



## Customer Impact Assessment

Quarter 3 & 4 2025/26



# Executive Summary

At Housing Plus Group (HPG) our Engagement team asks you for your views about our services – good and bad. It's our job to listen to what you are telling us – via discussion groups, surveys, in-depth reviews of our services, or out and about in the community, and to work with employees to improve the way our services are delivered. The aim of our work is to help HPG **create places people are proud to call home** and provide great customer service.

This report details the impact you as customers have made in the second half of the year. It is broken down into the Consumer Standards:

## Safety and Quality Home standard

Well-managed, safe, and energy-efficient homes

## Neighbourhood and Communities standard

Keeping neighbourhoods safe and well maintained

## Tenancy standard

How tenancies are let and managed

## Transparency, Influence & Accountability standard

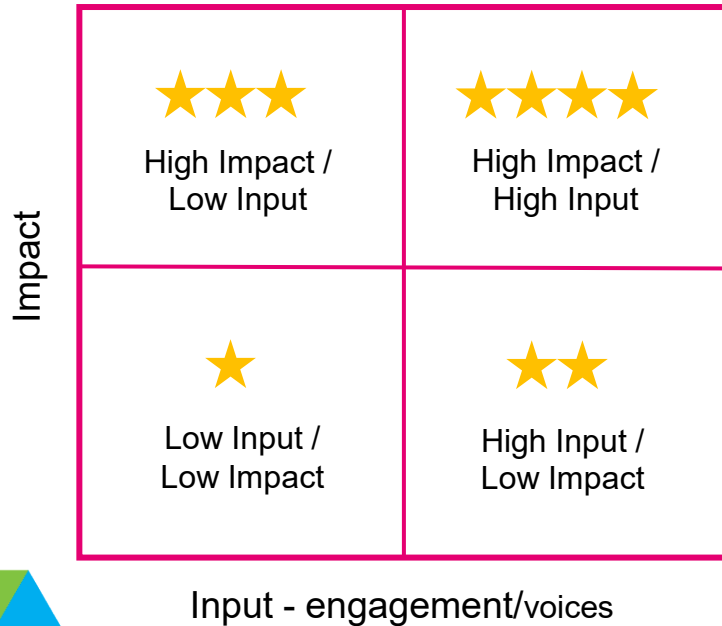
Choice, influence, and ability to hold landlords accountable

# Impact


To help measure the impact of our engagement projects we have scored each engagement opportunity out of 4 stars, in gold.

This is based on the **input** – level of engagement/voices heard and the **impact** it has made at this point.



We have also given a potential impact score, out of 4 stars, in blue – this demonstrates the potential future impact made by this engagement.




# Safety and Quality Home standard



Subject	You told us/We found	What we did.....	This led to.....	Impact/ potential impact
HPG gas contractor consultation	We changed our HPG Gas contractor due to performance.	8 customers attended a workshop along with employees to discuss if the change of contractor had brought about improvements.	This was the start of the project and customers raised a lot of good points, which has led to further work taking place.	



# Tenancy standard




Subject	You told us/We found	What we did	This led to	Impact/ potential impact
CarePlus and ShireLiving survey	Following the merger of WHG and HPG the Extra Care Housing provisions across the group were brought together under a single management structure.	A survey was carried out to gain insight into the residents' preferences, the use of facilities and an overview of their satisfaction. 260 customers responded to the survey.	Some very useful insights were gained from the survey that have the potential to deliver real and significant improvements in the customers' experience of living in our schemes.	
ShireLiving forum	We wanted to create a forum for customers in ShireLiving to have a voice.	We set up quarterly meetings to bring together representatives from all the ShireLiving schemes,	ShireLiving forum members can work together and feedback information to the wider scheme they represent, this helps with identifying issues and communicating outcomes. We are working towards getting representation from every scheme, so everyone is represented.	




# Transparency, Influence and Accountability standard

Subject	You told us/We found	What we did	This led to	Impact/ potential impact
Future Home engagement	Following the merger we wanted an Asset Management strategy that is fit for the future for our customers. Whilst meeting tougher regulations and tackling energy affordability/fuel poverty.	<p>Customer feedback was gathered via:</p> <ul style="list-style-type: none"> <li>• Complaints, transactional surveys and TSM's.</li> <li>• An all-customer survey which 2,119 customers responded.</li> <li>• Community drop-ins and in-person/online customer meetings, where a prioritisation game was used to spark discussion about preferred home upgrades. 45 customers took part.</li> </ul>	<p>There were 4 key areas raised by customers:</p> <ul style="list-style-type: none"> <li>• Support for condition-based replacements, not fixed lifecycle programmes.</li> <li>• High priority for kitchens, bathrooms, heating, windows and doors.</li> <li>• Strong demand for adaptations, accessibility, and feeling safe in neighbourhoods.</li> <li>• Expectation that new homes reflect local need and tenure mix.</li> </ul> <p>This led to us writing the new Group Asset Management Strategy built around these three clear objectives:</p> <ul style="list-style-type: none"> <li>• Safe, sustainable, and affordable homes – 100% safety compliance, all homes EPC C or above by 2028, and a clear pathway to Net Zero by 2050.</li> <li>• Smarter asset decisions – investing in homes that perform well and meet local need, while disposing of those that are no longer fit for purpose.</li> <li>• Empowered residents and workforce – residents shaping investment decisions and a capable, skilled workforce delivering the homes of the future</li> </ul>	


Subject	You told us/We found	What we did	This led to	Impact/ potential impact
Newsletter consultation	We wanted to find out if people were more likely to read the HPG newsletter if it was tailored to their local area.	A short survey was included within the Winter edition of the newsletter. 1060 customers responded.	<p>These findings will feed into the review and the design of the new newsletter going forward. We will also:</p> <ul style="list-style-type: none"> <li>• Update customer preferences for printed or emailed newsletters, or no newsletter at all.</li> <li>• Draft a plan to begin tailoring some parts of the newsletter with content that is appropriate to customers' local neighbourhoods.</li> <li>• Be inspired with content ideas for future editions.</li> </ul>	
Shaping the future of the Retirement Living service	HPG has 3561 supported housing properties. 95 of these properties are for Adults with Learning Disabilities. We wanted our customers to help shape the future of this service.	Our Retirement Living Officers have been out on all sites consulting with Housing Plus Group Tenants about the service. We have received 1,473 responses.	<p>3 key areas were raised and will shape the future service:</p> <ul style="list-style-type: none"> <li>• There is demand from Legacy HPG tenants to reintroduce the 'I'm ok' daily checks service, over half said yes or maybe</li> <li>• The main themes identified for improvement include: faster response to repairs and maintenance, improving staff presence and communication, improved garden maintenance – quality and frequency, more social activities, and a better range</li> <li>• There is demand for a personal care service, 62% said yes or maybe with 65% currently receiving care from a registered social provider.</li> </ul>	

Subject	You told us/We found	What we did	This led to	Impact/ potential impact
ShireLiving catering consultation	Within our ShireLiving schemes we wanted to gather our customers views of the current catering service. By exploring this with our customers we aim to better suit our customer's needs.	A series of in person consultation meetings were held with ShireLiving customers to explore the use of the ShireLiving cafes. 243 customers took part across all 12 schemes.	<p>The consultation showed the demand for the cafés, but these 3 areas will shape the service going forward.</p> <ul style="list-style-type: none"> <li>• Customers want a more flexible, café-style dining experience with extended hours and new afternoon/evening offerings.</li> <li>• Service is generally well rated, but there are issues with food temperature, menu variety, and clarity around dietary options.</li> <li>• Customers are open to price increases if balanced with quality, flexibility, promotions, and better-value menu options.</li> </ul>	
Domestic Abuse awareness project	Recognising that domestic abuse can take many forms and often remains hidden, it is important that we understand its prevalence within our communities and respond effectively. We wanted to understand how aware customers and employees were of the service we offer.	<p>Due to the sensitive nature of this project, we looked at:</p> <ul style="list-style-type: none"> <li>• 7 case studies with customers with lived experience</li> <li>• 2 examples timelines of customers supported</li> <li>• Staff awareness survey – 88 employees completed</li> </ul>	<p>Four recommendations have been proposed:</p> <ul style="list-style-type: none"> <li>• Domestic Abuse Training - for employees at induction for regular refresher training</li> <li>• Information and Signposting - raise awareness and enable customers to self-serve from the website</li> <li>• Awareness of Internal Support - Relaunch “Champions” and steering group members.</li> <li>• Customer Knowledge for Service Delivery – ensure internal information is up-to-date to support customers</li> </ul>	

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Development strategy	In July 2025, the Development strategy was taken to SPaCE committee, at their request we undertook further engagement of the Homes Plus side of the organisation to feed into the design of the strategy.	We went out to customers with a survey and a further 1,687 voices were engaged with. In total 2995 responded to the survey, On top of this we held two online focus groups which 16 customers attended, and we gathered 48 opinions out in the community.	The findings of this engagement directly designed and shaped the new development strategy, which was approved by Group Board in December 2025. Customers also requested continued involvement within this strategy, which the Development team happily agreed and will facilitate going forward. We aim to develop 1000 per year so the impact is limited to these customers, but we are working on future ways for more engagement	
Complaints review	As we continue to merge services together, we conducted a review of the two complaints services.	Customers were invited to feedback on their experience of complaints, also telling us what makes a great complaints service to them. 130 customers responded.	These comments will form part of the service review and design of the new operating model. This will be launched in 2026 following a restructure within the organisation.	
Localities webpages feedback	We are planning a publishing a webpage on our website to share information about specific local areas, what we are working on and what is happening in that area. But we wanted customers views on this.	We asked our group of involved customers what they would like to see and what is important to them. 19 customers fed back their views to shape this project.	95% of respondents said they would use a webpage that had more local information to them. Their responses and suggestions have fed into the design of the webpage which will be launched later in the year.	

Subject	You told us/We found	What we did	This led to	Impact/ potential impact
Policy reviews	Due to our merger we are bringing all our policies together. Policies always follow a review schedule, and we involve customers in this. We also involve customers in Equality Impact Assessment's (EIA) which ensures the needs of different groups of people are met and that no group of people are unfavourably affected.	We arranged a review of the following policy and EIA's, with 47 voices heard: <ul style="list-style-type: none"> <li>• Allocation and Lettings policy and EIA</li> <li>• Access to Services EIA</li> </ul>	Within this policy and EIA's the customers voice has had an impact, shaping the policy design which will improve the customers' experience. We will see the potential impact in coming months.	
SPaCE Committee	You told us that the customers voice should be heard within the organisation and up to Board level.	The Service Performance and Customer Experience committee is our tenant led group who meet quarterly to discuss all things that involve the customer.	This ensures the voice of the customer is heard within the organisation. Its strength is the impact they make, they represent everyone and really scrutinise and challenge the organisation.	
Recruitment of Regional Director roles and also the Group Chair of the Board	You told us that customers should be involved and have a say within recruitment of HPG employees.	We had 3 roles coming up, 2 as Regional Director and 1 for the Group Chair. All of these roles would have a key impact on customers, so we arranged for customers to be part of the interview process. The Regional Director interviews took 3 days and involved 10 customers, The Group Chair was 1 day and involved 3 customers.	In both cases the involved customers input directly fed into the recruitment matrix for each candidate and we successfully appointed all 3 positions.	

# Neighbourhood and Communities standard

Subject	You told us/We found	What we did	This led to	Impact/ potential impact
<p>Drop-ins and Pop-ups</p> <p>Ward walks and Walkabouts</p> <p>Community events</p> <p>MP coffee morning</p>	<p>You told us that you wanted to see us out in your communities.</p>	<p>We scheduled regular Drop-in and some Pop-up events in our local communities:</p> <ul style="list-style-type: none"> <li>• Parklane centre, Telford</li> <li>• Turuff Hall, Telford</li> <li>• The Navy club, Newport</li> <li>• Interfaith centre, Wellington</li> <li>• Wellington Hub, Wellington</li> <li>• Wellington Library, Wellington</li> <li>• Hazelwood, Whitchurch</li> <li>• The Lantern Community Centre, Shrewsbury</li> <li>• Breakfast /Networking event at Stafford Family Hub</li> </ul> <ul style="list-style-type: none"> <li>• Donnington, Sutton Hill, Brookside, Wellington, Telford</li> <li>• Larkin Close and Attlee Crescent Staffordshire</li> </ul> <ul style="list-style-type: none"> <li>• Halloween event at Smallwoods community centre, Leegomery, Telford</li> <li>• Madeley Community Day, Telford</li> <li>• White Ribbon Campaign event held at AFC Telford's ground.</li> </ul> <ul style="list-style-type: none"> <li>• Oakengates and Sutton Hill Telford</li> </ul>	<p>Being out in our communities enables customers to speak directly with our employees, enabling any issues to be raised; the majority are about tenancy issues and ASB. These individual queries have been resolved. Some concerns regarding parking and ASB relate to other stakeholders and partners of which we refer on.</p> <p>We have spoken to over just over 300 people (customers and potential customers) at these events and have been visible to so many more - being visible in our communities is a key priority for HPG.</p> <p>We monitor the impact this has made at Locality boards and within the TSM's.</p>	

# Thank you to everyone who has been involved

Within quarter 3 and 4 we have heard the voices of over 4,500 customers to help shape our services.

## What's next?

- With the help of customers, we have written our new engagement strategy, and we will shortly be consulting with customers on this
- We are currently recruiting for our new Scrutiny Panel, this will be in place for July 2026
- We are currently undertaking a re-structure of the Engagement team, this will see a larger team in place with a focus on scrutiny and wider engagement of our customers
- We have a new engagement plan for 2026/27

If you would like to find out more about our customer engagement opportunities, please email

[customerinvolvement@housingplusgroup.co.uk](mailto:customerinvolvement@housingplusgroup.co.uk)

