



Wrekin Voices Report July 2023

Customer Voice and Value Team
September 2023



Overview

Background

During 2022 the Board commissioned a review of our Tenant Engagement Framework. This included expanding the less formal ways for customers to get involved, such as surveys, whilst creating a more streamlined approach to our formal groups. A central part of this was the creation of the Customer Committee with a plan to continue to expand the ‘menu’ of ways to get involved.

At this point we have the following ways for customers to get involved:

- Complaints Champions
- Community events
- Service reviews (scrutiny)
- Tenant Action Group
- Shire Living Forum
- Staff Customer Group
- Completing surveys

Wrekin Voices

Wrekin Voices launched in January 2023 with a campaign to recruit new involved customers. Working with the Communication and Marketing team the campaign featured photography and stories from real tenants combined with a vibrant new look. It focussed on more flexible ways to get involved.

Outcomes –

- An increased group of involved customers from 15 to over 90 involved customers as Wrekin Voices.
- A broader range of customer feedback, skills and interests and voices being heard.
- Focusing the intention of hearing customer voice across a wider array of projects, services and at earlier points.
- We are able to offer a variety of ways to get involved, including digital, in person, reviews and events.



Customer Involvement in July 2023



Summary page - involvement in July

- 17 opportunities to get involved
- 6 methods of consultation undertaken (mixture of online and in person):
 - Policy engagement
 - Surveys
 - Formal meetings
 - Informal drop-ins in the local community
 - Walkabouts
 - To be part of a recruitment process
- 1 customer on the **Social Housing Quality Resident Panel**







The Wrekin
Housing Group

Customer Involvement

During July there have been a range of ways for customers to get involved and shape our services. The following outlines these and the key themes they have explored/identified and changes they have driven.





Policy Development

Shaping policies is one way for customers to feedback on. This might include by using feedback already received through surveys but also specifically on policies. New methods have been included to gain feedback also.





Policies 	Consultation methods 	Details 	Outcomes 
Lift Policy review	We approached the 300 customers on the email distribution list and 90 Wrekin Voices involved list.	We had 8 customers feed back on this policy, 2 who do live in a property with a lift.	Customers commented that the policy is clear and easy to understand. They raised questions about lift entrapments, this is covered in the procedure.
Neighbourhood and Tenancy management policy – this policy looked to bring together 4 policies in to 1; <ul style="list-style-type: none"> • Tenancy Sustainment Policy • Tenancy Change Policy • Tenancy and Estate Management • Leasehold Management Policy 	We wanted to consult with customers before combining the policies to get their views. We used a digital approach to send out this Policy for feedback, we included a video of James Fullford (Housing Services Manager) adding some information and context. This went to the 90 Wrekin Voices and the email distribution list (300).	Whilst we only had 6 responses we received detailed feedback and the policies had been shared by customer survey feedback before being drafted.	The biggest change was to reduce the detail in the Policy to make it more accessible. With amendments made further consultation will be sought.

Service Development





A range of ways for customers to shape/improve our services have also taken place during Quarter 1. These have covered areas such as Letting homes and our Shire Living Panel have talked about a range of topics.

Engagement activities 	Consultation methods 	Details 	Outcomes 
ShireLiving Forum – quarterly meeting	Following the previous bus tour, forum members met at Old Park for a standard meeting.	16 people attended to talk primarily about the catering service and digital inclusion.	Introduced digital support approach into Shire Living Forum. Catering service options, such as outsourcing, discussed. New ShireLiving Facebook group launched to communicate more broadly amongst tenants.
Tenant Action Group meetings - resident led meetings.	This group is open for anyone to join, meeting at Old Park on a monthly basis. The group are exploring new ways to promote themselves and be more visible to other customers.	8 customers with strong experience of customer involvement.	The group are looking at how social media might support their work, provided policy review feedback and supported two customers to raise queries with Wrekin.

Service Development





Engagement activities 	Consultation methods 	Details 	Outcomes 
Stirchley bi-monthly drop in session focusing on complaints.	The sessions are advertised in the following ways: <ul style="list-style-type: none"> • Wrekin Facebook page • Involved Customers Facebook page • Involved customer email • Text message sent to customers who live nearby. 	8 customers took the opportunity to drop in and discuss a range of things.	Advice and support given. Feedback to shape the complaints approach that the Committee are considering further in this meeting.
Interfaith Centre - Bi monthly drop-in sessions to engage with the local community, in particular hard to reach groups. Also linking up with partner agencies.	Advertised the event through: <ul style="list-style-type: none"> • Wrekin Facebook pages • Involved customer email • Text/email to those customers living locally • Poster on centre door 	Opened the doors onto Wellington High Street and spoke with 14 residents/possible future residents called in for advice.	A lot of the conversations at the previous drop in was about getting a Wrekin property, so a member of the Lettings team joined us. Advice and information given with further follow up work taken. Feedback to shape the neighbourhoods customer engagement project was undertaken.




Service Development

Engagement activities 	Consultation methods 	Details 	Outcomes 
Major works consultation - a 'deep dive' into the customer feedback on major works, such as kitchen and bathroom replacements.	64 customer journey maps were recorded across the different areas of Asset Management. A 'house game' was also completed at events by 20 people. 837 TSM surveys, Complaints information and a number of Property Services survey were used in the consultation.	The work aimed to understand the customer experience of having a major works and how customers felt at key points through their journey. It also explored works priorities for customers through a house game on priorities for investment.	Informed the customer engagement piece that the Committee are considering. The impact on this will be seen through the Tenant Satisfaction Measures that this Committee report on a Quarterly basis.
Donnington event - In person partnership event with the Safer Stronger team	This event was promoted by the Safer Stronger team, but we also promoted on the Facebook and within the Involved Customer email.	Held on the 'Bel Rec' in Donnington with multiple partners agency with the aim of bringing the community together in the summer holidays. Event was attended by 100+ people. Members of the Customer Voice and Housing team were on site to give advice and support.	Outcome achieved of bringing the community together. Individual advice given to two customers about paying rent and money matters.
Recruitment of Customer Voice Co-Ordinator Stage 1		An involved customer took part in the interview process online.	Customer Voice involved in recruitment decisions.
Stage 2	Given the customer involvement at the heart of this role 3 customers were involved in the recruitment.	Three customers formed a discussion group to bring to life how candidates would involve customers.	Customer Voice involved in recruitment for a role which will play a key role in the Tenant Satisfaction Measures on feeling like views are listened to and acted upon which this Committee see on a quarterly basis.

Walkabouts - area visits

During the year we do planned activities as a ‘one off’ in a particular area. This might be as a partner organisation or to discuss ways to improve the area where customer satisfaction might be lower.

Walkabout 	Consultation methods 	Details 	Outcomes 
Stafford Garden tidy up event and walkabout	Advertised on the Wrekin newsletter and text/emails to those customers living in the nearby areas.	This walkabout was following the previous walkabout at Thackeray Walk and requested by tenants. Key issues to discuss were brick walls in the area, parking and trees. 12 customers engaged.	Practical steps taken to include inspection of walls, position on trees clarified and customers contacted about parking. Contributes to our satisfaction with the contribution to the neighbourhood Tenant Satisfaction Measure which this Committee considers.
Shrewsbury walkabout and litter pick	Advertised on the Wrekin newsletter and text/emails to those customers living in the nearby areas.	The Housing Team were at the heart of this and discussed fly tipping and parking mainly. 9 Customer engaged.	Impact will be seen on satisfaction with involvement and neighbourhood management. This builds interest in ways to engage also.
Gloucester Ave Dawley Walkabout	Promoted to the homes in the area via text.	Good walkabout and litter pick. Focus was on steep front gardens and parking. 8 customers engaged.	Information gathered to inform neighbourhood plans, such as fence painting.
Sutton Hill walkabout	Promoted to the local area that Wrekin would be conducting the walkabout.	A group of employees visited the site and viewed all of the garages. 5 customers engaged.	Informed a staff volunteering day to look to contribute to the neighbourhood. The impact will be seen through the Tenant Satisfaction Measures.

Training 	Details 	Outcomes 
Tenant Action Group Data protection and GDPR training. Part 2.	The Tenant Action Group requested the use of computers to aid in their role. This training is needed to secure computers and data. The first part took place in June and the second part in July.	Giving customers a GDPR overview and enable them to use equipment securely and effectively. This links to our responsibilities within the Tenant Involvement and Empowerment Consumer Standard to provide appropriate support for customer groups.
Equality, Diversity and Inclusion (EDI) Workshop for the Customer Committee members and Board	Part of the NHF’s Chairs Challenge to focus efforts on EDI.	The interactive workshop helped embed EDI within Wrekin, this is part of an ongoing commitment which will continue to involve the Customer Committee members.



Job completion process – case study

During the first part of the year colleagues in Operations looked at the process of ‘follow-on work’, this is when repair work cannot be completed on the same day i.e. if a part is required and a further appointment is needed.

We knew that the customer experience varied with several opportunities to work more efficiently and improve on our same day performance.

Learning from feedback - Issue identified:

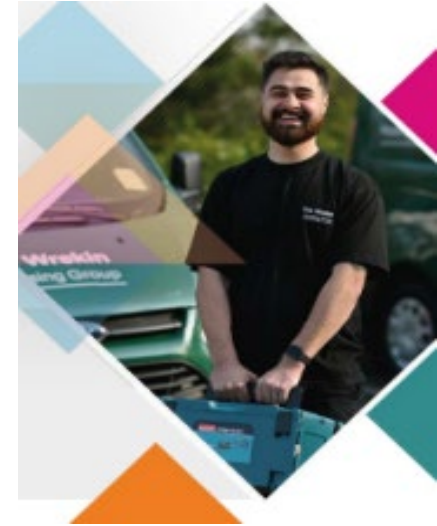
Listening to our customers, both internal and external and learning from our feedback has been the driving force behind this change, this is what they told us:

Our Customers 🧑🧑 - identified that if we needed to return, they didn’t know what was happening next.

Our Workforce 🧑🔧 - The employee survey identified trades were not happy with the current process, they did not feel empowered to make decisions and believed there was wasted time calling through to the Maintenance Supervisor or Customer Contact Centre.

Our Maintenance supervisors 🧑🔧 - were taking all follow-on calls from trades with a reactive focus and missing opportunities to make improvements.

Our Customer contact centre 📞 - Our customer contact centre were juggling competing demands from all three of the above stakeholders.



What we did?

With input from each team the job completion process was redesigned to enable the workforce to raise follow-on work directly and in real time.

- Via the trades handheld they can select the reason that the work could not have been completed at this time.
- From here they then record what work is required, including information such as; What trade is required?, What materials are required and when will they be available? And how long will the repair take to complete? These options which the operative selects are pivotal to the changes made and the learning outcomes.
- Once the fields are completed, the information is relayed in real time for the supervisor to step in if they feel the job could be completed.
- The Customer Contact Centre also receives the notification which triggers the contact with the tenant.

Outcomes

- Improved communication for all
- Reduced unnecessary calls
- Contributes to the communication trend identified across the business as a driver of dissatisfaction
- Positive feedback from our workforce

Early Success's

- ✓ Reduced unnecessary calls
- ✓ Materials management improving
- ✓ The entire end to end process is now visible and transparent
- ✓ Training opportunities are already being identified for trades to build on their current skill and increase opportunity to complete repairs first time.
- ✓ Our view of follow-on work and what's happening is now aligned with our customers view



Social Housing Quality Resident Panel

The Department for Levelling Up, Housing and Communities (DLUHC) have established the Social Housing Quality Resident Panel. This panel brings social housing residents from across England to share their views with the Government and ministers on improving the quality of social housing. The Panel came together in November 2022. Wrekin have a representative on the Panel, Laura P who is a resident and a member of staff.

How does the Panel work?

The Panel brings 250 social housing residents together, who will meet quarterly. Full meetings of the Panel is supported by smaller focus groups and online discussions. Short surveys and questionnaires are also used to gather views.

What have they been working on?

The first meeting of the Resident Panel set out priorities for discussion, which included standards, repairs and maintenance, the transparency and accountability of landlords, and how complaints are handled by landlords and the Housing Ombudsman. The experience of residents with disabilities and complex needs was also a priority for the Panel.

First reports

In August 23 the Panel presented their first two reports:

1. Improving the complaints process and seeking information or advice

[Improving the complaints process: panel member report – wave 1 online community \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

2. Access to Information Scheme

[Access to Information Scheme: panel member report – wave 1 focus groups \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

We will keep updated how this Panel progresses.

Future plans

Before November 2023

- Neighbourhoods – working with customers to discuss the key priorities within their local areas and how Wrekin might improve these services.
- Rent Setting consultation
- **Anti Social behaviour - reviewing the way this is handled.**
- Value for Money review.
- Customer Voice Strategy – working to build a revised strategy for the next 3 years.
- Repairs approach – a chance to get involved on what works well and ways to improve.
- Service Standards – customers will work in partnership to review the standards of service.

Before January 2024

- Customer Care – a scrutiny review on how we might enhance customer care and build on strengths.
- Complaints Champions – looking at the self-assessment against the Housing Ombudsman Code of Complaints handling.
- Customer Journey Mapping – similar to mystery shopping and looking at where processes might be improved.

Before March 2024

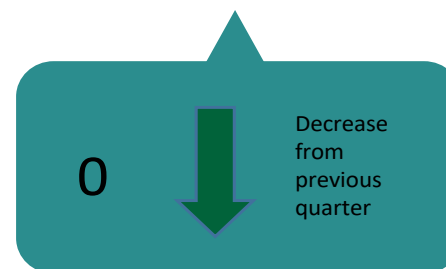
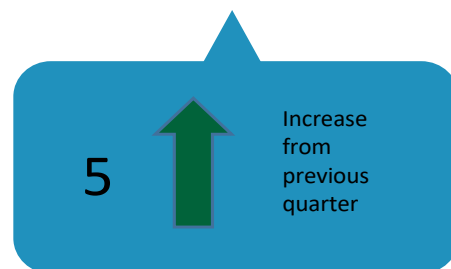
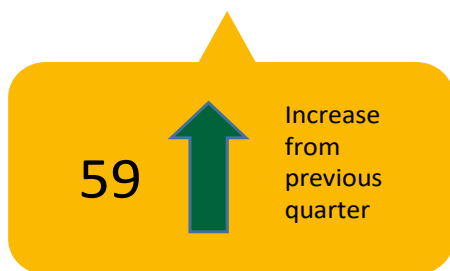
- Customer data improvements
- Digital customer experience



Complaints Performance - July 2023



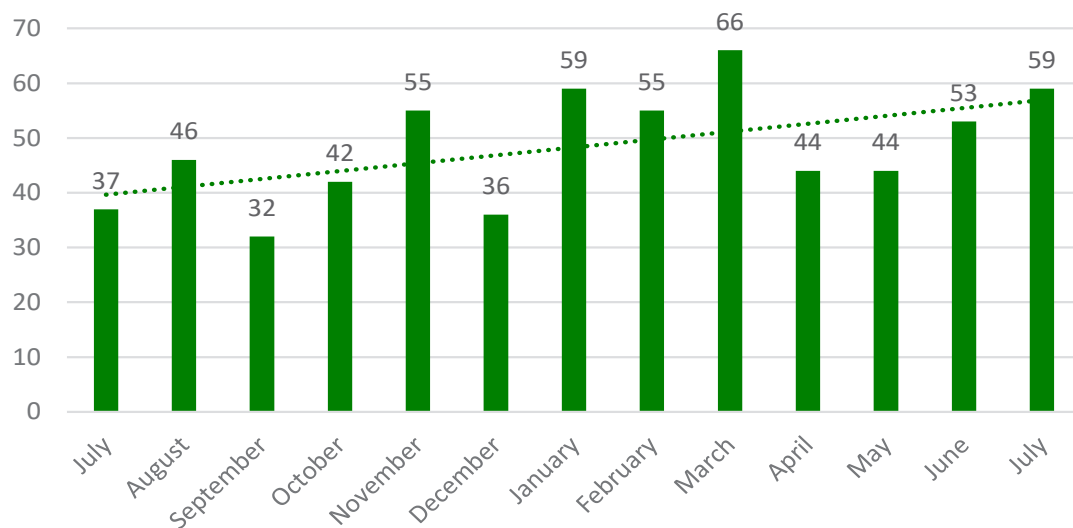
Performance - July



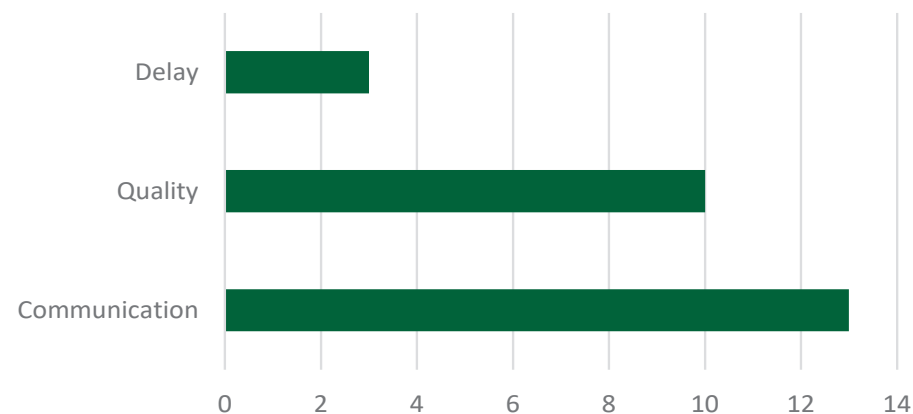
- 29% about Housing (17)
 - 29% about Repairs (17)
 - 18% about Grounds Maintenance services(11)
- The complaints for repairs and housing equate to 0.5% of the total repairs/housing enquiries dealt with in the period.

Performance - July

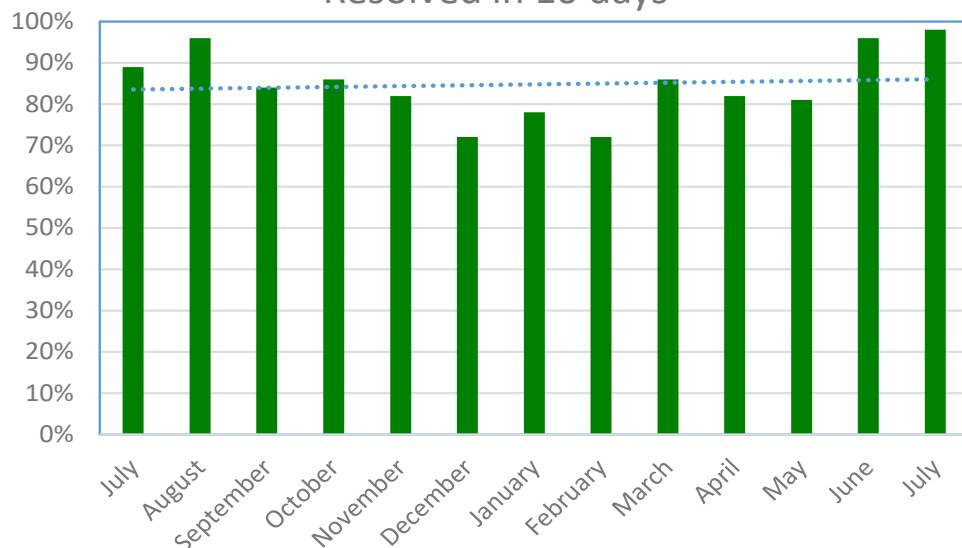
Complaint count



July



Resolved in 10 days



5% of complaints were not upheld (not agreed with)

The number of complaints and complaints resolved within 10 working days will be Tenant Satisfaction Measures from 1 April 2023 and performance is reported within this agenda.

Performance of resolving within 10 working days is increasing currently at 98%.



Complaints case studies



Mrs A
Customer for 22+
years

Nature of complaint

Boundary dispute, was given mis-information regarding the shared boundary with the neighbour. Feels there was a lack of support from Wrekin.

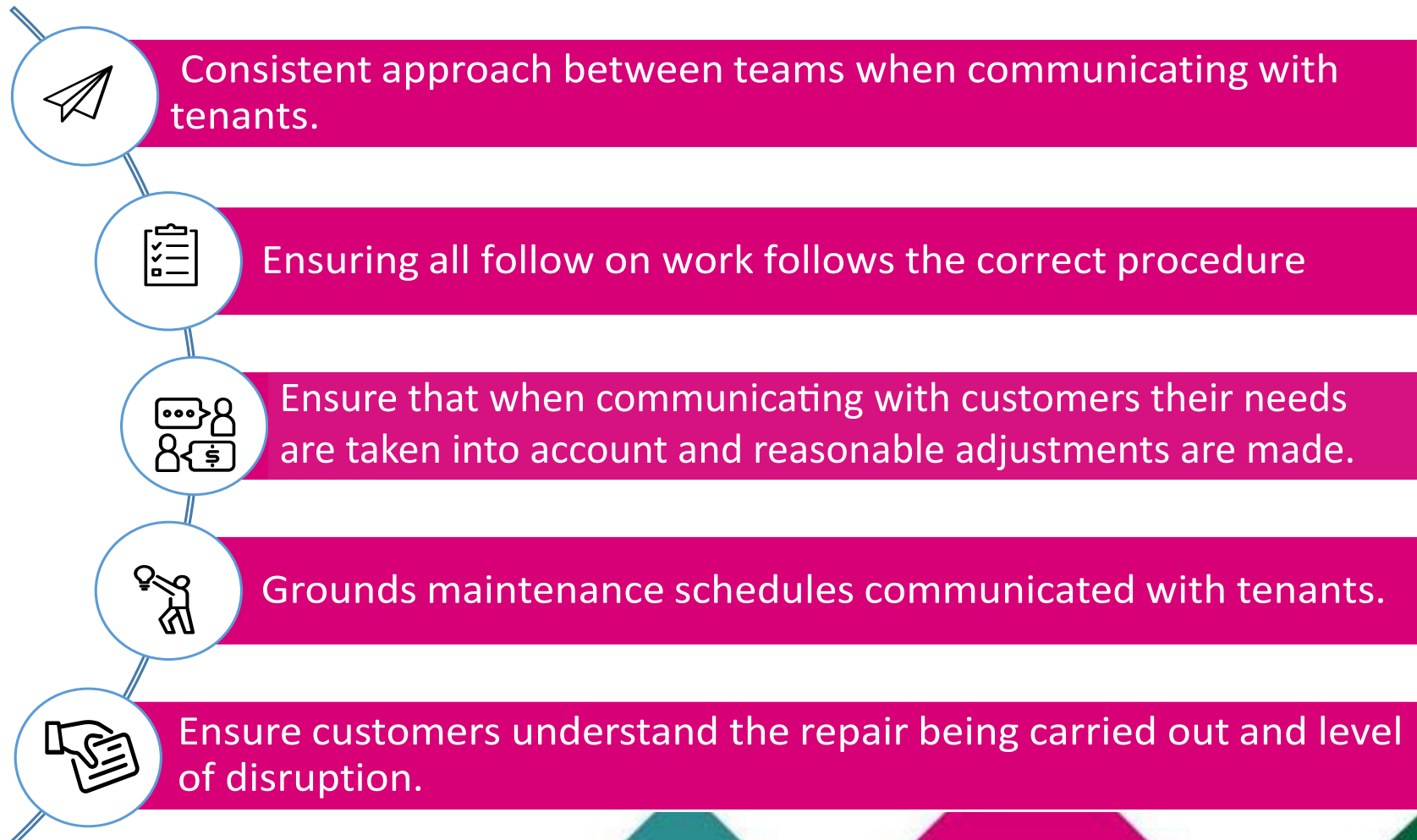
Learning from complaint

Complaint went through all 3 stages of the process.
Learning outcomes – ensure that the correct information is given. Case shows lots of support from housing team.
Awaiting outcome at Stage 3.

Learning from complaints

Complaints Learning

After each complaint case, staff log the lessons learnt and act upon anything they feel would reduce the chance of the same issue recurring. These are logged centrally so we can see themes. The list below highlights some of the actions taken.





Social Media - July 2023

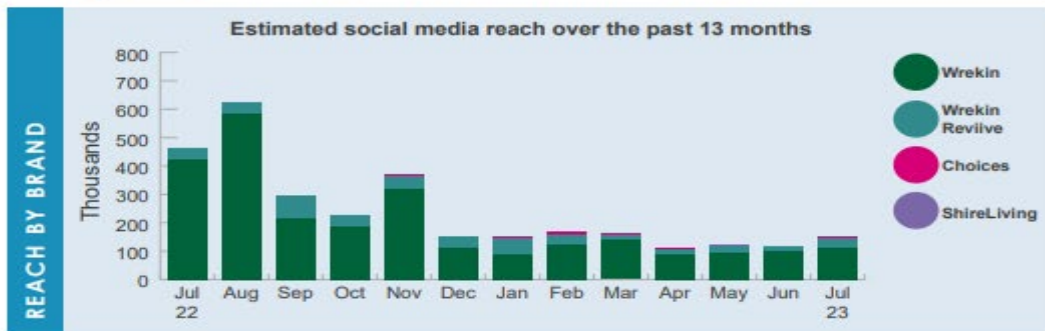


Social Media

Social media contact for July

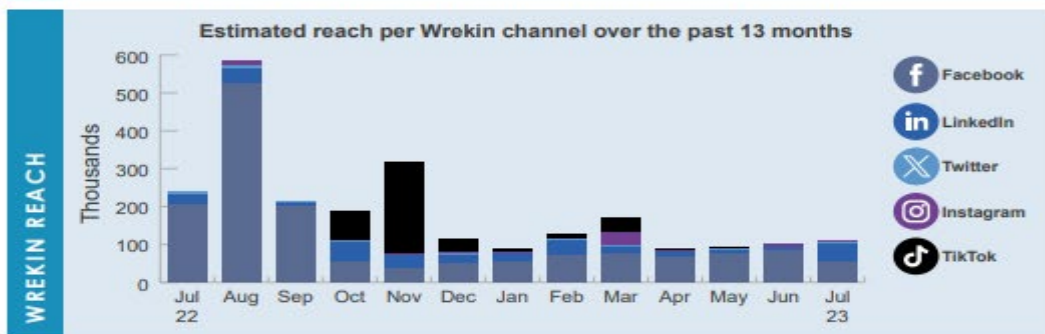
SOCIAL MEDIA (Data collected 2 August)

Communications and engagement analytics
July 2023



Brand	Ads	Posts	Reach/Impressions	Followers
Wrekin	▼ 6	▲ 50	113.2k	19,292
Wrekin Revivie	▲ 2	▼ 23	34.5k	5,377
Choices	◀ 4	▼ 4	878	1,636
ShireLiving	◀ 8	▼ 8	760	384

Remarks
Wrekin's social media reach was up by 11% in July compared with June.
Wrekin Revivie's social media followers have reduced now that The Furniture Scheme Facebook page has been taken down.



Brand	Ads	Posts	Reach/Impressions	Followers	% of reach paid for
Facebook	▲ 5	▼ 18	53,125	8,685	47.0%
LinkedIn	▼ 0	▲ 6	50,740	4,318	67.1%
Twitter	▼ 4	▼ 4	2,302	5,313	
Instagram	▼ 4	▼ 4	3,029	538	62.8%
TikTok	▲ 4	▲ 4	3,972	438	

% of reach paid for

- Facebook: 47.0%
- LinkedIn: 67.1%
- Instagram: 62.8%

TOP POSTS

- 13 Wrekin Warri-oars!**
Post wishing luck to Caroline Cowper & Carol Denning, before their epic 32-mile charity canoe challenge
5k total reach
- 25 Meet Maisie**
Post highlighting the great work of Derwen College student, Maisie who has been on a 12 month placement at Ashwood
3.5k total reach
- 14 Good luck Arnold**
Post wishing luck to Arnold, nominated for 'Newcomer to Care Dignity Champion' at the Staffordshire Dignity in Care awards
3.2k total reach



Wrekin Facebook comments

Positive/neutral	25
Negative	0
Replies	55

▲ Increase or decrease compared with previous month

Customer communications

July Focus

[Rural Housing Week](#): We highlighted some of our key rural developments in Shropshire as part of Rural Housing Week 2023.

Inside Housing Biggest Builders 2023: We also celebrated Wrekin rising several places in Inside Housing's Biggest Builders 2023.

[Dying to Work Charter](#): We highlighted our commitment to staff who have a terminal illness by signing the TUC's Dying to Work charter.

Negative publicity – [new builds at The Coppice](#): We responded to negative publicity regarding the delay to people moving in to the new bungalows at the Coppice. The delay is due to issues with the water pressure in the properties, which Severn Trent Water are expected to resolve by 11 August.

Human interest stories: We issued a number of positive human interest stories highlighting both our customers and members of staff:

[‘A glass of sherry and exercise’ are secrets to long life, say Dorothy, 100](#)

[Duo raise £3k in memory of beloved colleague with Severn canoe challenge | Shropshire Star](#)