are 'more than a landlord' - we also run a 'one stop' homeless hub.

Coastline Housing doesn't just provide homes — it also operates a purpose-built centre in Pool (near Redruth) that brings multiple services together for people experiencing homelessness.

At this single site, people can access:

- Emergency and overnight accommodation
- A doctor's surgery
- Support services and partner organisations
- Community facilities

This kind of all in one support model is relatively unusual for a housing association and shows how Coastline's role extends far beyond managing properties. Our colleagues who work with customers in this service area trained in 'psychologically informed environments' and 'trauma informed care', which is about 'seeing the person' and providing a person-centred approach.

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

When NFH first launched the 'Make Every Contact Count' and its focus on truly 'knowing our customers', Coastline was already on that journey.



We identified a significant gap: the information we held about our customers – particularly Equality, Diversity & Inclusion (EDI), vulnerabilities and support needs -was incomplete, out of date and unreliable. This meant we weren't always delivering the best possible service.

After cleansing our existing data, and introducing improved categories aligned to good practice, we discovered we held only around 10% of customer data in these areas.

At the same time, we were also preparing for our Regulatory inspection (summer 2025), where we achieved a C1 grading. We knew customer insight was one of our weaker areas against the Consumer Standards, so we made it a top priority – championed from the Chief Executive down throughout the organisation.

We developed a dedicated survey and communication plan, and launched an 18 month engagement campaign, encouraging customers to share more about their circumstances, needs and experiences.

As a result, we have significantly improved our insight:

- Over 72% EDI data captured
- Over 78% of vulnerability and support needs recorded.

A key shift was to not just asking what needs customers have, but also understanding the impact of these needs. This enables colleagues to make more appropriate and meaningful service adjustments.

To ensure we used this information effectively, we worked closely with our involved customers to co-create a Vulnerable Customer Policy. Instead of presenting a draft for feedback, we took a bottom up approach—asking:

- “What do you need from us?”
- “What makes it easy to access services?”
- “What matters most when you contact an organisation?”

This allowed us to build policies and procedures using customers' own words—creating something far more authentic and meaningful.



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

Our Community Engagement Team is excited to soon launch WhatsApp channels for both Shared Owners and under-represented groups.

This will help us reach customers who don't typically engage through traditional methods and open up new opportunities for feedback, ideas and collaboration.

Why did you decide to join Tpas?

When I joined Coastline around 8 years ago, we were already TPAS members, and we have benefited from training, forums, good practice guides and member support – all of which have helped our approach to engagement.

What is your top engagement tip?

Know who you aren't hearing from – focus on underrepresented voices.

Be creative, persevere and welcome feedback, in whatever form it comes.

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

We are proud that listening to our customers isn't something we do – it's part of our culture. We take a creative approach, genuinely act on feedback, and ensure customer voice is embedded across the organisation.

