

SYHA Customer Voice Annual Review 2025-26

How did our Customers shape SYHA last year?

Welcome to the Customer Voice Annual Review

This year, over **2000** customer experiences were shared with us.

Some told us what we do well, others challenged us to improve. Every piece of feedback has helped shape our services.

The SYHA Customer Experience Department is pleased to share this annual review to give you an overview of how we gather, listen and act on our customer's voice.



Our Customer Experience teams, working alongside customers to shape and improve services

What is Customer Voice?

- Customer Voice is all the ways customers **influence, inform** and **shape** our services.
- Customers are at the **heart of everything** we do. Without them, there would be no South Yorkshire Housing Association.
- Listening to our customers helps us deliver our **Strategic Plan 2026–27 commitment** to provide high-quality, efficient, and effective services for everyone.
- As well as helping us deliver better services, strong customer engagement is a key regulatory requirement. Our **Customer Engagement Strategy** is built around four key areas:
 - ✓ keeping customers **informed**,
 - ✓ **involving** them in shaping services,
 - ✓ **Insight** - listening to and learning from their feedback,
 - ✓ and ensuring strong **governance** so customer views influence decisions and drive improvement.

Some of our Brilliant Scrutiny Panel members



Our dedicated customers who give their time and expertise on our Customer Committee

How we gather Customer Voice

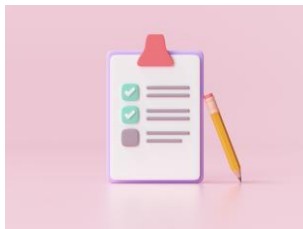
We gather customer voice through a range of feedback, engagement and influence activities to understand what matters most to our customers.

FORMAL FEEDBACK

Measures satisfaction and performance across our services.

Annual Surveys (TSMs)

Transactional Surveys



DIRECT FEEDBACK

Helps us understand customers' experiences and identify opportunities for improvement.

Complaints

Shout-Outs

Everyday Conversations - "Tell us more..."



ENGAGEMENT & INFLUENCE

Provides opportunities for customers to shape services and decision-making.

Engagement Events & Workshops

Customer Committee



This year we have...



- Had **577** responses to our Tenant Satisfaction Measures survey
- Carried out **1,583** transactional surveys
- Received **316** complaints
- Had **165** shout-outs for members of staff and contractors!
- Held **5** Customer Committee meetings
- Held our **first 'Your Voice' online** forums
- Had **12** Scrutiny Panel meetings with **2** reports and action plans
- Delivered **30 Engagement activities**, like skip days, community days and policy review sessions
- And had many **'Tell Us More'** conversations...



Met customers where they are

We believe it is important to get out and meet customers in their homes and neighbourhoods.

We don't just wait for customers to come to us, alongside our regular **community skip days**, we join events organised by our LiveWell schemes, giving us the chance to talk with customers whose views we might not otherwise hear.

We also carry out focused activities with different groups of customers, including younger customers and those affected by services, such as energy efficiency improvement programmes.

Community Skip Days bring together teams from NEAT, Neighbourhoods and Customer Experience to make a positive impact in local communities.

Residents can report repairs, raise concerns directly with staff, and benefit from skip facilities.

Customers have given positive feedback about the skip days



“Skips are a great idea thanks, lots of people don't have vehicles and can't get to the tip.”

“It's great initiative to help residents have a clear out.”



Worked Together

Our customers are involved in decision making in our governance structures and throughout our services:

- Our **Customer Committee** meets quarterly and gets an update on customer engagement and voice, as well as input into other strategic customer focused issues.
- Our **Scrutiny Panel** holds SYHA to account through service reviews and evidence-based recommendations to the Board.
- Our growing **Involved Customers** regularly supports surveys, workshops and consultations. This year, they have reviewed **3 policies**, contributed to **2 scrutiny exercises**, helped shape the new **SYHA newsletter**.
- Our **new 'Your Voice' forum** ran for the first time this year, which is an online forum requested by customers to run in the evenings so that it was easier to get involved outside of usual working hours.
- We bring **customer voices** to the Board through real-life stories and experiences.



Making a difference together: members of our Scrutiny Panel.

Why get involved? One member told us:
“Making a change to our SYHA properties and communities... and helping people who are in genuine need is a bonus.”

Listened to Customer Voice across all SYHA services

LiveWell Services

LiveWell Services is a specialist part of SYHA that supports people in different ways. This includes **ExtraCare schemes for people aged 55 and over, support and accommodation services for people experiencing homelessness or living with mental health needs or learning disabilities, and employment support services.**

This year, we have spent more time visiting LiveWell services, talking to customers and learning about what matters most to them.

During the year, we:

- **Promoted our complaints process** so customers understand their rights and how to raise concerns.
- Interviewed an ExtraCare resident for our **customer newsletter**.
- Visited **Cuthbert Bank**, which supports families experiencing homelessness.
- Visited the **Beaufort Project** and celebrated the unveiling of a new mural.
- Spoke to customers with **learning disabilities** at a community skip day.

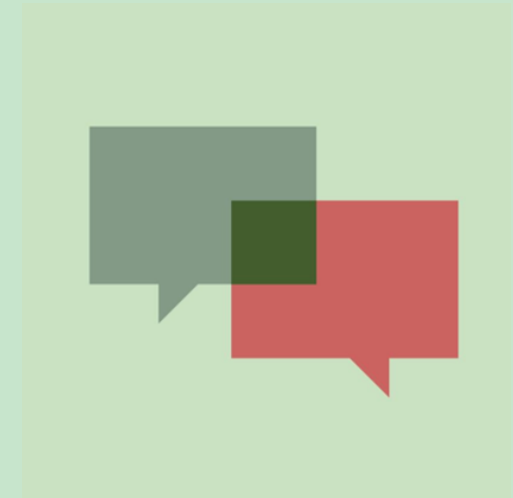
Through these visits and conversations, we've heard directly from customers and gained valuable insights to help improve services

Housing Services

Housing Services cover many different areas, from maintaining homes and caring for neighbourhoods to supporting customers with rent, tenancies and anti-social behaviour.

Every customer voice matters. Feedback, complaints and compliments are shared across our teams, helping us understand what matters most to customers.

Every quarter, colleagues come together to review what we've heard, learn from customers' experiences and make plans to improve our services.



How have we used Customer Voice?

The customer voice we heard is gathered and brought together to identify themes and insights and make sure this is shared back with you and our customers. **Here are some examples:**

Activity	How Customer Voice is Used
Insight Reports	Quarterly reports provided to services that highlight key trends and feedback.
Customer Voice Leads	Colleagues across the organisation review Insight Reports, feedback and identify improvement opportunities in their service areas.
You Said, We Did	Website and social media updates to show how customer feedback has influenced services.
Newsletters	Customer and colleague newsletters that share feedback, insights, actions and opportunities to get involved.
Complaints Reporting	Regular reporting to managers and the Executive Leadership Team to identify themes, learn from feedback and drive improvements.
Shout Outs	Monthly updates on Base to celebrate positive customer feedback and recognise colleagues who make a difference.
Governance Reporting	Customer insight is reported to the Customer Committee and Board, making sure customer views inform assurance and decision-making.



What did Customers tell us this year?

Individual staff make the biggest difference

When customers have had a great experience, they will regularly name check employees - individuals who take ownership really do make a difference. Many teams are frequently mentioned but some stand out are the Lettings Team, HMT operatives and LiveWell Key Workers.

"Felt safe in their hands"

"Went out of their way"

"Could always go to them first"

Emotional experience matters as much as the outcome

Showing empathy, kindness and being human matters to customers. Customers consistently value being listened to without judgement, feeling understood and staff being patient, respectful and approachable.

"Made me feel at ease"

"Didn't talk down to me"

"Patient and understanding"

Proactive communication builds trust - even before resolution

Good timely communication and keeping customers informed is frequently praised by customers. This is also a major driver of complaints when missing. When done well, customers let us know, e.g. calling back when promised, taking time to explain things clearly, and receiving regular updates without having to chase.

"Kept in touch throughout"

"Explained everything step by step"

"Even called to say there was no update"

Customers identified improvements

Communication & responsiveness failures

Communication and responsiveness is a major weakness - customers share their frustrations at not receiving updates and having to spend time chasing, sometimes finding it difficult to contact staff or get call backs. A lack of ownership and/or inconsistent or conflicting information.

“No one could give us a direct answer”

“One part doesn’t know what the other is doing”

“Need to chase everything myself”

In Repairs - delays, poor quality, and repeat failures cause frustration

Customer experience can be polarised – whilst 82% of our customers are satisfied with our repairs service, some customers shared their frustrations with waiting for outstanding repairs to be completed, a sense of poor quality or temporary fixes, and repeat failures.

“Repeated boiler repairs”

“Multiple repairs still not fixed”

“Waiting 12 months for fencing”

Experiences with contractors

Contractors don’t always represent us as we would like. Examples of poor reliability, quality of work and communication impact negatively on the customer experience.

“Would not let specific contractor back in home”

“Operative damaged items”

“Staff attitude unacceptable”

How Satisfied are our customers?

What are Tenant Satisfaction Measure (TSMs)?

TSMs are a set of measures required by the Regulator of Social Housing to help landlords understand how customers feel about their homes and services.

- Customers are asked 12 standard satisfaction questions.
- We survey all customers over a two-year cycle
- Results are reviewed quarterly and annually
- The findings help us understand what's working well and where we need to improve
- **See all our results on our website**

Did you know?

We compare with other landlords, and these scores mean we are a very high performing landlord!

Our Performance 2025/26

Measure	Satisfaction Rating
Overall service	85%
Repairs service	82%
Time taken for repairs	79%
Well-maintained home	81%
A safe home	84%
Listens & acts on your views	74%
Keeps you informed	78%
Treats you fairly & with respect	84%
Complaints handling	52%
Keeps communal areas clean & well maintained	78%
Makes a positive contribution to your neighbourhood	68%
Approach to handling ASB	70%

Transactional Customer Surveys

Customers are invited to complete a survey after they have received a service from us – we call these **Transactional surveys**.

We ask a small number of questions to understand their experience, what worked well, and where we can improve.

While satisfaction levels in some transactional surveys were lower than last year, the feedback provides valuable insight into customers' experiences. We will continue to monitor results throughout 2026-27 and use what we learn to improve our services.

‘I have been with SYHA for 33 years and not had reason to complain but I didn't feel anyone was listening to me. I was fed up of my calls not getting returned and being left in limbo.

It was very easy to make the complaint, and the complaint owner was amazing. They did everything they said they would and more. They listened and were very professional. I am so grateful.’

Surveys	No. completed or received	Satisfaction 2025-26	Satisfaction 2024-25	How did we ask?
Damp Mould & Condensation – DMC	73	82%	80%	Phone & email
Repairs	1177	90%	90%	Text message
Anti Social Behaviour - ASB	103	78%	83%	Phone & email
Complaints	105	76%	81%	Phone & email
New Tenancy	99	96%	98%	Phone & email
End of Tenancy	26	65%	88%	Phone & email

What did we do with what we heard?

The following pages show how customer voice has shaped improvements across all our services

Customer Voice in Action



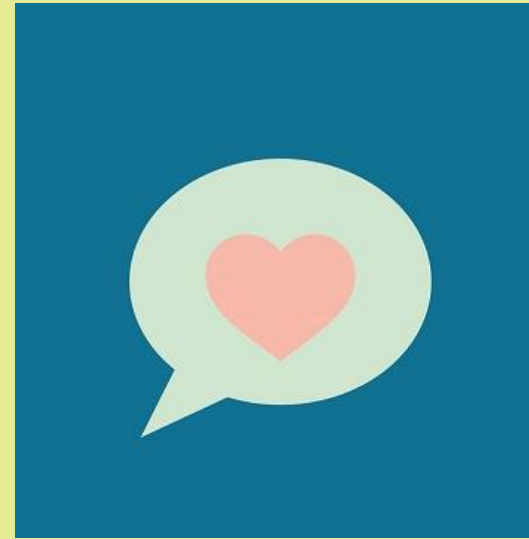
Homes & Estates

- Decant policy updated
- Changes to Extra Care Schemes reporting repairs – like heating and lift breakdowns
- Established the Auckley Working Group
- Making sure our contractors are hearing our Customer Voice



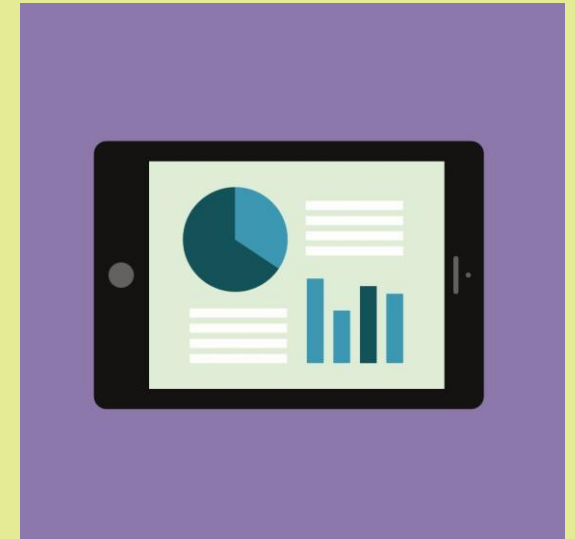
Safety & Wellbeing

- ASB approach improved, inc. reporting, staff training, risk assessments
- Advice about using CCTV was improved
- Identified & supported vulnerable customers through TSMs surveys



Communication & Engagement

- Co-designed newsletter
- Pest control information on our website improved
- Fencing communications reviewed
- Our 'Your Voice' forum began & was named by customers



Strategic Influence

- Multiple policies & papers reviewed by the Customer Committee
- Made changes to our Annual Complaints Report
- Customer Stories presented to Board have shaped their views
- Sharing our Energy Efficiency Programme

An Extra Care focus

Listening to Residents

Our Chief Executive, Larry Gold, visited several schemes to hear directly from residents about their experiences, and we also carried out Quality Reviews across all services. As a result, we were able to make a number of improvements, including:

- Improving how we respond to heating and lift breakdowns, with a greater focus on prevention.
- Making laundry charges fairer for residents.
- Clarifying our approach to gritting paths during winter.
- Making it easier for residents to access car parks.

Learning from Feedback

More than 60 residents shared their views through surveys, reviews and workshops. Their feedback helped us:

- Introduce more resident-led activities.
- Create new quiz, trivia and games groups.
- Build stronger community links, including partnerships with local schools.
- Improve activities and opportunities at weekends.

Acting on What We Heard

- Resident feedback continues to shape service delivery across our schemes.
- Suggestions are reviewed by scheme managers, improvements are monitored, and regular meetings help ensure residents remain involved in decisions that affect them.

This year, we spent time visiting our Extra Care schemes, independent living schemes for people over 55 years old. We talked to residents and learned more about what matters most to them.

The Difference Made

92% are satisfied with their living arrangements.

94% are satisfied with staff communication.

92% feel safe always or often.

Positive feedback has been received from residents, family members, staff and partner organisations about the quality of support.



“We’re not on our own here and we feel safe. As soon as I walked through the door, I felt at home.”

Looking ahead to 2026-27

As a **subsidiary of Places for People**, we will continue working towards the planned full integration of our organisations.

During the year, we will be working closely with colleagues at Places for People to learn more about **how customers get involved** across the wider organisation, while sharing the approaches that have worked well at SYHA.

We'll also continue to build on this year's successes by:

- Holding **more Your Voice Sessions** and customer events.
- Supporting **our Customer Committee to continue** influencing decision-making and service improvements.
- Reviewing our Customer Service Standards through **a Scrutiny Panel exercise** to make sure they remain relevant and effective.
- Working with the **Auckley Working Group** to make improvements that matter to local customers.
- Creating even **more opportunities** for customers to share their views and help shape our services.

We look forward to continuing to listen, learn and improve together.

Thank you for reading!



Customers from our Kiveton Community Skip Day.