



Customer Feedback on the Lettings and Allocations Policy

Information and data, including summary of method and themes of customer feedback for the draft lettings and allocations Policy

Completed October 2025



Method

We used an online survey to a large group of Involved Customers to feedback on this policy via a Wrekin Voices email. Some copies were printed and sent to customers. Customers also had an opportunity to discuss the policy via an online meeting. This ensured we used multiple methods to suit a diverse customer base and improved opportunities for customers.

Method	Number of customers who had sight of Policy
Wrekin voices (involved tenants)	543
Printed copies	3
HPG (involved tenants)	19

Please note – the figures above are not individual customers, for example a customer could receive the direct email and the newsletter.

Questions

Q3 - Does the Policy make sense to you?

Q4 – Would you change anything in the policy?

Q5 – Please let us know what you would change?

Q6 – How well do you think the policy explains what support is available before and during a new tenancy? Think about the kind of information or advice you would find helpful when applying or moving.

Q7 – Do you think the policy is inclusive and fair to everyone?

Q8 – If no, why?

Q9 – Do you have any other comments?

Feedback response - 26 Voices

21 customers fed back about this policy via an online form. Five customers joined an online discussion about the proposed policy.

Summary of feedback from the online meeting

Summary of feedback of the policy – Full minutes also available

- Members said they liked the three clear headings and appreciated that the policy looks ahead to future developments.
- Supports a fair approach and aims for balanced, sustainable and safe communities.
- CPP members suggested the policy should specify how information will be collected for example, by phone or online; at both the start and end of the process.
- **Section 5.7:** Members asked for a link to the website explaining what a *pre-tenancy service* and pre- tenancy checks
- All thought it explained support available well.
- They asked if honest information about an area was given.
- Communication needs to be open, honest, regular and in the method that suited the customer.

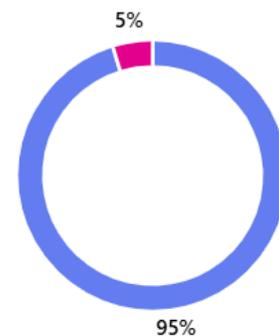
Summary of Feedback on Barriers

- The CPP felt the range of options available (such as Braille and other accessible formats) was positive and showed that extra support is available when needed.
- They asked whether HPG has support in place for people whose first language is not English and highlighted the importance of considering those who are digitally illiterate.

Summary of Feedback from completed surveys

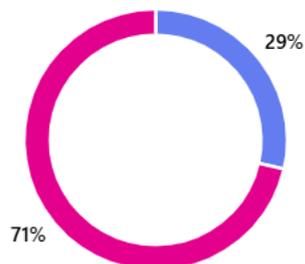
3. Does the policy make sense to you?

● Yes	20
● No	1



4. Would you change anything in the policy?

● Yes 6
● No 15



Please see customer suggestions to Q5 in the table below.

Please let us know what you would change	HPG Comment
<p>make it easier for people to move homes and not take a property that's been offered off people without telling them or to solve an issue especially if the property best suits there needs</p>	<p>There is a transfer process available across the Group for customers who need to move home. HPG must make best use of its housing stock, and allocations are made to ensure that properties are matched appropriately to customers' needs.</p>
<p>Firstly there should be more help for people who want a wrekin housing group house/flat due to there circumstances as i know someone who is in private renting house and the house is far to big for the person plus they are struggling so badly that the person cant even afford to feed themselves and they have a child to look after every weekend but all the council offered was a houseshare and no children are allowed in houseshares so what help can this person have from wrekin housing group please</p>	<p>The Group advertises 'Homes Available Now' on our website, where customers can review and apply for properties that meet their needs. All applications are assessed to ensure affordability and long-term sustainability. Customers can also 'Save a Search' on our website — once a suitable home becomes available, they will automatically receive an email notification.</p>
<p>I found the seperation of sections 4.0 (Aims & Objectives) and 5.0 (Allocations and Lettings – Our commitments through our values) confusing. I think it would be much clearer/easier to understand and less repetitive to unify the two under commitment headings like "Our Process will be Fair and Simple"/"We will Provide Support and Communication" etc</p>	<p>The majority of feedback on the format and overall approach of the policy has been extremely positive. Based on this, the decision has been made to retain the current structure. We have, however, committed to producing a customer factsheet to support the policy and provide clearer explanations where needed.</p>
<p>Using family members who are already with you to re home there family instead of them going into private rent with there children because they cannot have 3 bedrooms until the children are a certain age. Something I have experienced.</p>	<p>The Group follows bedroom eligibility guidelines, in line with DWP Welfare Reform changes and the bedroom tax. This ensures that homes are allocated appropriately based on household composition and eligibility criteria</p>

<p>Refuse tenancy to people with convictions for violent behaviour. Normal residents have had their lives disrupted from past residents, all with previous convictions for violence towards women/unknown others, whether as a Wrekin resident of League Of Friends resident in the same building.</p>	<p>All applicants are subject to pre-tenancy checks, which include information relating to anti-social behaviour, criminal convictions, and references from previous landlords. Once these checks have been reviewed, a decision is made on the applicant's suitability for a home with the Group.</p>
<p>5.1 - Own it! bullet three about being able to afford it - something there about people who receive Housing Benefit - otherwise people may think they have no chance. 5.3 Live it! - Bullet three - Roughly how long to get to know the new tenants through the pre tenancy service - how is this done - how do we get to know them - for example, a monthly meeting with them.</p>	<p>An Income & Expenditure (I&E) form is completed as part of the Tenancy Ready (TR) process, and any benefits received are fully taken into account when assessing affordability. We let over 2,000 properties each year, and the TR process helps us get to know applicants, ensure they are on the correct waiting lists, and understand how they are engaging with us.</p>

Please see customer suggestions to Q6 in the table below.

<p>How well do you think the policy explains what support is available before and during a new tenancy? Think about the kind of information or advice you would find helpful when applying or moving.</p>	<p>HPG comments</p>
<p>it's ok</p>	
<p>People who are struggling financially who live in a private renting house but want to move into a council home what help is there available for people who don't want to be in private renting anymore</p>	<p>We let around 2,000 properties each year, so availability is limited and priority must be given to those in the greatest need. Customers can approach their local authority for housing advice and guidance. All properties available to let will be advertised on our website.</p>
<p>I don't think this document does that? Or at least not in an easy to find way</p>	<p>This will be addressed through the customer factsheet, which will explain available support in a clearer and more accessible way.</p>
<p>Helping those who do work and want to settle near grandparents .</p>	<p>The Group will prioritise housing for those in the greatest need. Customers can approach their local authority for housing advice and guidance. All properties available to let will be advertised on our website, and customers can use the 'Save a Search'</p>

	feature to receive notifications when suitable homes become available.
It's great. Wrekin are very patient and helpful, especially when first locating to a Wrekin home, moving house is a stressful time and the landlords helped things run smoothly.	
As above - how the support would work pre tenancy.	This will be addressed through the customer factsheet, which will explain available support in a clearer and more accessible way.

Q7 – Do you think the policy is inclusive to everyone?

All 21 respondents felt the policy was inclusive of everyone.

Please see customer suggestions to Q8 in the table below.

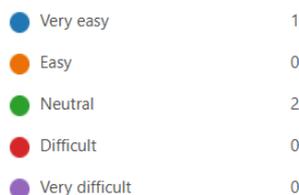
Do you have any other comments about the policy or how we let our homes?	HPG Comments
I think greater emphasis could be given to the allocation of properties within transport links and schools to those without their own transport, also two car households not being allocated properties where there is only one parking space for the property, this would reduce parking issues on estates and improve safety	These considerations are addressed through the Tenancy Ready (TR) process. When allocating properties, we ensure that the household's makeup and needs are appropriately matched to the home offered.
I think it is fair and covers all relevant points	
Would it be useful to mention the reasons why someone applying for a tenancy would be refused/declined?	Some of the reasons why an application may be unsuccessful will be detailed in the customer factsheet. Each application is assessed on its own merits.
Bring back the family community	
No violent criminals, as stated earlier	All applicants are subject to pre-tenancy checks, which include information relating to anti-social behaviour, criminal convictions, and references from previous landlords. Once these checks have been reviewed, a decision is made on the applicant's suitability for a home with the Group.
I think tenants need checking more often as a property near me has tenants who do not fulfill the letting criteria. A 2 bed house	This concern would be addressed by our Housing Management teams. If customers have concerns about neighbouring

made into at least a 3 bedroomed house with many different people coming and going The front and back of the house is in poor maintenance just ready to get infested with rats that will affect all off the Road.	properties or tenants who may not be meeting the conditions of their tenancy, they can report these issues to the appropriate Housing Management team for that area. The team will then investigate and take any necessary action.
The policy is brilliant, and considers all applicants and also those that are in Wrekin accommodation who may wish to move for instance to a bungalow or assisted living	
Yes, I think the policy should include a rough timescale that applicants should receive a response if successful or not. Once you have applied on the email received states letting will be in touch within 7 days, I think this timescale is strict and not flexible and gives false hope to applicants.	We aim to respond to applicants as quickly as possible; however, some applications take longer to process than others due to individual circumstances. We will make this clearer in the customer factsheet so applicants have a more realistic understanding of expected timescales.

LHPG Reviewing the New Lettings Service, Approach and Policy

There were 3 responses to the online survey "lived experience", 2 current tenants, 1 new applicant.

4. How clear and easy to understand do you find the policy and the information about how to apply for a home?



5. Do you feel there are any barriers that might make it difficult for some people to apply for housing with us?



The comment in response to Q5 "Difficult for elderly as many are not computer savvy"

Q7.

Is there anything we could do to make the application and lettings process simpler or more accessible?

"Telephone/ physical access for tenants rather than online"

Q10.

What kind of information or advice would you find most helpful when applying for a home or preparing to move in?

"That the property is safe and clean"

"lead time, more details on process"

Q11.

How could we improve the way we keep applicants and new tenants informed throughout the process?

"Telephone"

"clearer communication and quicker responses"

Q12.

Do you think the policy reflects a fair approach to how we let our homes?

Everyone felt the policy had a fair approach

Q17.

Is there anything more we could do to "live" these values through our lettings process?

"Keep in contact with tenants/applicant and respond to queries"

Q21.

Do you have any other comments or ideas to help us improve our allocations and lettings service?

"My only thought is allocations, although I agree the band system gives those in the greatest need a home quickly, I do feel the banding system does no"

"Be more approachable"

Other comments, feedback via email, 7 responses:

Do you have any other comments about the policy or how we let our homes	HPG comments
3.2 Some Retirement Living Plus (Extra Care) Homes.	Amended in policy.
5.3 We pre-tenancy service How is the tenant customer aware of this service? Is it documented? We understand that needs change over time and offer a transfer service for tenants who need request to moveWhile an internal transfer service is readily understood. Where does the tenant customer mutual exchange arrangements with external RP's stand in relation to this policy?. (I understand this legacy service is under review?)	Pre-tenancy requirements will be addressed through the customer factsheet, which will explain available support in a clearer and more accessible way. Customers who need a transfer due to change in circumstances are covered within this policy. Mutual Exchanges falls within the Housing Management remit and policy due to the nature and regulatory requirements of this kind of move.
6.1 If an individual is not happy with a decision relating to their application, they can ask to have the decision reviewed through our appeals process . Is the appeals process documented? (An	The appeals process will be addressed through the customer factsheet, which will explain available support in a clearer and more accessible way.

<p>applicant would know where to look for Complaints.)</p>	
<p>Finally, a general comment on Associated policies and procedures. Many of these are legacy documents and subject to a process of review to produce the updated HPG (merged) version. It would be helpful to identify which referrals are legacy or (new) HPG with a simple tag 'legacy' or 'HPG'.</p> <p>Damp and Mould Policy Equality, Diversity and Inclusion (EDI) Strategy Asset Renewal Policy Complaints Policy Confidentiality and Data Protection Policy Good Neighbourhood Management Policy Home Ownership Policy Repair and Maintenance Policy Safeguarding Policy Tenancy Policy Tenancy Change Policy Void Procedure Local Authorities Allocation Policies</p>	<p>Noted and passed to the Risk and Assurance team.</p>
<p>2.1 The policy is aimed at members of the public who want to understand how to access social housing. The wording of the policy is not clear on how people can access social housing. The policy provides aims and objectives but does not indicate how this will happen in practice. Will there be a procedure document that compliments this policy so the public can understand how to access social housing owned by Homes Plus?</p>	<p>There will be a customer factsheet that compliments the policy and aims to address this in a clearer and more accessible way.</p>
<p>4.1 Transparent - Due to the comments above, I'd question whether the policy is transparent. Whilst I understand what it means, I'm not sure it will mean much to members of the public. Have you had much feedback from the public on this?</p> <p>Process - Whilst the appeals process is referenced below, it does not give detail on how this can be accessed or what people need to do in practice to appeal a decision? Does this process also apply for nominees?</p> <p>Applicants - What does this mean in practice?</p>	<p>The consultation has taken place with our existing customers as there is no requirement for a public consultation. Feedback contained within this document.</p> <p>The appeals process will be addressed through the customer factsheet, which will explain available support in a clearer and more accessible way, and applies to nominations.</p>

5.1 What does sustainable mean? This definition is important to provide applicants with certainty around what is expected from their applications. If sustainability is not clearly defined, it is open to wide interpretation which could lead to an inconsistent approach around who is offered social housing and who is not.	This will be addressed via the customer factsheet, to ensure clarity and accessibility.
5.2 Applicants - And partner agencies?	Amendment made to policy.
I think the draft policy retains the customer 'friendly tone' of the legacy policies through clear and concise language throughout.	
I like that the corporate values have been incorporated and as headings.	
I know that previous policies have included a summary of terms in respect of more technical language which may need further explanation.	Clarity will be provided via the customer factsheet.

4 responses said the policy is clear, with nothing to add.

1 Local Authority Response:

- I think the draft policy retains the customer 'friendly tone' of the legacy policies through clear and concise language throughout.
- I like that the corporate values have been incorporated and as headings.
- I know that previous policies have included a summary of terms in respect of more technical language which may need further explanation.

You said we did

Customer feedback that has resulted in a change to this policy	HPG Change made to this policy
	Detailed above.
Customer feedback that has not resulted in a change to this policy	HPG reasons why
	Detailed above.
Any other points raised by customers that require action	HPG comments
	None.