



Wrekin Voices Report

Quarter 4

Customer Voice and Value Team

May 2024



Overview

Background

The revised Consumer Standards (introduced 1 April 2024) set out a clear expectation that customers should have a range of ways to get involved, with their voices shaping service design and delivery. The Consumer Standards are broken down into 4 areas:

- Safety and Quality Home standard
- Transparency, Influence and Accountability standard
- Neighbourhood and Communities standard
- Tenancy standard

This report aims to provide assurance that Wrekin is meeting the requirements set out in these standards by detailing the how our customers have been able to directly influence and shape Wrekin services. Some of the methods include:

- Community events
- Service reviews (scrutiny)
- ShireLiving 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 in 2022 to over 580 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.
- A bi-weekly newsletter distributed via CX goes to over 1000 customers informing and encouraging engagement.
- New webpages for Customer Voice.



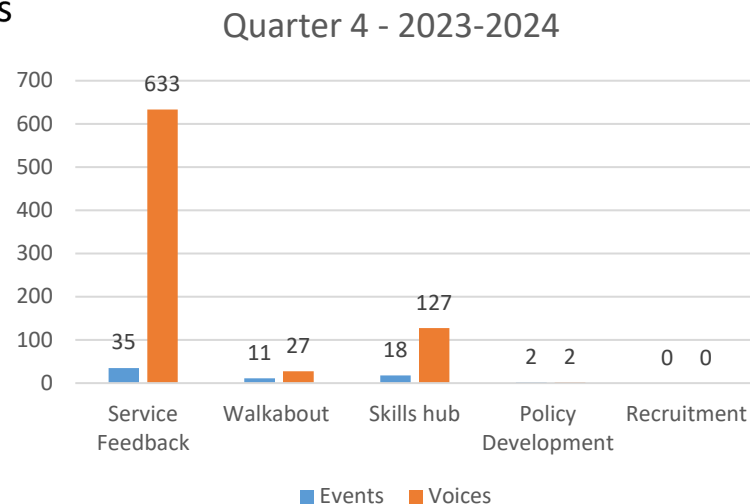
Customer Involvement in Quarter 4

January - March 2024



Summary page - involvement in Quarter 4

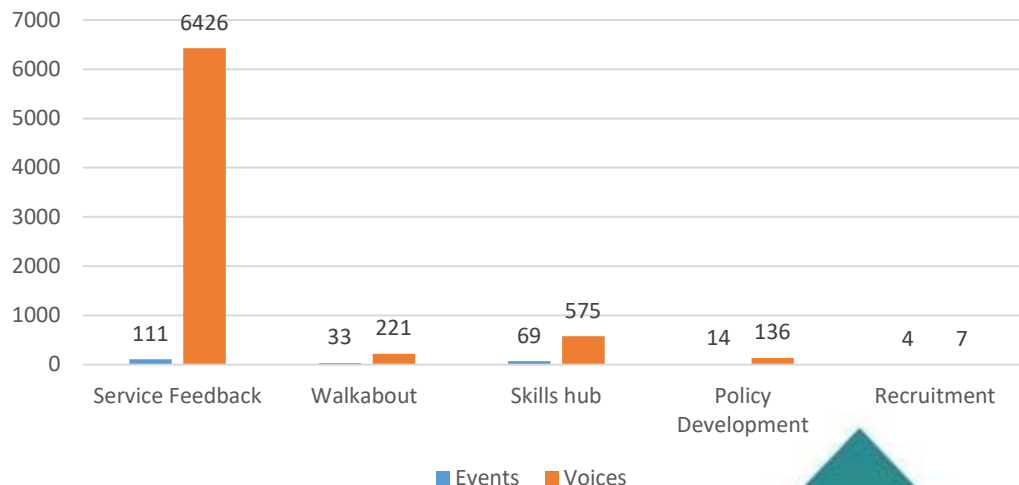
- 66 opportunities to get involved
- 6 methods of consultation undertaken (mixture of online and in person):
 - Policy engagement via Equality Impact Assessments
 - 6 different consultations to shape our services
 - Formal meetings
 - Informal drop-ins in the local community
 - 2 community impact days
 - Walkabouts
- And over 120 people attended Skills Hub activities



Summary page - involvement in 2023/2024

- 231 opportunities to get involved, with 7365 interactions (voices) with customers
- Throughout the year there has been a range of different methods to engage to cover customer choice:
 - Digital options – regular surveys and consultations, online meetings and training
 - In person meetings to discuss and engage on topics
 - We have been out in the community to meet our customers
 - Opening local hubs for drop-in sessions
 - Community impact days
 - Having a presence at community and partner events
 - Walkabouts of our local neighborhoods
 - The introduction of our Customer Committee with 5 customers and 1 Board member who is a customer

Engagement - 2023/2024







- The Skills hub has offered a range of training such as:
 - Cooking on a budget
 - Digital drop-ins, upskilling and awareness sessions
 - 'Get that Job' employability training
 - Carbon Literacy Training
 - Recycling advice sessions

Customer Involvement

During quarter 4 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 
Equality Impact Assessments (EIA) - CCTV. The purpose is to ensure the policy considers the needs of different groups of people and does not affect any group unfavourably. This is conducted before drafting or redrafting a policy.	The EIA brings together employees from different areas of the business, we encourage anyone to get involved. We also invite involved customers.	An involved resident joined 4 employees from across the business to conduct the EIA. All 9 EDI protected characteristics were considered to see if the policy positively or negatively affect customers.	A number of areas were discussed and follow up work will feed into the re-draft. One example, was considering how those with visual impairments would know CCTV was in place.
Equality Impact Assessments - Complaints.		An involved resident joined 4 other members of employees from across the business to conduct the EIA. All 9 protected characteristics were considered to see if the policy positively or negatively affect customers.	Within the EIA we found no areas of concern to amend the policy, however there are a number of actions to follow up such as raising awareness of the translation service that staff can access if they need it. The EIA gives assurance relating to the Transparency, Influence and Accountability Standard, that services work for our diverse customer base.

Service Development





A range of ways for customers to shape/improve our services have also taken place during quarter 4. These have covered areas such as Kitchens, bathrooms and Fire Safety.

Engagement activities 	Consultation methods 	Details 	Outcomes 
Kitchen cupboard and worktop consultation - the aim was to ask customers about cupboard colours and work top colour/design preferences for the planned programme in 2024-25.	A digital pictorial form was used to enable customers to choose the colour/design they preferred. This was sent via direct email to 586 Wrekin Voices. Wrekin Voices Facebook page (100 voices). Included in the Wrekin voices newsletter that went to 1,062 and shared with 18 employees who are also customers.	We received the best response yet to a consultation to Wrekin Voices with 194 customers responding.	The top two kitchen cupboard colours and top two worktop colours have will be included in the standard selection offered. This is another way for customers to get involved and shows Customer Involvement in the Safety and Quality consumer standard work areas.
Bathroom planned work information leaflet consultation - In July 23 we conducted the Major works involvement project using journey mapping, this highlighted we needed to improve communication with planned upcoming works. A draft leaflet on planned bathroom works was designed.	Feedback was gathered via: Direct email to 577 Wrekin Voices. Wrekin Voices Facebook page (100 voices). 5 copies were printed out and it was included in the Wrekin Voices newsletter that went to 1,016 customers. It was also shared with 18 Employees who are also customers.	We had 41 individuals feedback on the leaflet. 87% felt the leaflet contained all the information required, comments were added to what was missing. The option was asked if a letter and a leaflet was needed or just the leaflet, 75% liked the leaflet example.	The original feedback to create the leaflet came from the major work customer involvement project. The leaflet is being amended to reflect the feedback. The impact of this will be seen through the major works customer satisfaction and this work is part of assurance on the Safety and Quality and Transparency, Influence and Accountability Standard.
Consultation on the Mobility Scooters, E Scooters, E-bikes – Guidance and Procedure documents.	Feedback was gathered via: Direct email to 577 Wrekin Voices. Wrekin Voices Facebook page (100 voices). 5 copies were printed out and it was included in the Wrekin Voices newsletter that went to 1,016 customers. It was also shared with 18 Employees who are also customers.	26 customers completed a survey to outline their views on this procedure. 85% fed back to say the procedure made sense with 3 comments provided, the majority felt the procedure was inclusive to all. A number of comments and suggestions were also made.	The comments and suggestions are being taken into account in an amended document. This is an example of compliance with the Safety and Quality Standard and Transparency, Influence and Accountability.

Service Development

Engagement activities 	Consultation methods 	Details 	Outcomes 
Consultation on - The draft Fire hazard removal letters. These letters have been drafted to request customers who live in communal blocks to remove items in communal corridors. There is a stage 1 letter and a stage 2 letter.	Feedback was gathered via: Direct email to 577 Wrekin Voices. Wrekin Voices Facebook page (100 voices). 5 copies were printed out and it was included in the Wrekin Voices newsletter that went to 1,016 customers. It was also shared with 18 Employees who are also customers.	26 customers completed a survey to outline their views on these letters. 92% felt the letters were clear and concise. A number of comments and suggestions were also made and passed to the relevant team.	The comments and suggestions are being taken into account by the procedure author. This is an example of meeting requirements within the Safety and Quality Standard and Transparency, Influence and Accountability Standard.
Consultation on – Draft Fire safety letter. This example of the resident communication that we will be issuing to all customers who live in buildings that have two or more units within them. The example used is for Reynolds House, but each building will receive its own specific version.	Feedback was gathered via: Direct email to 586 Wrekin Voices. Wrekin Voices Facebook page (100 voices). 5 copies were printed out and it was included in the Wrekin Voices newsletter that went to 1,016 customers. It was also shared with 18 Employees who are also customers.	20 customers responded with 86% saying the letter was clear and easy to understand. 3 people provided comments – asking questions about the stay put policy in the building. Further comments were provided about the letter and how the respondent would change it.	All comments have been passed onto the letter author and any amendments will be made. This is a good example of work to ensure we met the Safety and Quality Standard and Transparency, Influence and Accountability Standard.
Declaration of Interest - procedure and signage documents. Board members, Customer Committee members and Involved Residents are asked to sign this document when they work with Wrekin. These documents have been updated and we wanted involved residents to have sight of this.	This was circulated to the core group of involved residents via email and also in a printed version.	5 copies were circulated with the involved residents and they fed back they were happy with the documents with no amendments required.	Feedback has been positive and no alterations requested. This shows our commitment to the Transparency, Influence and Accountability Standard.

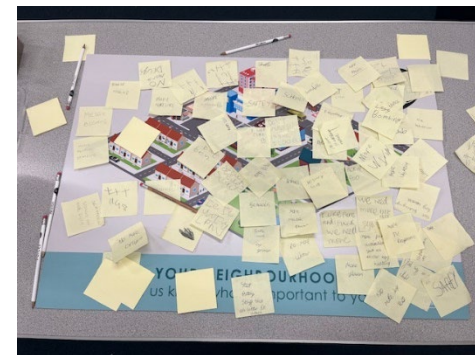
Service Development





Engagement activities 	Consultation methods 	Details 	Outcomes 
Stirchley and Wellington Hub bi-monthly drop-in session's. The aim is to be out in the community where customer can drop-in and ask any questions. This is now timed for the scheduled Hubs openings with Housing officers and Customer Voice employees.	Three events this quarter advertised on the Wrekin voices Facebook page (100) and bi-weekly newsletter (1,062) and also a text to local customers.	The events had more limited uptake. But we have been able to engage on issues such as repairs and large amounts of rubbish in the local area.	Individual customer issues were dealt with. To attract more customers, a Reviive session has been planned. The impact of these events will likely be seen through the Tenant Satisfaction Measures reported to this Committee on views being listened to and acted upon.
ShireLiving forum quarterly meeting – this meeting aims to bring together representatives of all the ShireLiving schemes to discuss issues that matter to them.	Invited ShireLiving Voices members, including new members from Ashwood.	22 customers attended and saw presentations on Ground Maintenance. An update on developments within ShireLiving including gathering views on planned interior design. An update on Customer Voice activities and outcomes from the group was discussed.	The Forum is a different way for customers to get involved and influenced grounds maintenance and customer voice during this meeting.
Interfaith Centre - Bi monthly drop-in sessions to engage with the local community, in particular hard to reach groups. Two sessions held this quarter focusing on Money Matters/Energy advice and Shared Ownership properties.	This was advertised on the Facebook page (100 members) and a CX text to local residents two days before and one on the morning. The meeting then was held in the Interfaith Centre in the heart of Wellington Highstreet	11 customers engaged at the events. 4 for specific money matters/energy advice which we were able to support. 2 discussed the issue of Homelessness in Wellington. 5 customers came for advice about Shared Ownership properties.	8 Customers accessed Money Matters support through this session. This saved £445 for customers. This is an example of our Tenancy Sustainment work which is part of the Tenancy Consumer Standard.
Park Lane Centre – regular monthly drop-in session. With the aim of meeting customers in the local community.	Drop-in session planned for Thursday mornings when it is busy with the nursery, mum and toddler group and Citizens Advice Bureau meeting there.	Across the 3 sessions this quarter 9 customers engaged. The sessions enabled advice to be given out to customers and potential customers.	Individual customer advice given. This is also a way to engage with customers in a setting where they already attend. This links to the Transparency, Influence and Accountability Standard and Tenant Satisfaction on being listened to and viewed acted upon.

Service Development





Engagement activities	Consultation methods	Details	Outcomes
Community Impact Day at OsNosh, Oswestry. This event comprised of an afternoon at the community hub. The aim was to promote Wrekin and its services and also provide advice and support if needed.	Invite sent to all residents in Oswestry area, including Ashwood. Spoke to customers face to face on the day	Fun day including willow weaving, painting, sunflower growing competition, pea planting free raffle and other children's activities. Reviive displayed furniture, money matters team advice stand and digital devices/housing perks display. This event drew lots of engagement with over 45 people attending the OsNosh facilities.	On the day there were 5 referrals into energy advice, 1 referral to debt service. Energy saving bulbs, hygrometer and temperature gage magnets handed out. 3 signed up to Housing Perks app, and 2 referrals to Social Value Device Scheme. This event also promoted Wrekin in the Oswestry area. This links to both the Neighbourhoods and Communities Standard and resilience work.
Community impact day at Sutton Hill. This event comprised of a drop-in advice session at the 'Hub on the Hill' with Wrekin employees and partner agencies and a litter pick/walkabout of the local area. The am was to be visible in the area and offer advice and support if needed.	This was promoted via the newsletter (1,062) and the Facebook page (100). A CX message was sent to all local customers prior and on the day. The local housing teams also promoted this and posters were placed in the 'Hub on the Hill'	This event was well attended with 25 customers either attending the drop-in advise morning with community partners or engaging on the walkabout. The local area was litter picked and any bulky items collected by Reviive.	Some issues/concerns from the day: <ul style="list-style-type: none"> Concerns about green spaces and communal walkways. Housing officer visited locations with customer and advised they are Local Authority managed areas, but supported with reporting these. Concerns raised about Wrekin Void property that is boarded up, Housing officer offered advice and reassurance. Advice from benefits team and debt team provided. This links to both the Neighbourhoods and Communities Standard, Tenancy Standard and Transparency, Influence and Accountability Standard.

Service Development







Engagement activities 	Consultation methods 	Details 	Outcomes 
Donnington Youth Group (Police run), 6-7pm	We were invited to attend by local policing team to engage with young people in attendance. This is a regular meeting already set up.	Using the foam board (above) and post-it notes young people were asked what they liked/disliked about the area they live in, discussions were had with the young people to explore further. 30 young people attended the event.	The feedback will inform future partnership work. The impact will be seen through Tenant Satisfaction Measures on being listened to and views acted upon.
Youth Expo (Safer Stronger Partnerships).	We were invited to attend by local policing team to engage with young people in attendance.	10 young people attended, however this event had a number of partners agencies with stands and we were able to share ideas and support around engaging with young people .	The event was particularly useful to build strong partnership links. This is part of the requirements within the Neighbourhoods and Communities Standard.
To build on the work around Youth engagement we attended the Aspiration day at St Georges Primary school.	We were invited to attend by Safer Stronger Partnerships to engage with young people in attendance.	Class talks to share job roles in Wrekin, including an interactive activity and a careers fair.	This provided chance to talk to children and their parents. The form feedback board on neighbourhoods was used. The impact of this will be seen through the Tenant Satisfaction Measures on being listened to and views acted upon.

Service Development

Engagement activities 	Consultation methods 	Details 	Outcomes 
Bus tour of older housing stock as requested by the Customer Committee - this follows a tour last year of new developments.	Customer Committee members were invited.	A tour of different locations took place where members were able to look at homes. This included a flat at a higher rise block at Reynolds House. 4 members of the Customer Committee took part.	This is a practical way for Committee members to see homes and gain assurance of the services being delivered in relation to consumer standards.
Scrutiny discussion/planning. For May 24 scrutiny is on the agenda.	A core group of involved residents with an interest in scrutiny was invited in.	4 meetings took place each with 5 customers attending, these customers have a strong experience of customer involvement and want to help get scrutiny off the ground.	The scrutiny approach has been developed in partnership with customers. This is an important part of the Transparency, Influence and Accountability Standard.
Development visit - Castle Lodge, Dawley bungalow visit. Customers have requested to see a new devolvment bungalow. This opportunity was to show case what we have been building.	Promoted to all the Wrekin Voices via the Friday newsletter (1,062). Really good uptake from involved customers with 15 customers attending.	The visit involved looking at 2 bungalows 1 was a 2 bed bungalow where bespoke adaptations have been carried out inline with the needs of the incoming tenant, the other was a 1 bed bungalow. Members on the development team were on site to answer any questions and show customers around the sites.	This gave another way for customers to get involved and show the different ways we build and adapt homes. This is linked to the consumer standards on Quality and Safety and Transparency, Influence and Accountability.







Service Development





Engagement activities 	Consultation methods 	Details 	Outcomes 
WOW awards judging - The aim of this was to include our customers in the process of shortlisting and picking the winners of the Wrekin WOW awards (Awards for Wrekin employees).	We advertised three positions to our involved customers via the Friday newsletter (1,062) and a direct message to our Wrekin Voices group (577). It was also placed on the Wrekin Voices Facebook page (100).	3 customers were selected each joined a Board member, a Senior manager and a Customer forum member online to shortlist different categories and choose a worthy winner.	All categories were shortlisted and a winner chosen. The customers involved enjoyed the process and we valued their opinions. They have been invited to the awards ceremony on 18th April. This gives another way to get involved linking to the Transparency, Influence and Accountability standard.
Repairs feedback event at Ridgeway.	This was arranged following the Repairs project last quarter to feedback findings and continue the discussions.	The findings of the project were shared and outcomes discussed. A maintenance supervisor attended to discuss ongoing repairs. 18 customers attended.	Individual feedback was gained and shared to shape the service moving forward. A similar approach will be continued in Retirement Living schemes. This links to the Quality and Safety Standard and Transparency, Influence and Accountability.
Ashwood coffee morning – members of the Customer Voice team spent the morning with Ashwood customers to talk about engagement within ShireLiving.	This was a regular coffee morning which the team was invited too, following a request to find out more about engagement opportunities within ShireLiving.	18 customers discussed ShireLiving and how they can have their voice heard. Everyone showed real enthusiasm and were keen to have representation from Ashwood going forward.	Following this meeting 5 customers attended the next ShireLiving forum meeting and joined Wrekin Voices. This links to the Transparency, Influence and Accountability standard.
Cost of Living event at the Job centre in Oswestry, aim to talk to customers/potential customers about money issues and any other questions they may have.	Event organised by Department for Work and Pensions and Work and Health Services,. Partnership event with other landlords and service providers such as water and energy.	10 customers/potential customers spoke to members of the Customer Voice team (3 customers, 4 wanting to gain a Wrekin property and 3 general conversations). Wrekin customers were very happy that Wrekin were at an event in Oswestry.	This work supported individual customers. It links to the following standards: <ul style="list-style-type: none"> • Neighbourhoods and Communities; • Tenancy (sustainment) • Transparency, Influence and Accountability

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 
Cyril Hayward court/ Manse Close - customers in the local area raised concerns about Anti Social Behaviour.	This event was promoted via the Wrekin Voices newsletter and a CX system message for the local area.	Members of the Housing team and Customer Voice team conducted the walkabout. 2 Customers engaged on the morning and another phoned after.	Issues were fed back to the local authority (dog fouling). The impact of this work will be seen in the neighbourhood Tenant Satisfaction Measures.
Brookside – concerns raised by a customer at the Stirchley drop-in about how the area was looking.	This event was promoted via the Wrekin Voices newsletter and a CX system message for the local area.	Members of the Housing team and Customer Voice team conducted the walkabout. 6 Customers engaged on the morning.	This links to the Transparency, Influence and Accountability Standard and will be seen through the neighbourhood Tenant Satisfaction Measures.
Newport (Broomfield Rd and Hall Croft Gardens) - Following customer feedback at a recent Newport event.	This event was promoted via the Wrekin Voices newsletter and a CX system message for the local area.	4 Customers engaged and joined Members of the Housing team and Customer Voice team. The customers discussed the local community, lettings, and parking.	This links to the Transparency, Influence and Accountability Standard and will be seen through the neighbourhood Tenant Satisfaction Measures.
Donnington – requested by the Housing team	This event was promoted via the Wrekin Voices newsletter and a CX message for the local area – the local housing team identified key areas to target.	3 Customers engaged and joined Members of the Housing team and Customer Voice team. The Local Councillor chatted with us to discuss some of the local issues.	Litter picks and advice on issues showed the positive contribution to neighbourhoods. The impact will be seen through Tenant Satisfaction Measures.
Hadley – requested by the Housing team	This event was promoted via the Wrekin Voices newsletter and a CX message for the local area.	4 Customers engaged and joined Members of the Housing team and Customer Voice team.	This is another way for customers to get involved and links to the views being listened to and acted upon Tenant Satisfaction Measure.




Walkabouts- area visits

Walkabout 	Consultation methods 	Details 	Outcomes 
<p>The Great British Spring Clean is the nation's biggest mass-action environmental campaign. At Wrekin we wanted to take part and be out and about in our local communities engaging with our customers. We held 5 litter picks at the following locations</p> <ul style="list-style-type: none"> - Wellington - Malinslee - Elmwood (ShireLiving, Stafford) - Beechwood (ShireLiving, Newcastle-under-Lyme) - The Coppice (ShireLiving, Shrewsbury) 	<p>All of these events were promoted via the Wrekin Voices newsletter and a CX message sent out to each location. Within the ShireLiving schemes it was also promoted internally.</p>	<p>At each location employees of Wrekin joined local residents and scheme members to collect litter and discuss any issues they may have. At Malinslee Telford & Wrekin Street Champions, Dawley Town Council and also the Police joined in.</p>	<p>From all of these locations a huge amount of litter was collected. Employees engaged with customers and partners and were visible in the local areas. 25 customers engaged across the locations raising issues such as litter, dog fouling and ASB. Further litter picks were also identified with customers arranging these on their own or with the Street Champions. This links particularly to the Neighbourhoods and Communities and Transparency, Influence and Accountability standards and Tenant Satisfaction Measures</p>



Skills Hub

Through the Wrekin Skills Hub we are developing a suite of learning and development opportunities for customers. These may be face to face opportunities, online sessions or signposting to local training partners programmes.

Skills Hub 	Details 	Outcomes 
Affordable homes and you workshop - in person. A request by customers to learn more about social housing past and present. We invited TPAS to deliver this.	We advertised this opportunity to our involved customers via the Friday newsletters and a direct message to all Wrekin Voices. We also offered an online version of the session in the early evening, but unfortunately there was little take up.	Customers, employees and the local Police came together to discuss and learn about the history of social housing, the importance of customer involvement and how to get involved. The feedback on this training session was excellent and we will be looking to put on more training of interest to the customers. The original topics were shaped by customer feedback. This links to the Transparency, Influence and Accountability standards.
Digital Drop In Sessions- Customers invited to attend drop in session focussed on digital inclusion and increase in skills/confidence.	4 further sessions to building upon the 8 events held before Christmas. Held at ShrieLiving locations: Springwood and Withywood, with a total of 50 customer attending. Sessions delivered by Tech with No Limits. This was promoted on scheme but also within the Wrekin Voices newsletter.	This work to support customers with digital inclusion is part of tenancy sustainment which links to the Tenancy Standard of the revised consumer standards.
HSBC and Barclay's Fraud Awareness Sessions. Awareness sessions on how to stay safe online. We offered events at: <ul style="list-style-type: none"> - Elmwood - Ashwood - Low Court - The Coppice - Hornbeam Close - Parkwood 	8 events held within ShrieLiving and Retirement Living locations with a total of 72 customer attending. Sessions delivered by HSBC and Barclay's. This was promoted on scheme but also within the Wrekin Voices newsletter.	Customers provided positive feedback and found the session helpful reassuring. This work links to the following standards and Tenant Satisfaction Measures: <ul style="list-style-type: none"> • Neighbourhoods and Communities (partnership working) • Tenancy standard (tenancy sustainment) • Transparency, Influence and Accountability

Skills Hub

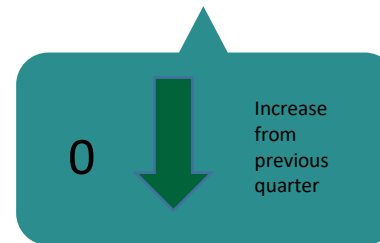
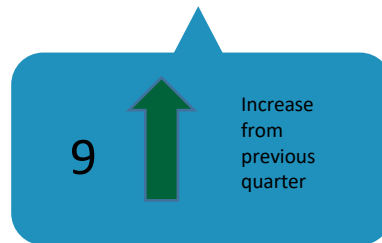
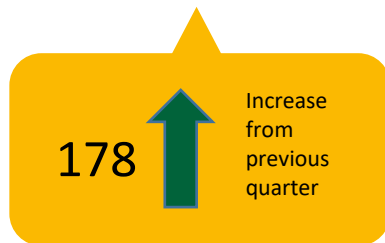
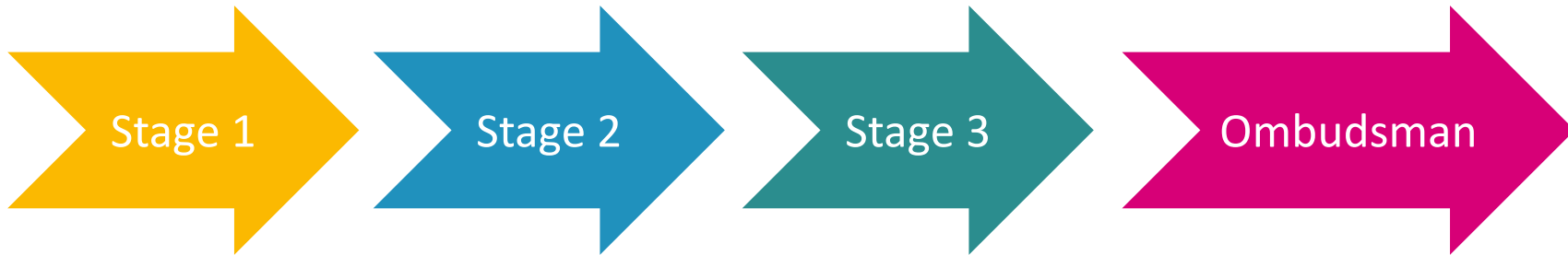
Skills Hub	Details	Outcomes
Get that Job – employability workshops, Wellington Hub	<p>Working with the Area teams and taking referrals of customers who would benefit from employability workshops. Also advertised through direct messaging of customers in the area.</p> <p>Delivery of 3 employability workshops within a week. Sessions run from 10am - 12 noon and covered CVs, application tips, interview skills and job search support. A number of Wrekin staff helped deliver the sessions, sharing tips, offering advice and support and building confidence.</p>	<p>4 tenants attended, first delivery of 'Get that Job' with Telford College; all customers went away with an updated CV, offer of work experience and reported improved confidence with 1 getting 2 interviews in the following two weeks.</p> <p>This work links to the following standards:</p> <ul style="list-style-type: none"> • Neighbourhoods and Communities (partnership working) • Tenancy (sustainment) • Transparency, Influence and Accountability.
Tai Chi Taster Session	Advertised to customers via the Newsletter (1062).	Free Tai Chi Taster sessions offered to all local residents by a partner organisations.

Complaints Performance – Quarter 4

January - March 2024



Performance-Q4

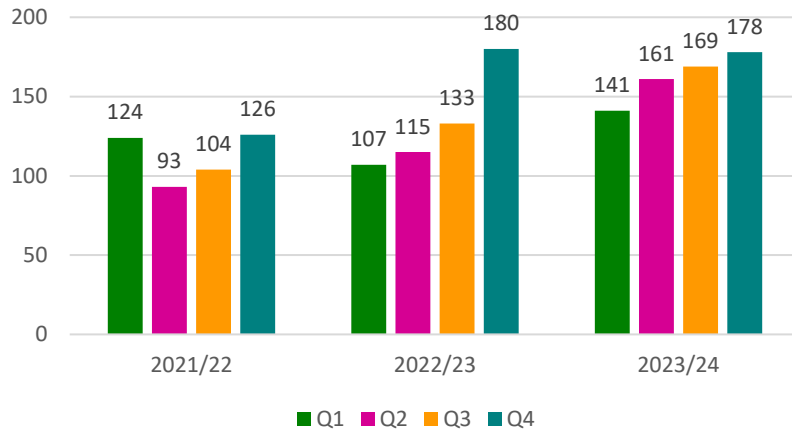


- 51% about Repairs (91)
- 24% about Housing (42)
- 5% about Gas(9)
- 5% about Customer Contact Center (9)

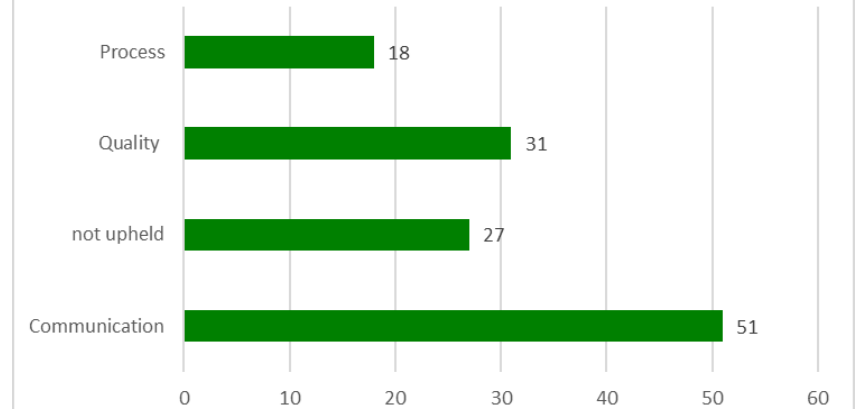
The complaints for repairs and housing equate to 0.04% of the total repairs/housing enquiries dealt with in the period.

Performance- Q4

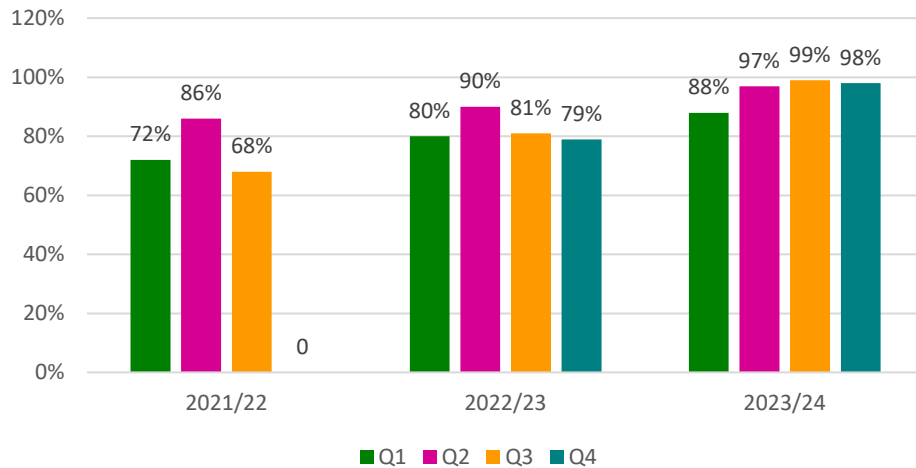
Amount of complaints



Reason



Complaint resolution



Performance of resolving within 10 working days has decreased by 1% currently at 98%.

649 complaints received YTD
100% acknowledged
90% responded to
96% resolved



Complaints case studies



Mrs A has been a tenant for 5+ years

Nature of complaint

During a visit from our scaffold contractor, the contractors damaged a wall which led to plant pots being smashed.

Learning from complaint

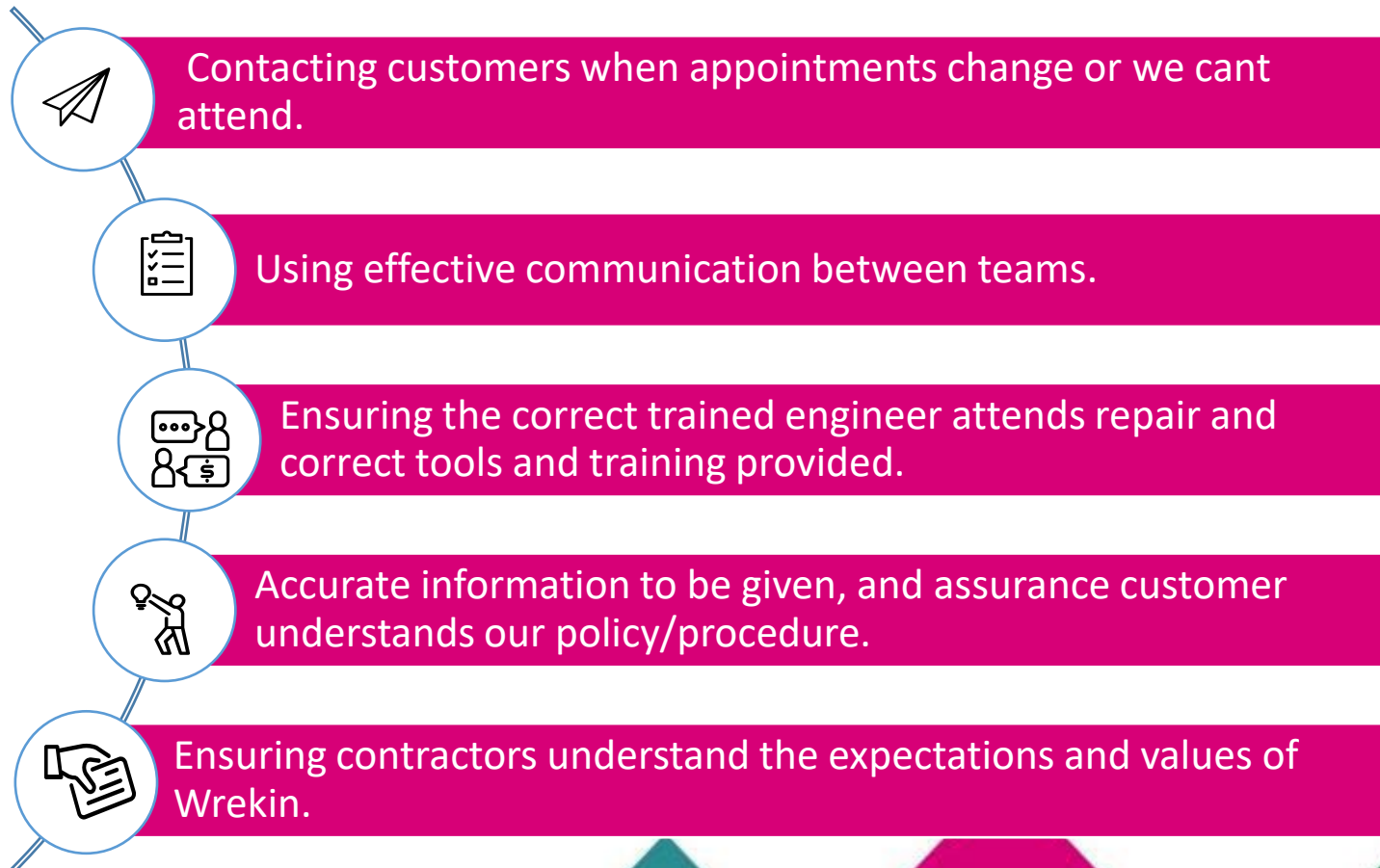
The contractors did not inform Mrs A of the damage, they did not give an apology or try to fix the issue. The contractors were contacted and advised of our expectations when visiting our tenants and the care that should have been taken. An apology was issued from ourselves and the contractors, the contractors paid for the wall to be repaired and we offered a £100 compensation for inconvenience, distress and reimbursement of the pots.

All contractors will be having some customer care training and complaint expectation training.

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.





Communication – Quarter 4

January - March 2024



Customer communications



JANUARY SUMMARY

[Wrekin Debt Advice milestone](#): We celebrated Wrekin Debt Advice hitting an important milestone after clearing £2m of customer debt.

[Wrekin on the radio](#): Dan Bebbington also appeared on BBC Radio Shropshire to talk about the impact of our Money Matters team

[New Homes for Wellington](#): We marked the start of work at our new affordable homes in Wellington.

[CPAC Covenant](#): We became the first housing association in the country to sign a government-backed covenant aimed at tackling child to parent abuse



FEBRUARY SUMMARY

[New homes](#): We met some of the new customers who have moved in to our affordable homes at Loggerheads.

[Wrekin on the radio](#): Teresa Tudor also appeared on BBC Radio Shropshire to talk about Hazelwood – our new ShireLiving development in Whitchurch.

[Human interest stories](#): We highlighted a number of positive stories featuring Wrekin customers, including our ShireLiving tenant John Coyle.

[Cost of living support](#): We continue to offer advice via our weekly 'Money Matters' column

Customer communications



MARCH SUMMARY

[Wrekin turns 25](#): We celebrated Wrekin's quarter century of making a difference to people's lives.

[Money Matters case study](#): We highlighted the brilliant work of our Money Matters with by sharing one of our customers' stories.

New [developments](#): We showcased one of our new developments – Jenny Athersmith Gardens in Dawley, Telford.

[Women in Construction Week](#): We highlighted some of the brilliant women who work at Wrekin as part of Women in Construction Week.

[Spring Statement reaction](#): The BBC published Dan Bebbington's reaction to the government's Spring Statement.

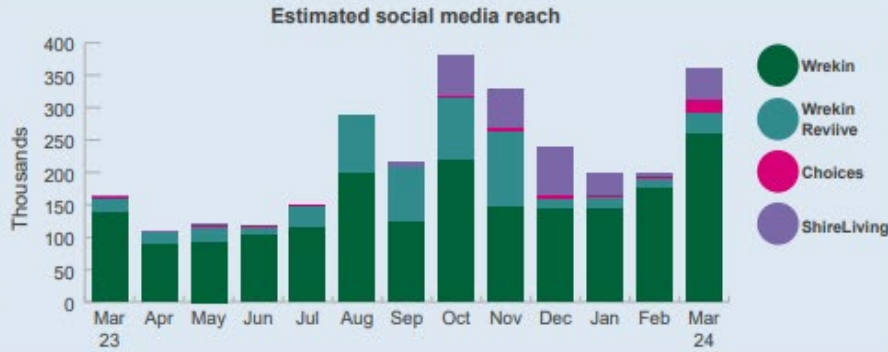
Your Wrekin: We published the latest edition of Your Wrekin. Full analytics are included further in this report.

SOCIAL MEDIA

(Data collected 3-8 April)

Communications and engagement analytics
March 2024

REACH BY BRAND



Ads	Posts	Reach/Impressions	Followers
+2 7	-25 44	258.3k	20,510
+2 2	+21 54	32.7k	6,251
+2 2	+2 4	21.7k	1,652
+2 3	-2 5	47.8k	460

Remarks
Wrekin's total social media reach was up by up by 48% in March compared with February.

WREKIN REACH



Ads	Posts	Reach/Impressions	Engagements	Followers	% reach paid for
+1 5	-3 23	206,851	1,080*	9,271	15.1%
+1 2	+2 8	43,705	399	4,925	65.4%
-28 0		2,727	83	5,273	
+3 11		1,667	51*	583	45.1%
+1 2		3,309	53*	458	

* Facebook, Instagram and TikTok only record engagements for posts generated during the month, whilst LinkedIn and X record engagements on any post, regardless of when it was generated.

TOP POSTS

- 15** [Meet Sandra, Julie and Alison – close friends who have moved in to our brand-new affordable bungalows in Dawley](#)
(Top post by reach)
47.4k total reach, 9.1% engagement rate (ER)
- 04** [Women in Construction Week - Samantha Stanley](#)
(Top post by ER)
6.2k total reach, 14.7% ER
- 12** [Available now - apartments for over 65s in Wellington](#)
(Second top post by reach)
31.8k total reach, 10.1% ER

Estimated daily social media reach March 2024



Wrekin Facebook comments

174 Positive/neutral

33 Negative

59 Replies

▲ ▼ Increase or decrease compared with previous month

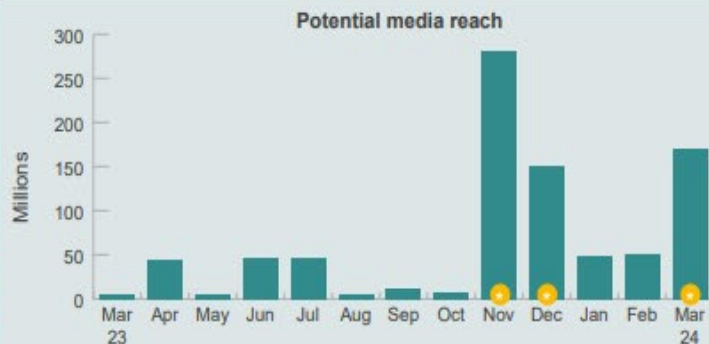
Housing Group

MEDIA

(Data collected 2 April)

Communications and engagement analytics
March 2024

MEDIA REACH



Media reach

171.2m

230%

AVE (£)

1.58m

Sentiment

28 STORIES

17 positive, 10 neutral, 1 negative

Remarks

Media reach includes all Wrekin brands, including Revive and ShireLiving.

- November 2023
BBC news - Money Matters case study of John McGrath
- December 2023
BBC news - Withywood resident continues 100-year-old rainfall tradition
- March 2024
BBC news - Dan Bebbington's reaction to the government's Spring Statement

TOP STORIES



- 06** [Debt advisor says budget did not go far enough](#)
Dan Bebbington's reaction to the government's spring Statement.
BBC, Shropshire Star, One News Page
147.2m reach



- 21** [Mum-of-five with cancer hid from bailiffs as debts piled up](#)
Money Matters case study, Kerry Gassama.
Birmingham Mail, Shropshire Star, Housing Digital, Dispatchist
17.3m reach



- 01** [Progress continues on new health centre to host Whitchurch's GPs](#)
Progress of the Pauls Moss development in Whitchurch
Shropshire Star, Shropshire Council, Shropshire Live
1.3m reach

Potential daily media reach March 2024

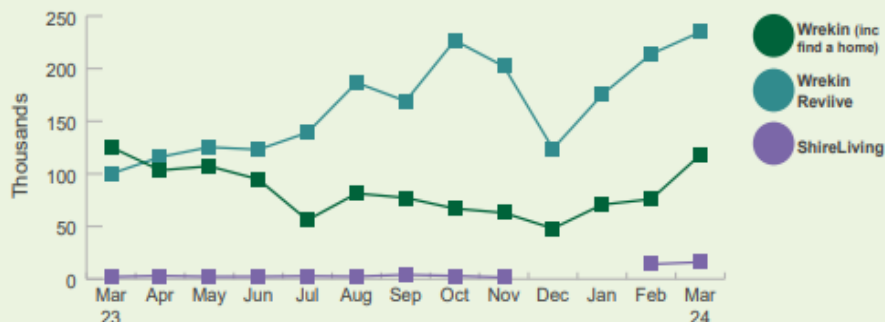


WEBSITE & REACHDECK (Data collected 2 April)

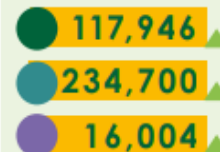
Communications and engagement analytics
March 2024

WEBSITE

Website page views



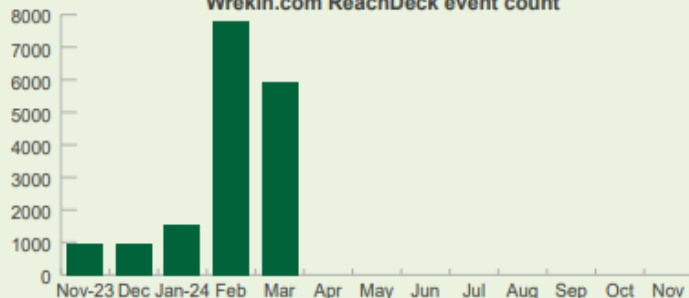
Page views



Website	Page views	Users	Views per user	Bounce rate
Wrekin	84,283	5,744	14.67	43.08%
Find a home	33,663	2,169	15.52	23.45%
Wrekin Revive	234,700	8,418	27.88	33.04%
ShireLiving	16,004	449	35.64	27.49%
Choices				

REACHDECK EVENTS

Wrekin.com ReachDeck event count



ReachDeck events

5,954 23.5%

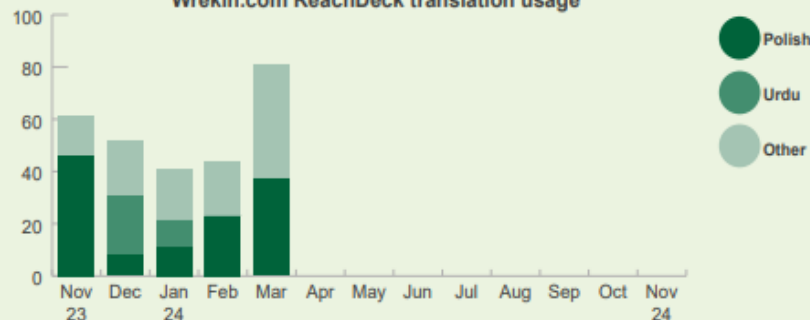
Remarks

The toolbar event count records how many times the orange ReachDeck button was pressed to access the toolbar. Data shows that these events are not converting into use of any specific tools.

Category	Event count
1 Toolbar	5,830
2 Translate	81
3 Speech	38
4 Simplify	3
5 Help	1
6 Screen Mask	1
7	
8	
9	

TRANSLATION USAGE

Wrekin.com ReachDeck translation usage



Language

Language	Event count
1 Spanish (European)	44
2 Polish	37
3	
4	
5	
6	
7	
8	

Remarks

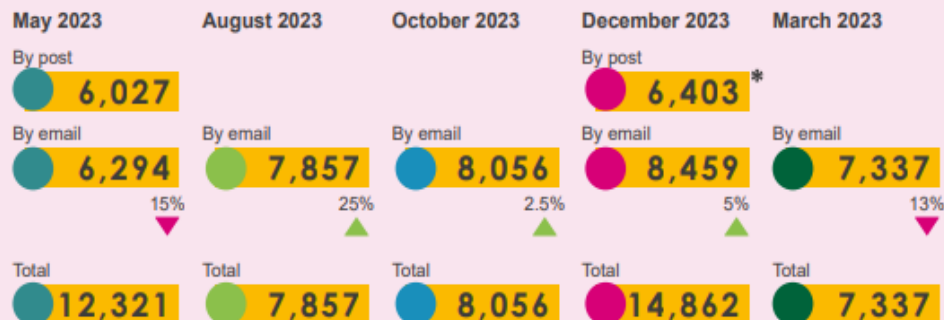
Translation usage data was not available in February's ReachDeck report.

However, data from the ReachDeck quarterly report allows us to estimate translation usage for February 2024, shown in the graph to the left.

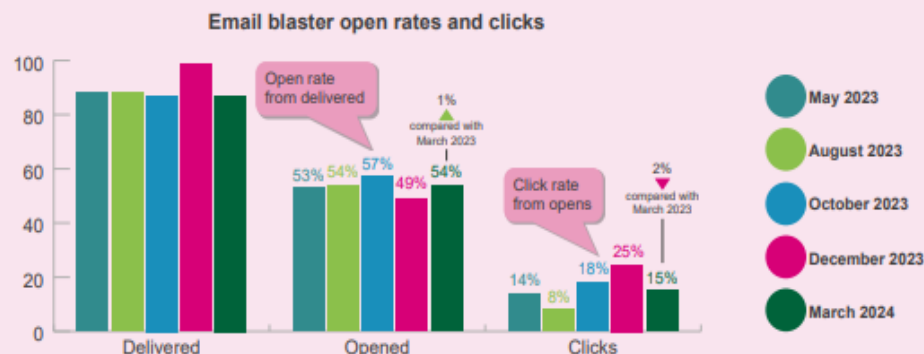
NEWSLETTERS (Data collected 2 April)

Communications and engagement analytics
March 2024

NEWSLETTERS SENT



EMAIL RATES



*The number of newsletters sent by post was higher in December compared with March, because anyone with an email address, who requested a calendar received a newsletter both by post and email.

CONTENT



May 2023 Sent 30 May
Keeping you safe

- Keeping you safe and improving your home
- Asbestos safety
- Carbon monoxide safety
- Electrical safety
- Fire safety

CONTENT



August 2023 Sent 07 August
Money advice and support

- Don't let your bin become a target for arsonists
- Employability workshops
- School uniform bargains
- Money Matters here to help

CONTENT



October 2023 Sent 27 October
Damp and condensation advice

- Preventing condensation in your home
- Getting ready for winter
- How to treat mould

CONTENT



December 2023
Sent 04 December
Housing Perks

- Money Saving Housing Perks
- Preventing condensation
- Careers in care (print only)
- Community Champions
- Customer drop-ins
- Money Matters here to help

CONTENT



March 2024 Sent 16 March
Investing in your homes

- Investing in your homes
- Money Matters and free energy advice
- Your rent explained
- Money Saving Housing Perks
- Tackling condensation

▲ ▼ Increase or decrease compared with previous email campaign

The Wrekin Housing Group