



Wrekin Voices Report

August & September 2023



Customer Voice and Value Team
November 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 focused 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.
- Gained 500 new potential Wrekin Voices through the neighbourhood project

Customer Involvement in August & September 2023



Summary page- involvement in August and September

- 38 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
- And over 100 people attended Skills Hub activities



Customer Involvement

During August and September 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 
Complaints Policy review	Feedback was gathered in a number of ways including: <ul style="list-style-type: none"> • Workshops with employees • Community events • 300 customers on involvement email • 90 Wrekin Voices • Complaints champions • Employee Forum • Employees who are customers group 	The consultation with employees and customers out in the community helped set the priorities for complaint handling at Wrekin. 12 customers completed a survey to outline their views.	Customers commented that the policy is clear and easy to understand and it is inclusive. 8 customer comments were incorporated to explain some aspects or clarify. The impact will be seen through the Consumer Standard Assurance and Tenant Satisfaction Performance.
Damp and Mould Policy	We approached the 300 customers on the email distribution list and the 90 Wrekin Voices for comment. The Policy had been shared by customer survey information, feedback calls after repairs and customer voice project.	In March 2023, Pennington Choices conducted an independent review of the Groups approach to addressing damp and mould issues within resident's homes, this review of the policy is part of the recommendations put in place.	Customers commented that the policy is clear and easy to understand and it is inclusive. The impact will be monitored through customer satisfaction with the approach and consumer standard reports.

Policy Development

Policies 	Consultation methods 	Details 	Outcomes 
<p>Neighbourhood and Tenancy management policy</p>	<p>This was the 2nd part of the consultation which brought 4 policies together into this new policy. (see July's Wrekin voices report) We went back to those customers who responded previously and also approached the 300 customers on the email distribution list and the 90 Wrekin Voices.</p> <p>The Policy had also been developed using the comprehensive survey information available across housing management services.</p>	<p>12 customers completed a survey to outline their views and build upon the feedback already gathered in pulling this policy together.</p>	<p>The outcome of this policy review was very positive. 9 customers had previously commented and 12 customers commented on this final draft to say it was easy to understand and it was inclusive. Condensing the policies will support us to be more accountable with information easier for customers to obtain/access.</p>

Service Development

A range of ways for customers to shape/improve our services have also taken place during August and September. These have covered areas such as recruitment, co-design of the website and consulting directly with the regulator.

Engagement activities 	Consultation methods 	Details 	Outcomes 
Recruitment for the position of Housing Services Manager	A member of the Customer Committee joined the interviews for the position in the Housing team.	Involving a Customer Committee Member in this process brought a great perspective and experience. It also set out to all candidates our expectations and commitment to Customer Voice.	The post was successfully recruited to and the contribution to the process on a breadth of topics really supported that process.
Wellington - Summer on tap event. Part of the bi-monthly meetings held at the Hub	Held at the Wellington Hub with Severn Trent and Money Matters to support customers with water bills, and reduced water enquiries.	Great event supported by the local housing team, engagement team, money matters supporting the community. 16 customers attended.	We helped and supported 16 customers with a number of enquiries. Their feedback was also gained on a number of areas, such as neighbourhoods.
PODs Picnic in Park (Parents Opening Doors charity)	We joined Parents Opening Doors Charity along with a number of other stakeholders and businesses to hold a picnic in the park event for the supporters, users and community around PODs charity	Wrekin met with over 100 customers/potential customers.	Funding was offered as part of the Resilience Fund approach to offer access to support and events for families who have children with special educational needs, for example. This partnership approach built community and individual resilience and gained the chance to talk to customers about Wrekin's role.

Service Development

Engagement activities 	Consultation methods 	Details 	Outcomes 
Stirchley Hub bi-monthly drop-in session - focusing on neighbourhoods and digital support.	This was advertised on the Facebook page and a text to local residents.	This drop in also combined digital inclusion work within our Social Value priorities and was in partnership with Telford and Wrekin Council.	Lots of partnership conversations on how to better support customers digitally with device loan/gifting and sim cards with data. Unfortunately no tenants attended and we will consider where and how best to target any future events of a similar nature.
Interfaith Centre, Wellington High Street - Bi monthly drop-in sessions to engage with the local community, in particular hard to reach groups. Also linking up with partner agencies.	This was advertised on the Facebook page and a text to local residents.	Spoke with 10 customers/possible future customers who called in for advice. It was also a chance to share partner information.	Whilst most enquiries did not directly relate to Wrekin services, this was a great way to show our partnership approach. The impact is likely to show in our Tenant Satisfaction scores on contribution to neighbourhood and listening to views.
ShireLiving Forum – quarterly meeting	Quarterly meeting held in person.	15 SL Voices attended. Focus on development process of new schemes and the lettings process. Discussions around how the schemes have developed. Discussed furniture and parking on schemes too.	Ideas were shared to improve the development process of new schemes and how people apply to live there. Also discussed what the panel would like to focus on in the future including digital and grounds maintenance. The impact will be seen through customer satisfaction scores.
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 met and viewed presentations from members of staff. They also held their own section of the meeting.	The group are developing their purpose and looking at ways to engage wider with Wrekin customers.

Service Development

Engagement activities 	Consultation methods 	Details 	Outcomes 
Development Bus Tour - requested by the customers committee and offered to other involved customers to view the new stock being developed by Wrekin.	The tour was promoted to all Wrekin voices via the email newsletter and the Facebook page.	4 involved customers, 2 Customer Committee members and 2 Board members joined members of staff on the tour which visited developments at various stages of construction.	The event enabled a better understanding of areas with new homes and how this It enabled lots of discussion and the ability to ask any questions. A further tour of older Wrekin stock has been suggested to enable a comparison and wider picture.
Malinslee big picnic	Promoted through partners who were organising and to Wrekin tenants.	This yearly community family event is very well attended, Wrekin had a stand to promote services and answer any questions customers/potential customers may have Chatted to customers about Dawley as a neighbourhood. Over 100 people attended the event.	Continued partnership working with the Dawley Town Council and Safer Stronger team from T&W Council. Conversations with tenants who live in Dawley. This is one part of our compliance with the neighbourhood and community and tenant involvement standards.

Service Development

Engagement activities	Consultation methods	Details	Outcomes
Meet the Regulator Event - hosted at Walsall Housing Group and facilitated by Placeshapers.	Kate Dodsworth, Chief of Regulatory Engagement at the Regulator of Social Housing, led discussions and engaged with customers from various landlords.	4 members of the Customer Committee joined 35 other residents/staff to discuss the new consumer regulations.	The Customer Committee members were able to shape and influence the future direction of consumer regulation.
Customer Voice webpage consultation - co-design of the proposed Customer Voice pages	Event offered to all the involved customers to attend the inperson meeting at HQ.	The six sections and the content discussed at great length, taking onboard the functionality and where information sits best.	The customer comments will feed into the co-design of these pages, we want customers to use them and have a level of ownership of them. The regulator has been clear on publishing and promoting performance and customer feedback on webpages.
Ridgeway Coffee Morning	Attended established coffee morning at Scheme Manager request to talk about digital access to surveys.	We attended to discuss with residents their concerns for all communications appearing to be digital. We completed the neighbourhood surveys with the residents face to face. We also discussed wider consultation ways and digital support.	A follow up digital inclusion session is being arranged. Feedback was also provided about the repairs process.

Service Development

Engagement activities	Consultation methods	Details	Outcomes
Park Lane Centre - Monthly drop-in	The centre is busy on a Thursday morning with the nursery, mum and toddler group and CAB there, important to have a presence for some of those younger families/tenants.	The aim of this was to use existing events to approach customer groups who we have seen are less satisfied. The Mum and toddler group was unexpectedly cancelled due to illness but we plan to revisit this event as feedback has shown this could bring a range of customer feedback.	
Cinderloo Way - consultation on the positioning of letterboxes on customers front door.	A CX survey was sent to all the current residents via text and email. of Cinderloo Way. The housing officer and Customer Engagement and Feedback manager then held a walk-about around the estate, followed by a drop-in session at Wrekin HQ outside of work hours to engage with as many customers as possible.	From the survey we had a 51% response rate with 30 completed surveys. Approx. 20 people were spoken to on the estate, and a further 10 came over to HQ for a drop in session outside of work hours.	Feedback shaped the decision to offer wall mounted letter boxes on the estate. Wrekin have added to the development design description that letterbox's will not be located in the same place again at future schemes. Other issues were picked up from talking to the customers such as issues with the gardens and ASB, the housing team are working with customers on these. It is expected that this impact will influence our Tenant Satisfaction Measure performance.
Cinderloo Way - walkabout and drop-in session at HQ to engage on the newly built estate.			

Service Development

Engagement activities	Consultation methods	Details	Outcomes
Donnington clean up event - held around the centre of Donnington	The event was promoted to all local residents via CX text and email message.	In person clean up event with employees and customers. Housing team and Grounds maintenance team volunteering time to help. We attended with skip bags and litter picking equipment to help customers and residents. Over 30 customers engaged and took part in the event.	Supported individual customers to clean their gardens and areas nearby. This is part of our work to ensure compliance with the consumer standards and will support with Tenant Satisfaction Measure performance.



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 
Allscott Walkabout - around Ternley Orchards, Sugar Beet Avenue and Clayfields	Issues identified from a local Facebook group and a number of customers. The event was then promoted to the local area to come along and discuss any issues whilst on the Walkabout.	Unfortunately although they raised concerns no residents walked with us but we had previously been made aware of some concerns around the speed of cars travelling along the main road passed. We observed the issues and asked development colleagues to consider when pathways would be finished and raised issues with partners.	
Walton Court walkabout – identified by scheme support staff and through neighbourhood surveys.	The walkabout was promoted to all local residents.	With scheme support staff and the local policing team we walked around the estate. Staff identified key issues which included some ASB from local young people which police are currently dealing with and an issue of parking. 6 customers engaged whilst this event took place.	Partnership discussion to identify ways to address concerns. Scheme support staff have reassured residents to speak to them with any issues.
Donnington walkabout and little pick - Waxhill Close and Barn Drive	Following the Donnington clean up event these areas were identified to have a walkabout.	A joint event with Social Value and Housing Teams alongside Veolia (recycling and waste experts). Chatted to customers along the way about local issues, grounds maintenance and litter. 6 customers engaged whilst this event took place.	This event supported our Social Value corporate pillar on sustainability.

Walkabouts - area visits

Walkabout	Consultation methods	Details	Outcomes
<p>Malcolm Randle Estate walkabout. The estate was identified by the Housing Team.</p>	<p>Promoted via CX text and email messages and within in Wrekin Voices newsletter.</p>	<p>7 customers took part to discuss issues such as: grounds maintenance, ASB involving children playing by gas containers and within a stoned area.</p>	<p>Identified and actioned work for Grounds Maintenance and Housing Team to look at some deterrent works. Once completed this is likely to increase satisfaction and supports our ongoing compliance with the consumer standards.</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 
Cooking on a Budget Lola's Kitchen Wellington, Interfaith Centre.	Advertised on the Wrekin newsletter and via text/emails to those customers living in the nearby areas. 2 hour cooking on a budget session delivered every week for 6 weeks. 9 customers/potential customers attended so far.	The aim is to teach people how to cook on a budget. Some feedback: "its Good that we can chat about substitutions, so we can use whatever is in the fridge, as opposed to sticking to a strict recipe". Those attending learning skills that support with cost of living challenges as part of our resilience approach.
Talking Rubbish – events held at Retirement Living schemes and ShireLiving within Shropshire.	Partnership working with Veolia to deliver face to face advice on recycling to customers. There had been an issue with residents putting plastic carrier bags in the recycling bin. 79 customers attended at 5 different locations.	Customers felt as though they had learned something, better understanding of recycling. Better understanding of how to handle food waste and the need to bag up any food waste before putting in a communal bin. Reusable recycle bags provided to all attendees - and all residents on the scheme. This approach will be further developed before rolling out more widely. It is part of our sustainability Social Value aim.
Computers and Cake Digital drop-in - Springwood	An information drop in to look at any digital support needs of customers, and provide support via digital volunteers. 12 customers attended. Aim achieved to provide digital support to customers. Helped to download the Arriva app, find knitting patterns and save to a playlist on YouTube etc. Customers all said they would return and would benefit from regular digital help sessions.	Currently exploring options with plans to deliver two more before the end of the year. Also intending to use a digital app, Housing Perks, to identify discreetly customers who may be supporting with digital inclusion. This work supports our Social Value aim on digital inclusion and our wider resilience agenda.
Get that Job – employability workshops, Stirchley Hub	Working with the Area teams and taking referrals of customers and DWP clients who would benefit from employability workshops. 9 people attended, 4 were Wrekin customers. All that attended benefited from CV support, interview skills and what makes a good application.	They were all offered work experience with Wrekin - 7 have taken up this opportunity to date. As well as individual support this is part of our resilience approach; supporting individuals and communities.

Future plans

Before January 2024

- Anti social behavior – 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.
- Complaints Champions – looking at learning from complaints
- Customer data improvements through the Wrekin Learning Model

Before March 2024

- Customer Care – a scrutiny review on how we might enhance customer care and build on strengths.
- Service Standards – customers will work in partnership to review the standards of service.
- Customer Journey Mapping – similar to mystery shopping and looking at where processes might be improved.

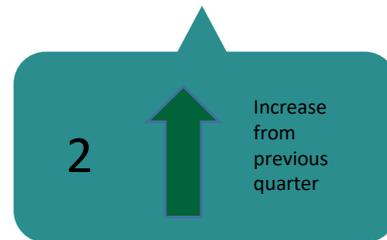
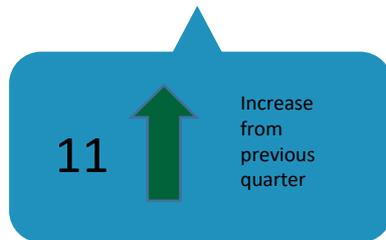
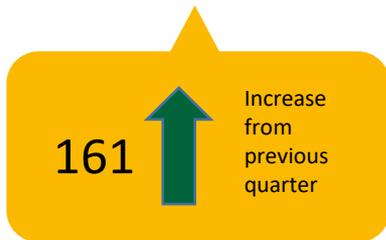
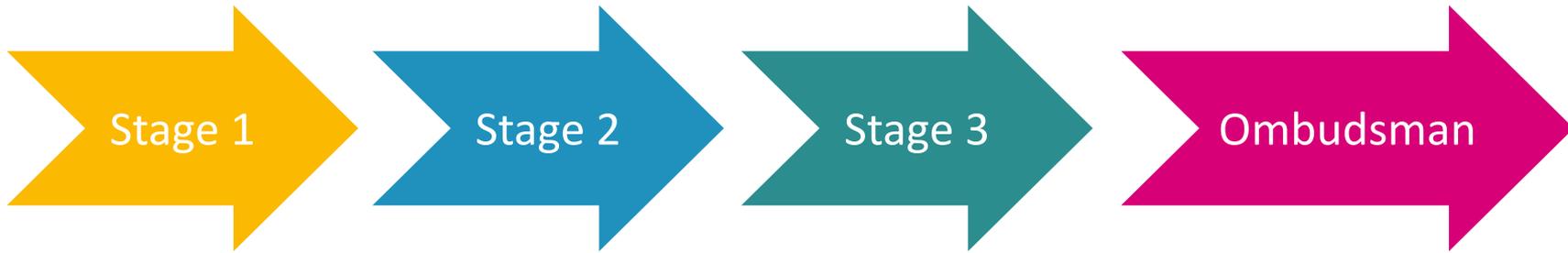
2024

- Customer data improvements
- Digital customer experience

Complaints Performance – Quarter 2 2023



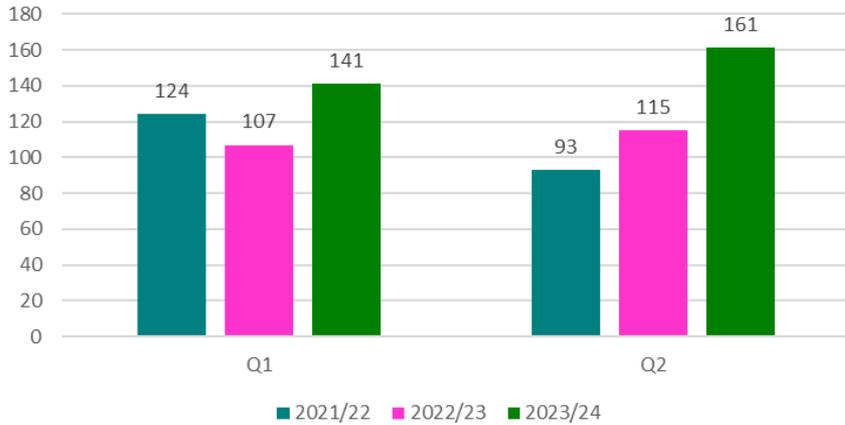
Performance-Q2



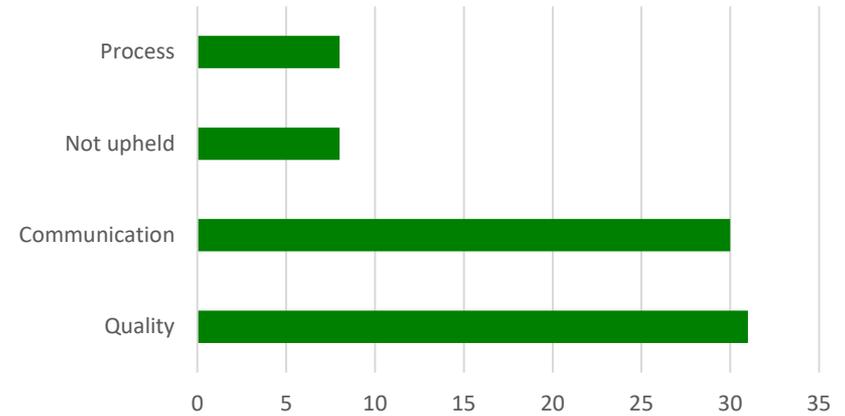
- 29% about Repairs (46)
 - 22% about Housing (35)
 - 19% about Grounds Maintenance services(35)
- The complaints for repairs and housing equate to 0.04% of the total repairs/housing enquiries dealt with in the period.

Performance - Q2

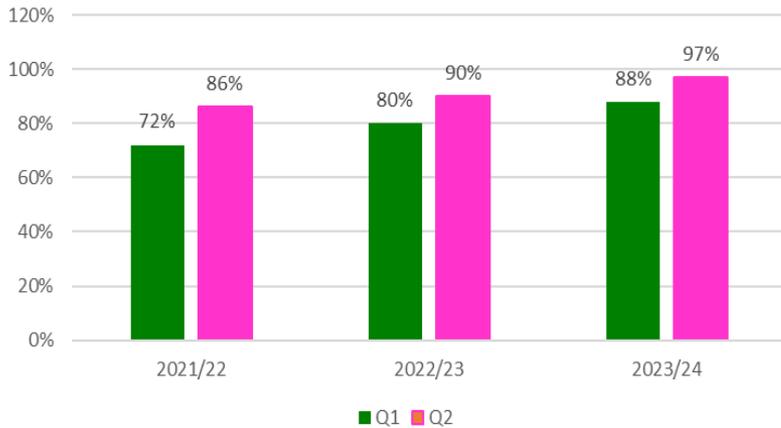
Amount of complaints



Reason



Complaints resolution



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 has decreased by 3% currently at 95%.



Complaints case studies



Mr A
Customer for 41+
years

Nature of complaint

Requested a Right to buy (RTB) pack, but felt he didn't receive the correct information from Wrekin. He spent £500 on legal fees but was refused the RTB as it was a family member taking out the mortgage.

Learning from complaint

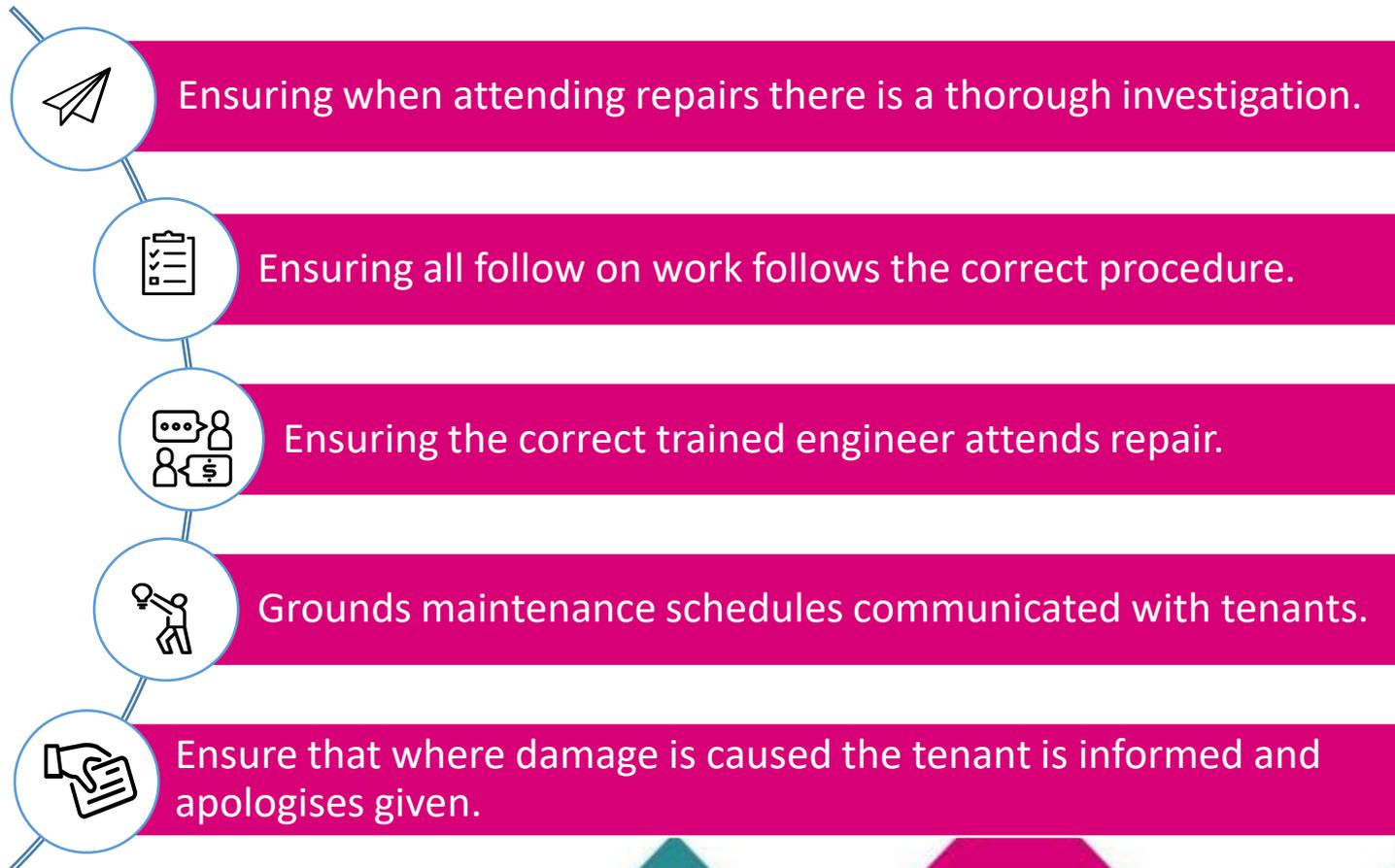
At stage 1 it was felt that although we did lack in communicating with Mr A we would still not be proceeding with the RTB, we would be ensuring that the team were spoken to about giving the correct information.

At stage 2 it was felt that the information sent wasn't as clear for a tenant as it should be. As a gesture of goodwill an offer of £350 was given towards the legal fees and a request to the team to change the wording on the paperwork that is sent for RTB's.

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 – Quarter 2 2023



Customer communications



AUGUST SUMMARY

[New homes event](#): We generated coverage for our new homes event in Prees.

[Making A Difference to People's Lives](#): We highlighted how our partnership with Ideal Heating is helping customers who are being hit hard by rising energy costs.

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

[Apprenticeship stories](#): Ahead of A-Level results day, we shared stories from some of Wrekin's apprentices.

Money matters: We continued to highlight our support offer to customers in our weekly Money Matters column – as well as highlighting case studies where the team has made a difference: [Money matters: Keep tabs on your streaming subscriptions](#)

[Money matters help tenant clear £9,000 worth of debt](#)

Your Wrekin – August 2023: We published the latest digital version of [Your Wrekin](#).



SEPTEMBER SUMMARY

[New ShireLiving Scheme plans](#): Details about our planned new ShireLiving Scheme in Shrewsbury were covered in the Shropshire Star.

[Cost of Living support](#): We highlighted our ongoing support and advice during the cost of living crisis.

Inside Housing: The positive work we do to support our older customers was highlighted in Inside Housing Magazine.

[National Inclusion Week](#): We highlighted our Supported Intern programme as part of National Inclusion Week.

Social Media

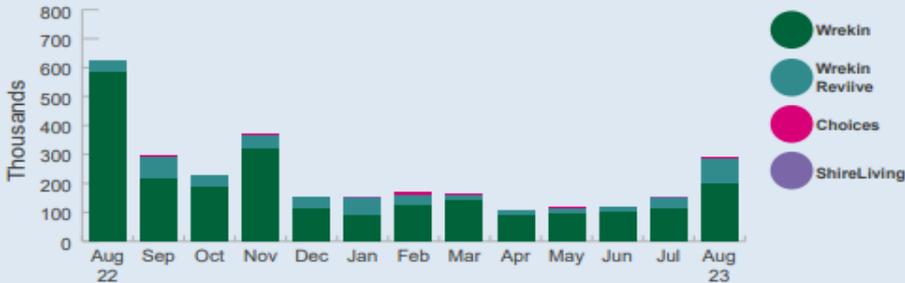
Social media contact for August

SOCIAL MEDIA (Data collected 4 September)

Communications and engagement analytics
August 2023

REACH BY BRAND

Estimated social media reach over the past 13 months

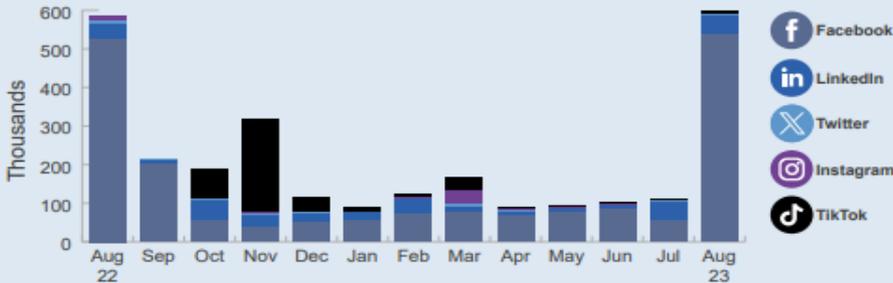


Brand	Ads	Posts	Reach/Impressions	Followers
Wrekin	6	43	197.0k	19,418
Wrekin Revolve	2	44	90.0k	5,543
Choices	1	6	1,458	1,638
ShireLiving	0	10	1,222	395

Remarks
Wrekin's social media reach was up by 74% in August compared with July. This was mainly due to Facebook reach more than doubling.

WREKIN REACH

Estimated reach per Wrekin channel over the past 13 months



Channel	Ads	Posts	Reach/Impressions	Followers	% of reach paid for
Facebook	4	26	137,821	8,726	36.4%
LinkedIn	2	5	49,174	4,388	88.9%
Twitter	2	0	1,504	5,314	0%
Instagram	5	0	3,840	545	76.7%
TikTok	5	0	4,619	444	0%

TOP POSTS



17 Celebrating our apprentices on results day
Two video posts highlighting the stories of Wrekin apprentices Aidan and Dennis
6.2k total reach, 3.4k video views



16 New homes in Prees coming soon
Post advertising the drop-in event to find out more about our new affordable and shared ownership homes at Whitchurch Road.
5.4k total reach



06 Join #TeamWrekin as our new Legal Assistant
Post advertising a new job role in our legal team
3.6k total reach

Estimated Wrekin daily social media reach August 2023



Wrekin Facebook comments

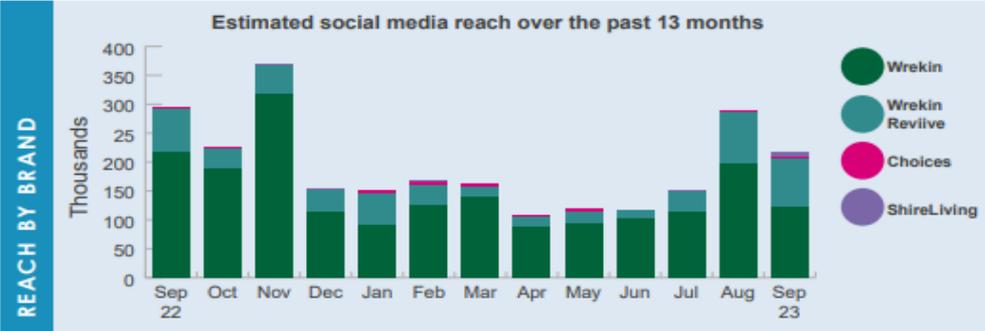
Positive/neutral	38
Negative	3
Replies	24

Social Media

Social media contact for September

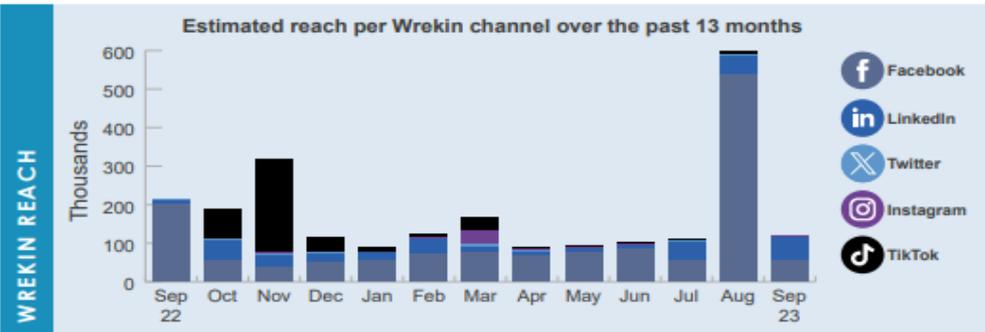
SOCIAL MEDIA (Data collected 2 October)

Communications and engagement analytics
September 2023



Brand	Ads	Posts	Reach/Impressions	Followers
Wrekin	▲ 7	▼ 36	122.2k ▼	19,498 ▲
Wrekin Revive	▼ 2	▼ 44	84.0k ▼	5,697 ▲
Choices	▼ 0	▲ 9	1,545 ▲	1,634 ▼
ShireLiving	▲ 3	▼ 5	9,302 ▲	397 ▲

Remarks
Wrekin's social media reach was down by 38% in September compared with August.



Brand	Ads	Posts	Reach/Impressions	Followers
Facebook	▼ 3	▼ 18	55,463 ▼	8,742 ▲
LinkedIn	▲ 4	▼ 5	60,327 ▲	4,449 ▲
Twitter	▲ 1	▲ 3	1,357 ▼	5,303 ▼
Instagram	▲ 3	▲ 8	1,295 ▼	552 ▲
TikTok	▼ 3	▼ 2	3,747 ▼	452 ▲

% of reach paid for

Facebook	16.2% ▼
LinkedIn	88.8% ▼
Instagram	48.8% ▼

TOP POSTS

- 13 Affordable family activities in the library**
Amy's TikTok reveals some fun and affordable activities available at local libraries.
3.3k total reach, 1 k video views
- 29 Shrewsbury Pride**
Post to celebrate the support of our staff and their families at Shrewsbury's first ever Pride festival.
3k total reach
- 11 My Wrekin app**
Case study of Wrekin tenant Hollie, who uses the app to pay her rent.
2.7k total reach



Wrekin Facebook comments

Positive/neutral	4
Negative	1
Replies	3

▲ Increase or decrease compared with previous month

Customer communications – Your Wrekin newsletter

Four times a year the Wrekin publication of ‘Your Wrekin’ is sent to our customers, two are email editions and two are available in paper form if the customer opts in. Alternatively it is sent via email. Below shows what the contents of each edition was and with the email versions, the amount opened and read, as well as further ‘clicks’ i.e. referring back to our website for more information.

