

Scrutiny Panel Exercise – Review of the SYHA website

Action Plan 11.02.25

Principles and considerations:

- We will prioritise actions that are linked to regulatory compliance.
- Some timescales are subject to change (depending on the capacity of suppliers and internal recruitment). We will always do our best to fulfil the recommendations promptly, provide updates on progress, and ensure we're producing high-quality work that meets best practice.

Report Recommendation	Action	By when
1. consider if more could be done to improve awareness of the SYHA website on: <ul style="list-style-type: none">o all forms of written correspondence,o the SYHA phone line,o any text messages the business sends, e.g. repair satisfaction surveyso any other promotional material	- Complete a communications tracker/audit to identify opportunities to promote the website on other communications channels (eg. phonedlines).	August 2025
	- Create a Content Strategy to provide greater clarity and consistency on what information customers can expect to receive from us, and where they will find it.	August 2025
	- Consider how we can improve engagement with the website by improving customers' digital skills by signposting to other organisations.	June 2025
2. improve the search function so out-of-date and irrelevant information doesn't show in the	- Review common search terms, and improve website meta-data and content hierarchy to produce more accurate search results.	June 2025

results, and specific content does		
<p>3. check how user-friendly the page layouts are and consider creating a consistent house style, including:</p> <ul style="list-style-type: none"> ○ using summaries, ○ bullet points, ○ avoid using Jargon and acronyms, ○ creative graphics, ○ photos used are up-to-date and relevant, ○ and hyperlinks to make the pages less text-heavy and increase interaction 	<ul style="list-style-type: none"> - Review content with good user experience, regulatory compliance, and accessibility in mind. - Develop guidelines for creating new pages, to ensure that content is consistent, clear and accessible. 	<p>June 2025</p> <p>July 2025</p>
<p>4. ensure information is up-to-date and relevant and there is a process for regularly reviewing it</p>	<ul style="list-style-type: none"> - Establish process for content creation and review with teams across the organisation. 	<p>May 2025</p>
<p>5. make the website as inclusive and accessible as possible, considering the different needs of customers</p>	<ul style="list-style-type: none"> - As above (recommendation three). - Review customer data to identify communications and accessibility needs. Use this information to 	<p>September 2025</p>

	inform any changes or additions to the website.	
6. documents should be available in different languages wherever possible	<ul style="list-style-type: none"> - Use customer data to establish communications preferences, and identify the most common languages that are spoken and read by our customers. - Where possible, share content as HTML on the website (rather than as a PDF). This enables screen readers and apps to recite/translate the text, changes to be made quickly, and for content to be identified when searching the website. It can also be printed easily. 	<p>October 2025</p> <p>October 2025</p>
7. have a page dedicated to ASB that is linked to the Complaints page and includes: <ul style="list-style-type: none"> o how to make an ASB complaint, o the different types of ASB, and o support services you might need if experiencing ASB 	<ul style="list-style-type: none"> - Create and publish page on anti-social behaviour. 	April 2025
8. consider adding a heading in the main menu under 'find a home' for 'support services'	<ul style="list-style-type: none"> - Review and re-structure the website to be more user-friendly. 	August 2025

<p>9. money-saving advice should be found in one place, easy to find and called something that makes sense to customers</p>	<ul style="list-style-type: none">- Create a new page for money-saving advice and add to new site structure.	<p>June 2025</p>
<p>10. consider other topics of interest to customers that missing from the website, e.g. information on training and community events</p>	<ul style="list-style-type: none">- Create a Customer Communications Plan to ensure we are sharing information that is relevant and engaging.	<p>October 2025</p>