



Wrekin Voices Report

Quarter 3

Customer Voice and Value Team

January 2024



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 in 2022 to over 500 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.
- We continue to develop and Quarter 4 will see new webpages for Customer Voice.



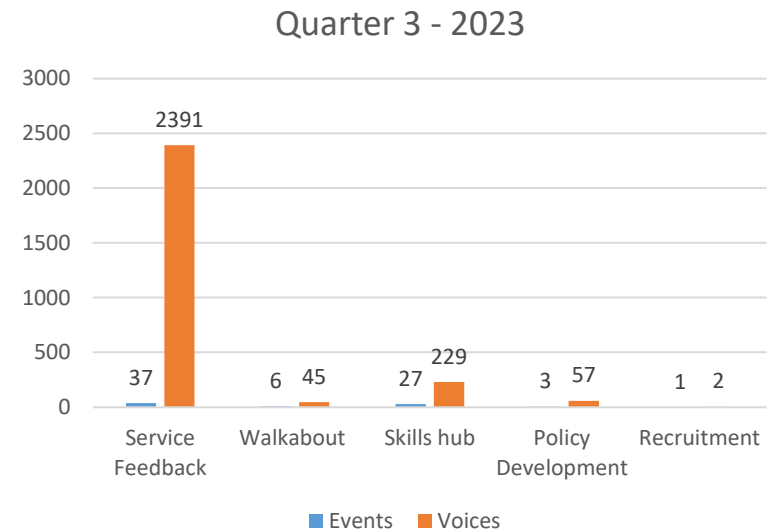
Customer Involvement in Quarter 3

October - December 2023



Summary page- involvement in Quarter 3

- 74 opportunities to get involved
- 6 methods of consultation undertaken (mixture of online and in person):
 - Policy engagement
 - Surveys (including the Rent engagement survey to all households)
 - Formal meetings
 - Informal drop-ins in the local community
 - Walkabouts
 - To be part of a recruitment process
- And over 200 people attended Skills Hub activities







Customer Involvement

During quarter 3 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 
Repairs and maintenance policy	Feedback was gathered in a number of ways including: <ul style="list-style-type: none"> • Direct email to 359 Wrekin Voices • Wrekin voices Facebook - 90 • Included in the Wrekin voices newsletter that went to 770 • Shared with 16 Employees who are also customers 	16 customers completed a survey to outline their views on this policy. 94% fed back to say the policy made sense and 100% felt the policy was inclusive to all. A number of comments and suggestions were also made and passed to the relevant team.	The Policy remains under development but the customer feedback has shaped the approach and ensured communication is clear.
Customer Service and Access Policy	Feedback was gathered in a number of ways including: <ul style="list-style-type: none"> • Direct email to 359 Wrekin Voices • Wrekin voices Facebook - 90 • Included in the Wrekin voices newsletter that went to 770 • Shared with 16 Employees who are also customers 	40 customers completed a survey to outline their views on this policy. 98% fed back to say the policy made sense and 100% of those that answered felt the policy was inclusive to all. A number of comments and suggestions were also made and passed to the relevant team.	The principles for the Policy are customer focussed. These principles will also inform a Customer Care programme of training.
Equality Impact Assessment (EIA) - Tenancy policy. The purpose is to ensure the policy considers the needs of different groups of people and does not affect some groups unfavourably.	The EIA brings together employees from different areas of the business, we encourage anyone to get involved. An EIA takes place for every policy reviewed at Wrekin.	The Chair of the Customer Committee joined staff as part of this approach.	The EIA had lived in experience incorporated as well as staff perspectives.

Service Development





A range of ways for customers to shape/improve our services have also taken place during quarter 3. These have covered areas such as Repairs, ASB and helping us understand customer views and concerns to do with rent.

Engagement activities 	Consultation methods 	Details 	Outcomes 
Rent engagement survey - to understand customers views/concerns	A full digital survey sent to all customers of Wrekin via CX (either a text message or an email).	<p>We had 1,804 responses (20% response rate) with a 95% confidence level that this represents all customer views. 77% of people felt their rent provided value for money, which is slightly lower than previous scores. We also asked what impact a rent increase would have for customers. The top responses were:</p> <ul style="list-style-type: none"> • Spend less on gas/electricity • Spend less on food • Spend less on none essentials. <p>Their top 3 priorities where:</p> <ul style="list-style-type: none"> • Same day repairs (considerably higher than any other response) • Major works such as kitchens and bathrooms • Jointly the three options of Money advice, Net zero works and Building more homes. 	<p>This involvement has had a number of outcomes:</p> <ul style="list-style-type: none"> • Informed the decision making at Board on rent setting • Incorporated into Resilience Fund use to target customer groups • Shape the communication and approach for 2024/25 so it effectively tailors to customers' needs/circumstances
Review of Money Matters advertising to consider customers who would not naturally be targeted, but still need help.	A member of the Customer Committee met with Wrekin's Financial Inclusion Manager to discuss options.	Some changes that are already in progress such as changing the messaging on the advertising to proactive from reactive and catching those residents that pay rent but swap payment plans to manage money.	Lived experience will improve the advertising/customers being reached by the Money Matters Team.





Service Development

Engagement activities 	Consultation methods 	Details 	Outcomes 
Stirchley and Wellington Hub bi-monthly drop-in session's with Housing officers and Customer Voice employees. The aim is to meet customers in the local community.	Three events advertised on the Wrekin voices Facebook page (78) and bi-weekly newsletter (1000) and also a text to local residents.	The first two events had limited uptake. The final event was more focussed on repairs and we had 15 customers attend.	Chance for customers to obtain advice. The repairs feedback informed the Repairs Policy and Involvement Project.
Meet and greet at the Northfields centre with Housing officers and Customer Voice employees. The aim is to meet customers in the local community.	This event was advertised on the Wrekin voices Facebook page (78) and bi-weekly newsletter (1000) and also a text to local residents.	6 Residents from the nearby Elmwood ShireLiving scheme came along. Discussions around how to get involved and their priority services as customers took place.	Clearer understanding of priorities for this group to inform service design. Website pages scrutiny review supports to ensure communication is effective.
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 The Haven and Telford & Wrekin domestic Abuse Service.	This was carefully advertised on the Facebook page (78), newsletter (1000) 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	Spoke with 12 customers/possible future customers who called in for advice. 4 came for specific advice on Domestic Abuse from The Haven and Telford & Wrekin domestic Abuse Service.	Impact for individual customers relating to Domestic Abuse. Development of partnerships. Both domestic abuse support and partnership working are part of Consumer Standards so supports work in these key areas.
Park Lane Centre - Monthly drop-in session. With the aim of meeting customers in the local community. Also a one off event which was a Christmas fair.	The centre is busy on a Thursday morning with the nursery, mum and toddler group and Citizens Advice Bureau meeting there. This was a way to target younger customers who tend to engage less through some methods. Prompted on newsletter (1000).	The drop in sessions enabled advice to be given out to customers and potential customers. The Christmas fair had over 100 people attend.	Development of community links and advice for customers who may not engage through other ways. Impact of this work will be seen through Tenant Satisfaction Measures and is part of assuring compliance with the Consumer Standards.





Service Development

Engagement activities 	Consultation methods 	Details 	Outcomes 
<p>Repairs engagement project - the aim was:</p> <ul style="list-style-type: none"> • To find out how customers felt from first reporting a repair through to the work being completed. • To identify what our customers feel is their priority when we deliver a repairs service. • To identify any trends of dissatisfaction and feedback to help us to improve our approach to same day repairs and follow on works. 	<p>Activities included:</p> <ul style="list-style-type: none"> • Shadowing in the Customer Contact Centre • Accompanying trades visits for 4 half days • Surveys which were used for the purpose of journey mapping • Focus groups • Looking at themes of dissatisfaction and feedback from complaints and the TSM survey were also looked at. 	<ul style="list-style-type: none"> • 55 online surveys completed and 32 Telephone surveys completed. • During visits with trades 4 tenants were spoken to and where follow on works were booked this was followed through to final outcome. • We conducted 2 focus groups where 9 residents engaged. • We consulted with customers at community events about their personal experiences when repairs were reported, using a the telephone survey, 20 people took part. 	<ul style="list-style-type: none"> • 84% (27) of customers find it “extremely easy” to report a repair. • 84% of customers felt they were kept up to date with changes. • Out of 32 customers who were asked in our telephone survey, 13 were unhappy with the time it took to resolve a repair. • Out of those customers asked 15 felt that resolution time/same day repair was the most important thing to them. <p>3 key recommendations have been made and will be actioned.</p>
<p>ASB engagement project – the aim is to:</p> <ul style="list-style-type: none"> • Better understand the impact ASB has on customer experience and our handling of issues reported to us 	<p>Activities included:</p> <ul style="list-style-type: none"> • Journey mapping of customers who had an ASB case logged and closed between March-August 2023. • Satisfaction surveys following closed cases were looked at. • Review of ASB themes found in the recent neighbourhoods survey. • Themes of dissatisfaction and feedback from complaints and the TSM survey were also looked at. • Conversations with customers through estate walkabouts, litter picks and partnership working. 	<ul style="list-style-type: none"> • 2148 neighbourhood surveys were completed and referred too. • 33 transactional surveys. • 488 completed TSM surveys from Q1&2. • 31 in-depth journey maps were completed. • 15 complaints at ASB were reviewed. 	<ul style="list-style-type: none"> • 63% of customers rated the ASB service from Wrekin as good (8-10).(Journey mapping) <p>There is opportunity to improve the service with better communication, consistency of case handling and increased empathy from employees.</p> <p>4 key recommendations have been made and will be actioned.</p>





Service Development

Engagement activities 	Consultation methods 	Details 	Outcomes 
Wrekin positive change consultation looking at the Letting website pages. The aim is to gather employees and customers to look at aspects of this part of the website.	Three meetings held at Wrekin offices. This was advertised to all Wrekin Voices (566).	The meetings looked at: 1. How to apply? Types of properties and availability? 2. Changing your Wrekin home? Affordability? 3. New build homes? Contact, general info and FAQs Groups considered these questions, making recommendations.	Ensuring the lettings process is clear for customers. The impact of this work will be seen through future operational measures and the progress on the Consumer Standards Action Plan.
	Re-drafted webpages shared with the Wrekin voices group (566) and one the newsletter (over 1000 people), On the Facebook (78) and with the Wrekin employees who are customers (18).	22 responses came back to the short survey designed to look at the new draft. 77% felt all the information was there – with 11 suggestions made. 90% felt the information was easy to find – 5 suggestions made. A further 11 suggestions were provided on ways to improve.	
Wrekin Calendar consultation - the aim was to gather views on whether Wrekin should still continue to print and produce the calendar for customers.	Short survey sent out to Wrekin voices (566), employees who are customers (18), placed on the Wrekin voices Facebook page (78) and sent out on the Friday newsletter (1000).	66 response came back, 64% saying they want to continue to receive a calendar. 28 comments where also provided, these ranged from suggestion of what should feature on the calendar to an understanding of cost savings proposed.	Informed future direction on the calendar and moved to an opt in paper approach.
Tenant Action Group meetings - resident led meetings.	The group are exploring how they want to get involved going forward. In December 2023, the group considered a scrutiny involvement opportunity.	8 customers with strong experience of customer involvement met members of staff including the Group Chief Executive. They also held their own meetings.	The group are developing their purpose and how they want to progress in 2024.





Service Development

Engagement activities 	Consultation methods 	Details 	Outcomes 
In the latest of a series of engagement events around building safety, employees of Wrekin met with residents to discuss their thoughts and concerns on buildings safety, decoration and tenancy issues at the following location: Richards house	This was promoted via CX to residents of Richards house. It was also advertised to Wrekin voices and on the Facebook page.	Members of the Fire Safety team and Customer Voice team met with residents. This was to feedback on the Resident Engagement Strategy on Building Safety. The conversation also introduced the installation of a sprinkler system works. 4 customers took the opportunity to talk to us.	Chance for customers to discuss and influence the services relating to Building Safety. The impact of this work will be seen through the Tenant Satisfaction Measures.
Reynolds House	This was promoted via CX to residents of Reynolds House. It was also advertised to Wrekin voices and on the Facebook page.	Members of the Property, Safety, Housing and the Customer Voice team met with residents to discuss their thoughts and concerns on buildings safety, decoration and tenancy issues. 8 customers took the opportunity to talk to us.	Operational feedback on works on site was provided in a You said, we did document. Chance for customers to influence building safety, supporting satisfaction levels in this area.
Apley Court	A letter was sent to all residents of Apley court inviting them to the coffee morning. It was also advertised to Wrekin voices and on the Facebook page.	5 members of staff from the Property, Safety, Housing and the Customer Voice team met with 25 customers to discuss the Resident Engagement Strategy document. Customers had shaped the development of the document. The sprinkler discussion was started and questions were answered about this and other building safety issues.	Chance for customers to discuss and influence the services relating to Building Safety. The impact of this work will be seen through the Tenant Satisfaction Measures.

Service Development





Engagement activities 	Consultation methods 	Details 	Outcomes 
Donnington clean up event - held around the centre of Donnington. The area was chosen based on feedback from other walkabouts	The event was promoted to all local residents via CX text and email messages.	The clean up event saw the Housing team, Grounds maintenance team and Customer Voice team volunteering time. Litter picking equipment and skip bags were provided to help customers and residents. Over 30 customers engaged and took part in the event.	Practical steps to improve the area. This is part of our work to ensure compliance with the consumer standards and will support with Tenant Satisfaction Measure performance.
ShireLiving forum quarterly meeting – this meeting aims to bring together representatives of all the Shireliving schemes to discuss issues that matter to them.	The meeting is promoted to the ShireLiving Voices members and shared within the Schemes.	15 members of the forum attended. They viewed a presentation about the analogue to digital switch over, with a talk from the Appello representative about how the technology works. Time was provided for the members to discuss outcomes from the group this year and feedback from meetings.	Catering service developments and on scheme improvements like furniture updates and lift upgrades. Planned how to improve future meetings including updates from Customer Committee, wider Wrekin voices. Celebrated how much had been learned about Wrekin during the year.
Catering service at ShireLiving. Online meeting to summarise thoughts on the service.	This meeting was offered to members of the ShireLiving forum. It was held online.	The Catering manager Jacob Perry and Paula Reynolds (Head of Retirement Housing) discussed the catering service and objectives/value/purpose. 4 ShireLiving members took part.	During the meeting this purpose for the service was developed: 'To provide a space for residents to meet and enjoy quality, fresh food at an affordable price in a friendly environment'. A further opportunity for customers to shape services.

Service Development





Engagement activities 	Consultation methods 	Details 	Outcomes 
Cost of Living events – working with partner agencies a series of events took place from October to January within Job centres. The aim is to talk to customers/potential customers about money issues and any other questions they may have.	Series of event organised by Department for Work and Pensions and Work and Health Services, to be held at the Job centre in Shropshire. Partnership event with other landlords and service providers such as water and energy. This has been promoted to all Wrekin voices and CX messages to local areas prior to the events.	Throughout the series approx. 80 customers/potential customers have spoken individually with Wrekin employees. A lot of interest has been around gaining a property with Wrekin.	Advice to customers and further developing partnership working. Wider support to customers on cost of living and chance to gain support. This is part of the Consumer Standards and is part of assurance in this area.
White Ribbon event - aims to raise awareness of the issue of violence against women and girls through active community engagement.	This event was held in Telford town centre and was mainly aimed at partner agencies.	3 employees attended the event and spoke with partner agencies to help link up for customers. Between 60-70 people were spoken to.	Partnership development and clear commitment to White Ribbon campaign.
ShireLiving recruitment for the position of Care manager and additional ShireLiving employees.	ShireLiving Forum representatives were approached.	2 members of the ShireLiving forum took part in a days recruitment for attitude. This took place at Old Park and they were joined by Wrekin employees.	Recruitment included lived experience perspective.
Housing Perks App testing group - the aim was to try out the App before it went live with some involved residents.	This opportunity was promoted to the Wrekin voices (566) and on the Friday email which goes to over 1000 customers.	The uptake in numbers was not high but gave chance to test plans to roll out the app to all customers.	An additional way to get involved. This helped create the user guide and FAQ's.

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 
Beaconsfield, Brookside walkabout - customers in the local area raised concerns about Anti Social Behaviour.	Wrekin employees were joined by the ASB team from Telford & Wrekin Council, Local Councillors, neighbourhood enforcement team and the Environmental Health team and local Policing team. This was promoted in the local areas via CX.	Residents feel the local area has deteriorated. Most issues seem to centre around: fly tipping, car parking, unkempt properties etc.. 15 customers/potential customers joined this walkabout.	Each partner agency has gone away with a list of actions to try and resolve. The Housing officer will then hold a meeting with residents to discuss the issues and outcomes. Further development of partnerships. Impact will be seen through the Tenant Satisfaction Measures.
Highfield, Stafford event – local customers had previously raised issues in the carparking areas the aim of this event was to tidy up the area and involve the local children in Halloween activities.	This was promoted through CX to the local area and placed on the bi-weekly newsletter.	Skips were provided for customers to use and a pumpkin carving and bird feeder activities in the allotment. Litter pick was also completed and Reviive tipper trucks were on hand to move larger items and emptying bins. 20 customers attended this event.	Residents outlined previous improvements they had seen in the area. Further development of partnership working. Impact will be seen through the Tenant Satisfaction Measures.

Walkabouts- area visits

Walkabout 	Consultation methods 	Details 	Outcomes 
Walton Court walkabout and litter pick - In August we visited Walton Court after issues around ASB were raised, a follow up walkabout was planned.	This was promoted via CX in the local area and on the Wrekin voices newsletter.	The Retirement Living Co-Ordinator worked with Customer Voice and Value on this event. Litter pick was a great success. We spoke with 10 customers.	Area looked clearer and shows commitment to customers to improve area. Impact will be seen through Tenant Satisfaction Measures and is a good example of partnership working which is part of the revised Consumer Standards.
Gas Works, Wellington – this was identified by area team.	A CX message was sent to the Gas Works residents and a Local Councillor confirmed their attendance.	Unfortunately no customers attended. Members of Customer Voice team walked the area and completed a litter pick.	Learning from this event will shape future events. It also demonstrates to customers commitment to involvement and contributing to neighbourhoods.
Kingsland Alston - identified by area team.	This was promoted via CX in the local area and on the Wrekin voices newsletter.	Unfortunately no customers attended but the local Councillor and Housing Executive joined members of the Customer Voice team..	Practical improvements to the look of the area by litter picking. Practical conversation with the Councillor on partnership working to improve the area.

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 
Digital discussions – A review of the Social Telecoms devices in the Schemes to identify any appetite for digital inclusion support, any existing support needs or anyone experiencing digital exclusion.	7 events held at ShireLiving and Retirement Living locations: Withywood, Ridgeway, Lindale Court Oakwood and Parkwood with a total of 77 customer attending.	Better insight into barriers to accessing Social Telecoms device (these are kiosks within communal lounges). Practical digital inclusion activities such as loan devices. 5 Digital Inclusion session scheduled with external charity Tech with No limits and working with Shropshire Council to deliver some sessions at Lindale Court early 2024. Improve skills and develop partnerships further.
Digital Drop In Sessions- Customers invited to attend drop in session focussed on digital inclusion and increase in skills/confidence.	8 events (two session at each location) held at ShireLiving and Retirement Living locations: Withywood, Ridgeway, Springwood, and Oakwood with a total of 50 customer attending. Sessions delivered by Tech with No Limits and Telford Council volunteers.	Great partnership working to build confidence with digital technology. Chance for customers to ask specific questions and to identify further support, such as loan devices.



Skills Hub	Details	Outcomes
Get that Job – employability workshops, Wellington Hub	Working with the Area teams and taking referrals of customers and Department of Work and Pension clients who would benefit from employability workshops. Also advertised through direct messaging of customers in the area. 11 people attended, 6 were Wrekin customers. All that attended benefitted from CV support, interview skills and what makes a good application.	All who attended offered work experience with WHG or partners - 5 taken up this opportunity and in progress. We had great feedback and all went away positively, feeling motivated and better equipped to help them along their way with their employment journey. Another 3 day 'Get that Job' session is scheduled for February based at Sutton Hill.
Cooking on a Budget Lola's Kitchen	2 hour cooking on a budget sessions delivered weekly for 6 weeks. Sessions at the Interfaith Council in Wellington concluded in Quarter 3. Sessions in Hadley held in Quarter 3; sessions at Brookside scheduled in Quarter 4. Advertised on the Wrekin newsletter and via text/emails to those customers living in the nearby areas. 9 Wrekin customers benefitted to date.	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. Lola's Kitchen has secured continuation funding from CHIP, the charitable arm of the CHIC procurement framework and we will continue to promote classes to Wrekin customers.
Tea and Tech events at Beechwood	Two information drop-in sessions to look at any digital support needs of customers, and provide support via digital volunteers. 9 customers attended along with their carers.	The aim achieved to provide digital support to customers. This work supports our Social Value aim on digital inclusion and our wider resilience agenda.



ShireLiving 23/24

The ShireLiving .



ShireLiving Voices

23 residents took part over the year with representation from all schemes

Four in person meetings

Bus tour of schemes

Online discussion

Recruitment of new staff in ShireLiving and Customer Voice



Discussion and feedback

Staff and customer experience

Topics to explore and future focus

Catering service and taste test

New developments

Lettings

Analogue to digital switch

Feedback on the sessions



Achievements

ShireLiving Facebook page

ShireLiving residents closed Facebook group

Tenant led videos of all schemes

Step to reach laundry facilities

Defibrillator and water dispenser in all schemes

Grounds maintenance-raised beds planned

New catering purpose

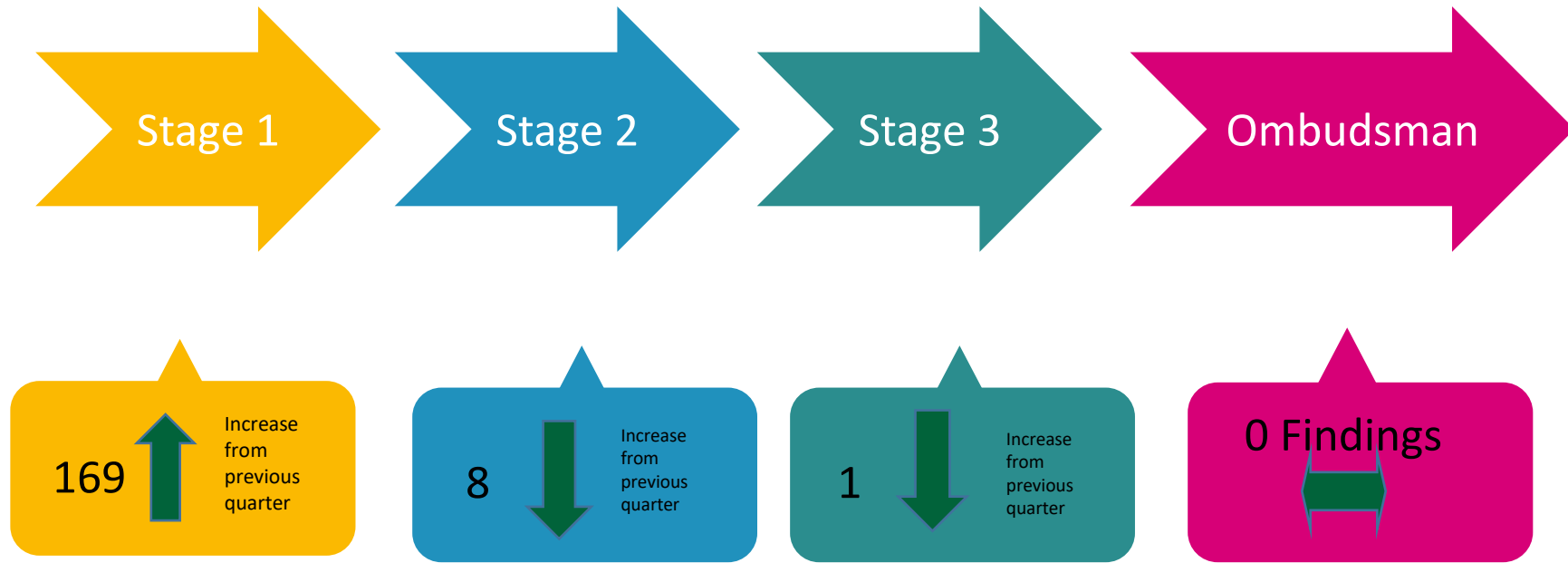
The Coppice lift refurb

Refurbishment of furniture at some schemes & internal decoration for 2024

Complaints Performance – Quarter 3 2023



Performance-Q3

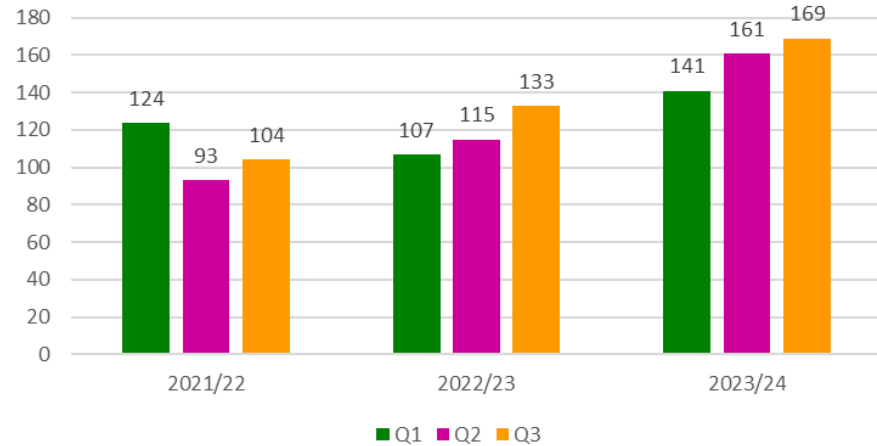


- 42% about Repairs (72)
- 19% about Housing (33)
- 10% about Gas(17)

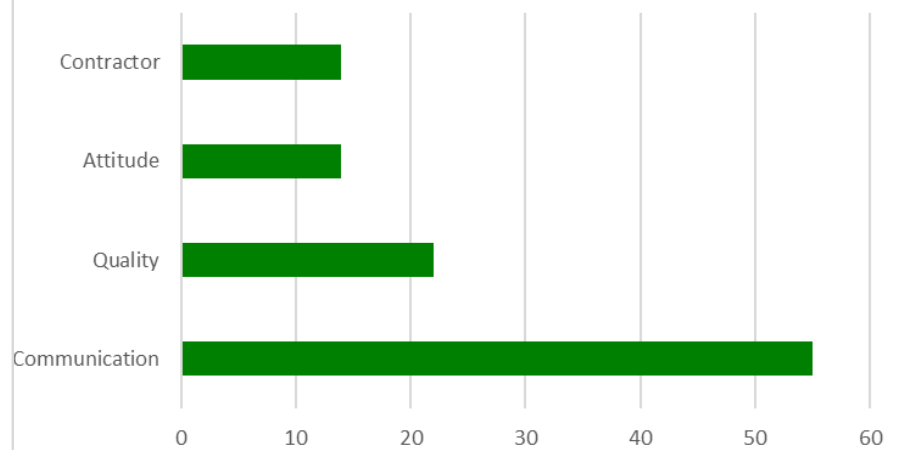
The complaints for repairs and housing equate to 0.04% of the total repairs/housing enquiries dealt with in the period.

Performance- Q3

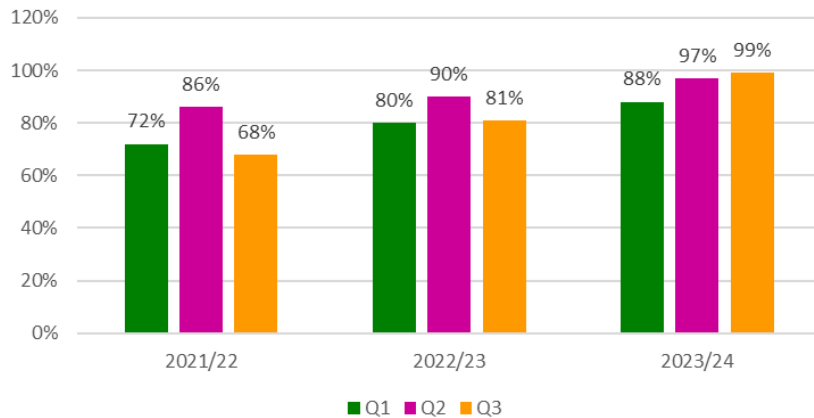
Amount of complaints



Reason



Complaint resolution



7% 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 increased by 2% currently at 99%.



Complaints case studies

Learning from complaint

At stage 1 the decision was made to still refuse the boarding of the loft, and at sign up leaflets were given advising of lofts are not for storage, clerk of works was consulted and also deemed that the loft was not for storage due to weigh load on trusses.

At stage 2 the decision was made that we would consider the boarding of the loft with strict guidelines that had to be met. Mr A had informed that he was paying a contractor to complete the works and they would ensure the boarding would be carried out. It was agreed for a new LLP to be completed with the revised information and for an maintenance supervisor to visit once completed.

Nature of complaint

Moved into a new build home and requested landlords permission (LLP) to board loft for the use of storage. The LLP was refused due to the property being new build and Wrekin do not allow lofts to be boarded, or items to be stored in them. Mr A felt that this was a blanket approach and unfair.

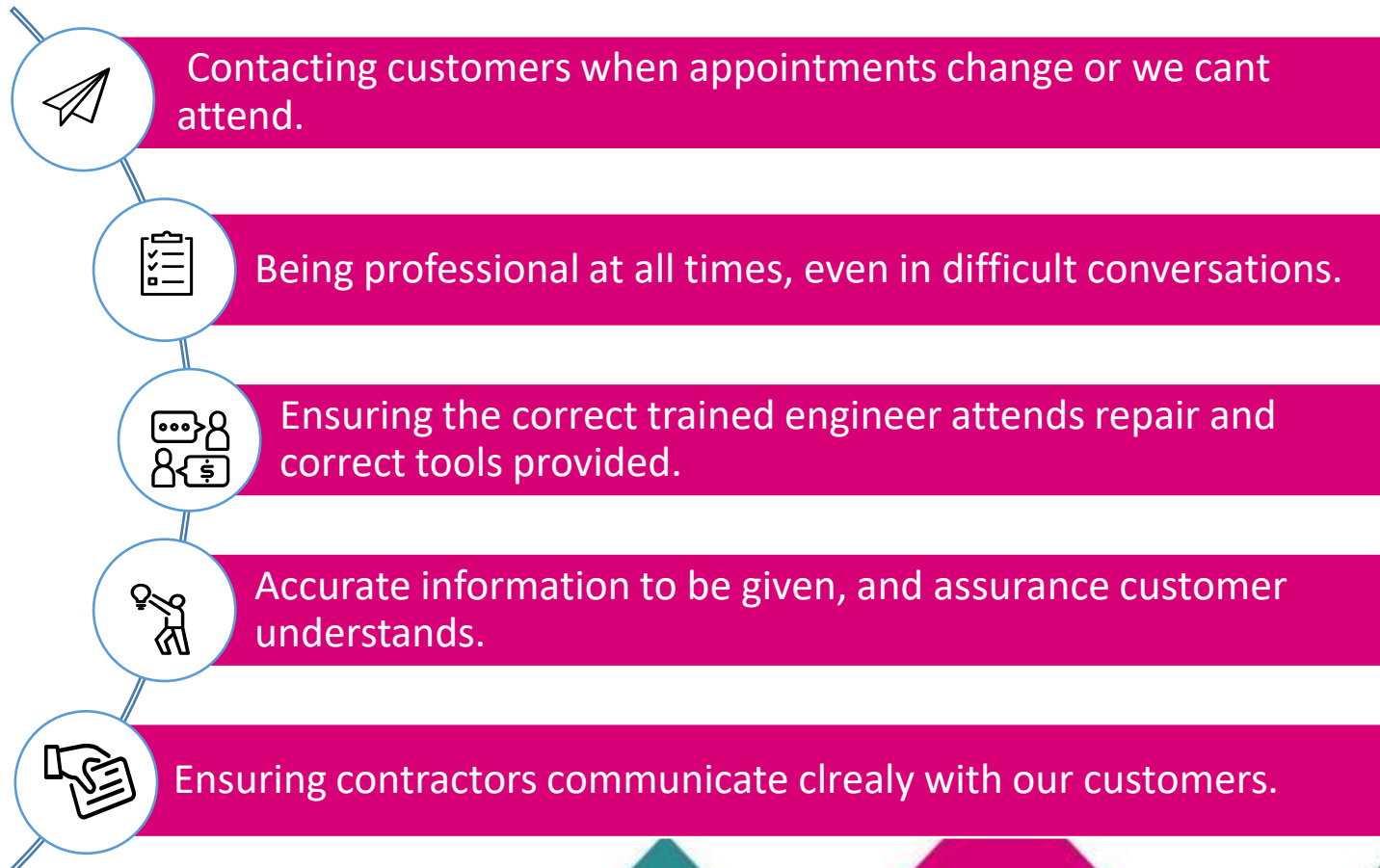


Mr & Mrs A
Customers for 20+
years

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 3 2023



Customer communications



OCTOBER SUMMARY

[ESG report:](#) The publication of our ESG report was picked up by both local and sector publications.

[Support for the Armed Forces:](#) Our efforts to support current and former Armed Forces personnel by the Ministry of Defence Employer Recognition Scheme (ERS).

[Supporting local causes:](#) We highlighted our staff's efforts via their donation to Telford Crisis Support

[Damp and mould communications:](#) We began our communications campaign to support customers to tackle damp and condensation. Support and advice featured heavy in the latest update of Your Wrekin.

[Social value stories:](#) We highlighted a number of stories that highlight our commitment towards social value.



NOVEMBER SUMMARY

Money Matters case study: Our latest Money Matters case study featuring our customer John generated significant publicity across local and national media – including BBC Online and BBC Radio Shropshire:

['Pride got in way' for man on brink of homelessness - BBC News](#)

[BBC Radio Shropshire interview part 1 part 2 part 3](#)

[Customers settling in to new homes:](#) We caught up with some of the customers who have moved in to our new affordable homes in Morda, near Oswestry

[Autumn statement reaction:](#) Wrekin's Debt & Energy Manager Dan Bebbington gave his reaction to November's Autumn statement

[Annual Report:](#) We helped promote the publication of our annual report with a series of case studies

[Talk Money Week:](#) During Talk Money Week, Wrekin's Debt & Energy Manager Dan Bebbington spoke to BBC Radio Shropshire

Customer communications



DECEMBER SUMMARY

[Good Morning Britain:](#) Wrekin customer John McGrath was featured on Good Morning Britain. We worked closely with the Cadent Foundation to organise this interview, which highlighted the support John has had via the Foundation's Winter Support Foundation and our Energy Advisor Chloe Ramsay. Chloe was also interviewed on ITV Central News.

Christmas Stories: We issued a number of positive festive stories featuring Wrekin Housing Group staff.

[Meet the volunteers and staff working on Christmas Day to help others celebrate | Shropshire Star](#) [Wrekin's Shaun helps light the way \(shropshirelive.com\)](#)

[Human interest stories:](#) We highlighted a number of positive stories featuring Wrekin customers, including our Withywood tenant James Turney.

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

[Social Value in Action:](#) We highlighted a key social value project where our staff have helped transform a local boxing gym.

Your Wrekin: We published the latest edition of Your Wrekin.

Social media contact for December

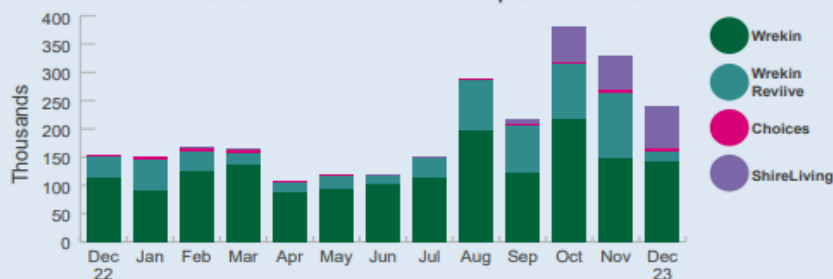
SOCIAL MEDIA

(Data collected 7 - 8 January)

Communications and engagement analytics
December 2023

REACH BY BRAND

Estimated social media reach over the past 13 months



Ads Posts Reach/Impressions Followers

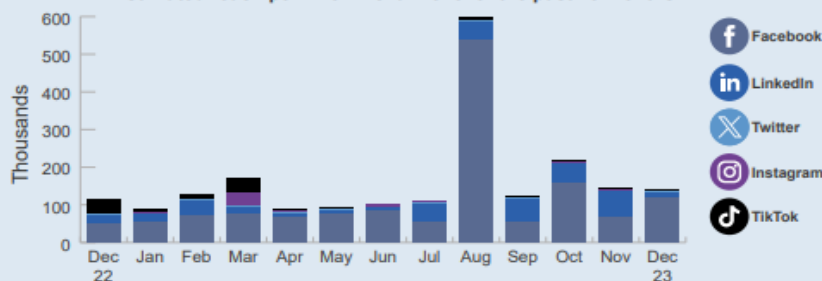


Remarks

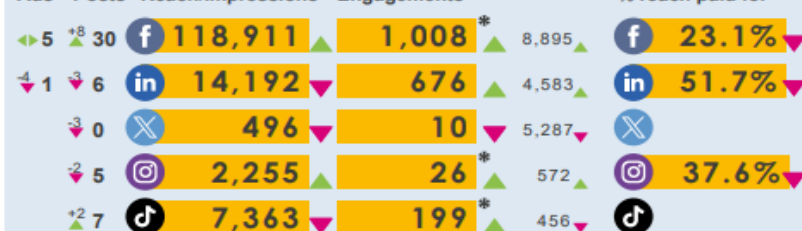
Wrekin's social media reach was down by just 2.5% in December compared with November. This is positive considering the reduction in paid advertising.

WREKIN REACH

Estimated reach per Wrekin channel over the past 13 months



Ads Posts Reach/Impressions Engagements Followers % reach paid for

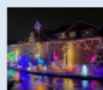


* Facebook, Instagram and TikTok only record engagements for posts generated during the month, whilst LinkedIn and X record engagements on any post, regardless of when it was generated.

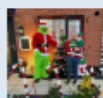
TOP POSTS



03 Thank you (Top post by reach)
Thank you to our staff who have been supporting our customers today during the snow.
38.6k total reach, 8.4% engagement rate (ER)

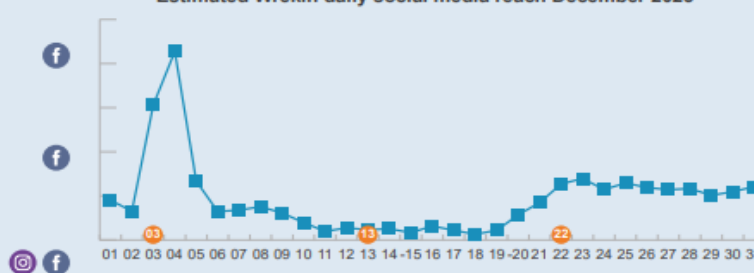


13 The most Christmassy street in Telford?
(Top post by engagement rate)
Gordon Road decorations raising money for charity.
1.7k total reach, 22.8% ER



22 A round of Santa-plause, please!
(Second top post by engagement rate, third by reach)
Festive decoration competition winners.
3.7k total reach, 17.34% ER

Estimated Wrekin daily social media reach December 2023



Wrekin Facebook comments



▲ Increase or decrease compared with previous month

Media and Website information for December

MEDIA & WEBSITE

(Data collected 4 January)

Communications and engagement analytics
December 2023

MEDIA REACH



Media reach

150m

46.7%

AVE (£)

1.4m

Sentiment

23 stories
14 positive, 9 neutral

Remarks

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

December 2022

The Sun - Ellie's condensation TikTok.
The Independent - Amy's Xmas budgeting

November 2023

BBC news - Money Matters case study of John McGrath

December 2023

BBC news - Withywood resident continues 100-year-old rainfall tradition

TOP STORIES



- 12** [Farmer continues 100-year-old rainfall tradition](#)
Coverage of Withywood resident's rainfall recording tradition
BBC News, Shropshire Star
138.5m reach

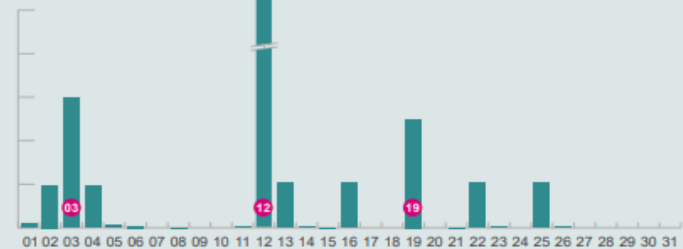


- 03** [Volunteers help transform Telford community boxing gym](#)
Coverage of the support Wrekin have provided to refurbish the Len Woodhall Community Boxing Club near Madeley.
Ground News, Shropshire Star
3m reach

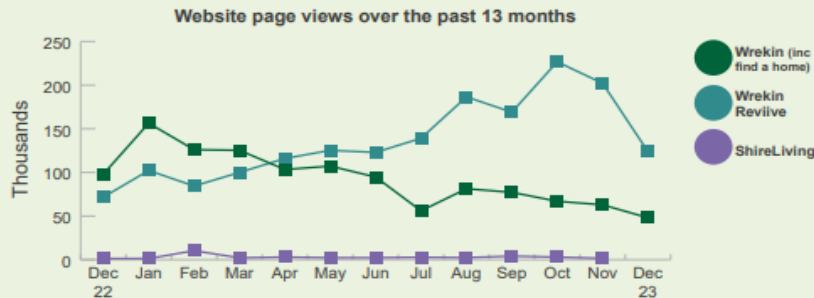


- 19** [Money Matters: Be wary of building up debts if you use 'buy now pay later'](#)
Money Matters column
Shropshire Star, Express & Star (Wolverhampton)
2.5m reach

Potential daily media reach December 2023



WEBSITE



Page views

48,003

123,789

Remarks

ShireLiving website data is not showing on GA4 Google Analytics. The setup needs completing.

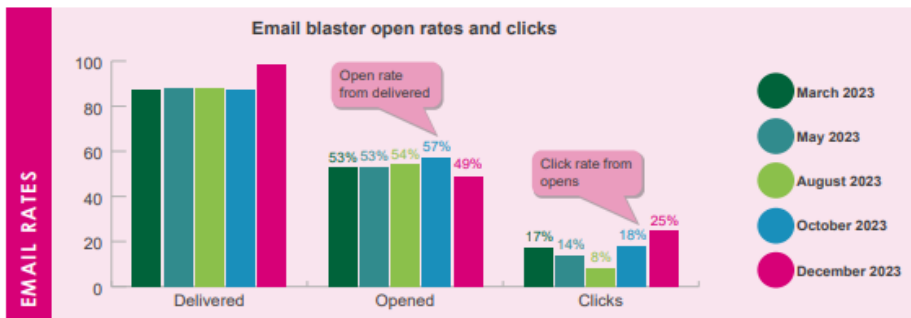
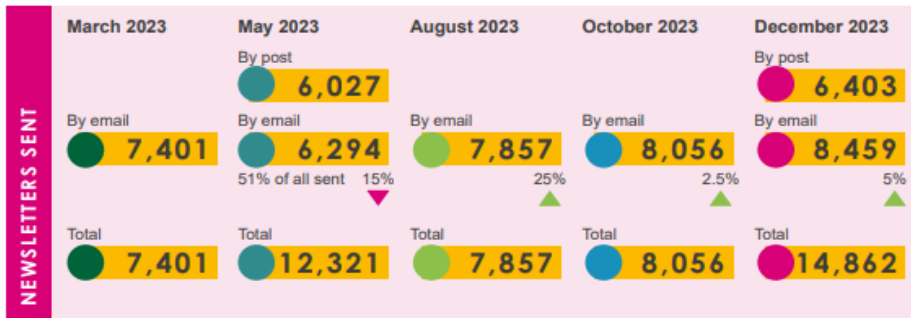
Website	Page views	Users	Views per user	Bounce rate
Wrekin	27,451	3,825	7.18	40.64%
Find a home	20,552	1,452	14.15	25.39%
Wrekin Revive	123,789	7,503	16.50	40.97%
ShireLiving				
Choices				

Newsletter information contact for December

NEWSLETTERS

(Data collected 3 January)

Communications and engagement analytics
December 2023



CONTENT	 March 2023 Sent 16 March Support for customers	<ul style="list-style-type: none"> Investing in your homes Cost of living support pages on our website Meet our new energy advisor Your rent explained
CONTENT	 May 2023 Sent 30 May Keeping you safe	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Preventing condensation in your home Getting ready for winter How to treat mould
CONTENT	 December 2023 Sent 04 December Housing Perks	<ul style="list-style-type: none"> Money Saving Housing Perks Preventing condensation Careers in care (print only) Community Champions Customer drop-ins Money Matters here to help

▲ ▼ Increase or decrease compared with email campaign

The Wrekin Housing Group

Wrekin
Housing Group