

SYHA Customer Engagement and Voice Report Quarter 4

Welcome to the Customer Engagement and Voice Report for Q4 24/25. Here is a summary of the contents.

Page 2 - Policy Development with Customers:

A New Anti-Social Behaviour (ASB) Policy has been launched, with help from Customers to shape this.

Customers gave feedback through surveys, working groups and through our usual data.

We found that customers found it very useful to have what ASB is and is not clearly defined, and they liked the new website information.

Page 3 - Customer Engagement Activities:

We have run an Engagement Survey to find out customers views on engagement methods and topics.

Asked customers if they have any questions they want answering in our Annual Review

Promoted recruitment to engagement opportunities, including the Customer Committee.

Are supporting an event at the Lower Manor with other Housing Associations.

Page 4 & 5 - Customer Scrutiny Panel Activity:

The SYHA Website Review is complete and an Action Plan to improve areas is in progress.

The review of how SYHA deals with Anti-Social Behaviour is complete, and the report and Action plan is ready to present to Board & Committee.

The Panel have been able to ask questions about the Partnership news.

Page 6 & 7 - Customer Voice:

A new Engagement survey has told us how customers want to get involved, and what they are interested in.

They want to see more surveys, information and meet staff in their Neighbourhoods.

They are interested in information about Damp, Mould & Condensation.

Page 8 - Customer Complaints:

Most complaints are for Property Services & Maintenance

We respond within our targets and satisfaction is high at 80%

More people complain over 65 years old.

We want to improve staff training on Complaints this year.

Page 9 - Words from our Customers:

You can read a small selection of actual customer feedback we have received from customers this quarter.

We include positive feedback, and areas where we can improve.

"Communication has been fantastic, someone has been in touch every step of the way"

Policy Development – How have customers shaped our policies?

We use customer feedback from surveys, complaints information or more in-depth involvement to help us review our policies.

This quarter we have launched a **new Anti-Social Behaviour (ASB) Policy**. This was linked to other work on Domestic Abuse and Vulnerability Policies that continue to be developed. You can read it here www.syha.co.uk/anti-social-behaviour

How did we Involve Customers?	What did our Customers tell us?	What changes did we make?
- Our 'Involved Customers' list were invited to complete a survey and look at the new policy and proposed website information. This was sent out directly to the list by email and we also promoted this to all customers via Facebook. We heard back from 12 customers. - Asked the Changing Futures lived experience volunteers to look at the survey, policy and website information. - The Customer Scrutiny Panel completed a deep dive exercise into ASB. This involved multiple meetings and sharing of information. - Reviewed our usual customer voice data from Complaints, Housing Ombudsman Feedback, Tenant Satisfaction Measures (TSM)s, and the ASB transactional survey results.	The Survey results told us that: - The new policy was easy to read and understand. - They understood our definition of ASB, and what is not ASB and found it helpful that we have explained this. - They understood how to report ASB. We were also told: - Customers were concerned about the repercussions of reporting ASB. - They wanted information about 'cuckooing' to be included (exploitation of vulnerable people) The Scrutiny panel took a more in-depth look, and you can read more about this in the Scrutiny Panel Activities section. <i>"I think this is great, it gives me a breakdown of ASB and non-ASB so if you was to complain you understand what is acceptable and what is not"</i>	✓ A new risk assessment process that asks new questions to help us identify any customer vulnerabilities, how quickly we need to respond, and any other specific concerns or risks a customer may have when reporting ASB. ✓ To offer 'target hardening' measures free of charge if needed to help protect people. (<i>This means measures to protect someone's property & safety like additional alarms</i>) ✓ We have added more information to our Policy in response to feedback, including: ○ How to report anonymously ○ information about Cuckooing ✓ We have made changes on how we log ASB cases that involved non-SYHA customers. ✓ Added information about how CCTV can be used to our new Neighbourhoods & Estates Policy ✓ Improved our website information so it is easy to read, clear and useful. ✓ Created an Action Plan in response to the feedback from the Scrutiny panel

Customer Engagement Activities

These are activities that our customers can take part in to help shape and improve our services. Here are our recent achievements.

Engagement Activity	How were customers involved?	What happened and what are the next steps?
Customer Engagement Survey	Over April/May 2025 we asked customers who called our contact centre if they would take part in a survey about customer engagement. A prize draw for a £100 retail voucher was offered as an incentive.	See the information on our Customer Voice section for what our customers told us. We will use the information to shape future engagement work, helping us to understand how customers prefer to be involved, any barriers they may face and what topics they are interested in.
Annual Review Questions	In April/May 2025 we asked customers if there were any questions they would like us to answer in the Annual Review. We sent this to our Involved Customers list, offered paper copies on our reception desk & promoted it at LiveWell schemes. Customers have until 28.5.25 to send in any questions.	We have started to receive questions back, and these will be reviewed. Some questions will be chosen to be included in the Annual Review. Everyone will get a reply.
Customer Engagement Options	We have had a push on promoting the different ways customers can get involved at SYHA, including recruitment for the Customer Committee. We have: ✓ Created a new web page, and form to apply for positions. ✓ Posted a news article on our website and Facebook page. ✓ Promoted this with the Scrutiny Panel and the Involved Customers list. ✓ Designed an Engagement Flyer that can be hand delivered to customers homes. ✓ Drafted Volunteer Adverts to go on our job web pages.	We have begun to receive some enquiries through our web form. We will continue to work on our communications plans, including plans to leaflet targeted SYHA areas in June.
Lower Manor Together Event	SYHA is taking part in a multi-organisation advocacy group for the Lower Manor community. We are working in partnership with other Housing Associations. There are events planned between May & August, and we will have SYHA staff there to represent us, talk about our services and offer support.	We will feedback on the events in a future report.

Customer Scrutiny Panel Activity

SYHA's Customer Scrutiny Panel is a group of customers from different areas of SYHA. The Panel works together to challenge, influence and examine SYHA's performance, decisions and direction.

Engagement activity	What did the panel do?	What did the Panel find?	What will happen next?
SYHA Website Exercise	The panel chose to review the SYHA website. They thought it should feel welcoming, with info easy to find and relevant. The panel had 9 meetings and they: - Looked at TSM data - Spoke with SYHA's Marketing & Communications Lead. - Researched SYHA's website and other Housing Association websites. - Carried out a survey to other SYHA customers through Viewpoint.	• Found that not all customers were aware of the SYHA website or have the skills to use it. • Want website info to be up to date and relevant. • Info should be easy to read and visually exciting. • Have a better search facility and be accessible. • Make sure we are not using jargon.	• The Panel gave their recommendations to the Marketing & Communications lead, who has produced an Action Plan to bring improvements to the website. • The panel want to monitor progress and continue to review the website.
Anti-Social Behaviour (ASB) Exercise	The panel chose to review how SYHA deals with ASB. They all have experience of ASB, either directly or indirectly. They wanted to ensure customers have the right level of support during what can be a difficult and stressful time. The panel had 8 meetings and they: - Looked at TSM data and satisfaction survey data. - Had a presentation from managers in relevant departments to understand the ASB process.	• Customers expect empathy & understanding as soon as they contact us about ASB. • Clear expectations about how and frequency of contact is important. • Consistent approach from all areas of the business is important, e.g. General Needs and LiveWell tenancies. • It would be helpful to share more case studies and useful info with customers to help them better understand the ASB process.	• The Panel have produced a detailed report which will be presented to SYHA Board, the Customer Committee and the relevant departments. • An Action plan will be developed to respond to the specific recommendations in the report. • Some improvements have already been made through the launch of the new ASB policy and the new website.

- Had a presentation from a Neighbourhoods Officer to explain their role.
- Looked at anonymised case studies.
- Looked at the new draft ASB policy.
- Reviewed feedback from engaged customers.
- Important to consider how vulnerabilities affect customers experiencing ASB.
- Be clearer and more transparent about when we would not ask a customer to complete an ASB survey.
- The panel want to monitor this by having a yearly review, looking at customer data to see if we have made improvements.

Q&A Session about the **SYHA Partnership** news.

The panel found time to have a Q&A session with Simon Young, Assistant Director of Housing Services following the news that SYHA has entered partnership discussions with Places for People.

The panel asked great questions, including:

- Will SYHA maintain its identity or just be a partner?
- Will the standard of service we currently receive be maintained?
- If it's not broken – why fix it? Is there anything going on in the business that means we need to partner up?
- What will happen with the Scrutiny panel?

Simon Young answered as many questions as possible but it's clear we need to keep addressing these questions as we learn more about the partnership.

To continue to offer the opportunity for any further Q&A sessions, and to find out if Larry Gold can attend a future meeting.

“We feel reassured that if customers are experiencing Hate Crime or Domestic Abuse they can now find out how to get help on the website.”

“We think it's important to reach communities and to educate customers on how to better look after their neighbourhood”.

Customer Voice

We hear the SYHA 'Customer Voice' through a range of way – Surveys, Complaints Data, Tenant Satisfaction Measures, and any other engagement work that brings customer feedback to us. We use all this data to ensure our customer voice shapes our services.

Customer Engagement Survey Results

What did we do?

In April/May 2025 **we asked 50 customers** who called the contact centre questions about getting involved with SYHA.

- 31 customers agreed to be added to our Involved Customers List following the survey.
- 41 customers agreed to be entered into the prize draw to win a £100 retail voucher.

We asked Customers....

We surveyed customers from:

- 36% Sheffield
- 24% Rotherham
- 16% Chesterfield
- 16% Doncaster
- 4% Barnsley
- 2% Selby

What topics are you interested in?

Topic	Interested	Not Interested
Damp, Mould and Condensation	67%	33%
Our Repairs Services	65%	35%
Health & Safety Information	63%	37%
Standards in our properties	61%	39%
Adaptations	59%	41%
Paying rent	57%	44%
Complaints	57%	44%
How we involve customers	57%	44%
Anti-Social Behaviour	54%	46%
Service Charges	52%	48%
Estate Issues	50%	50%
Issues in your local community	50%	50%
Low-Cost Home Ownership	50%	50%
Communal areas	48%	52%

Customers also told us they would like to know more about Planned Works, Gardening and the Places for People partnership news.

“If and when the merger would be taking place with Places for People”

“There is not much community wise for customers”

How would you like to be Involved?

Way to be Involved	Interested	Not Interested
Answering a short survey (5 minutes max)	84%	16%
Being sent information to read and tell us what you think	74%	27%
Meeting officers on your estate to talk about issues that matter to you	59%	41%
Meeting officers at community events to talk about issues that matter to you	47%	53%
Answering longer surveys (more than 5 minutes)	43%	57%
Attending meetings online	39%	61%
Attending a one-off meeting at one of our offices to tell us what you think about an issue	27%	73%
Attending regular meetings at one of our offices to tell us what you think about SYHA	16%	84%
Being involved in more formal meetings where we make decisions – like our Board or our Customer Committee	14%	86%

The biggest reason for not being interested was due to lack of time. Some customers also told us they were limited due to travel, disabilities and confidence.

“I’m disabled I believe physical meetings that are not in my home will be difficult, so I’d rather not do these”

We've also had the following feedback through our usual customer voice meetings:



Moving into SYHA Properties: When customers move into a SYHA property they have high levels of satisfaction. However, we consistently get small amounts of feedback around delays with viewing properties, the condition of the garden and repairs that are outstanding when moving in. We would like to plan in asking customers more about these issues and seeing what we can do to improve them.

Repairs & Maintenance in Auckley: A lot of feedback is about Repairs and Maintenance of properties. In particular we are seeing higher levels of dissatisfaction in the Auckley area. We are aware that some properties here may benefit from improvements, so we are going to investigate this further and see what is possible. We will also target the area with site visits and increased engagement activities to help widen the customer voice and improve our understanding of the issues.

Improving Call Handling: In our Contact Centre, our customer call advisors have started to listen back regularly to calls that they handled, to become more aware of what went well, and identify areas where they need more support. We hope this will help improve feedback on responsiveness, customer care and our handling of repairs orders.



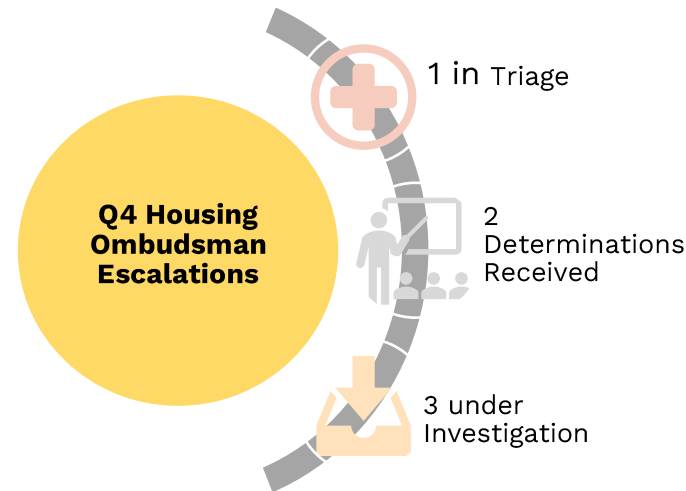
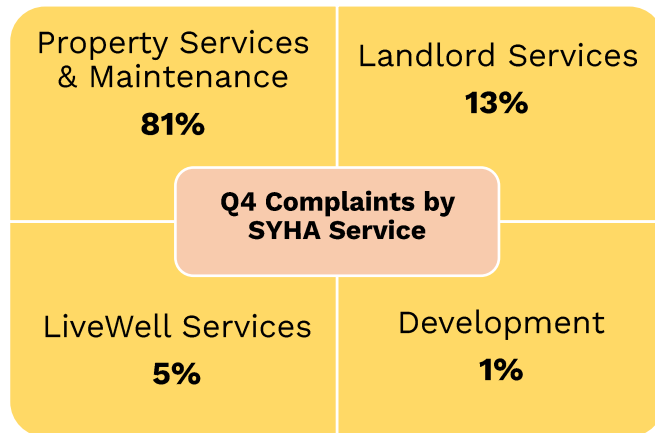
Understanding Complaints Satisfaction: We often get a lower TSM score for complaints handling, but our satisfaction survey is higher. We have been contacting customers from the TSM survey to try to understand why this happens. We find that often customers have not made a complaint, but were unhappy with how an issue or request was dealt with. We want to improve this so that we learn from these issues and that all staff know how to take complaints.



Hearing more from LiveWell services: We don't often hear much from our LiveWell Customers and we want to make sure this increases. LiveWell and Customer Experience are working together to promote Complaints and Engagement work, and LiveWell are introducing a Quality Assurance Framework to make sure that projects are working as consistently as possible.

Customer Complaints Performance Q4

We received **69 Complaints in Q4**, and 8 of these were escalated to Stage 2 for a further review. We continue to respond to complaints quickly and have dealt with **90% of all complaints within the complaint handling code timescales**.



Are Customers Satisfied with how we deal with Complaints?

There are two ways we look at satisfaction:

- 1) Our TSM score** – Have you made a complaint to your landlord in the last 12 months? Of the customers who answered yes, **40% were satisfied** and 46% dissatisfied. We follow this up with dissatisfied customers and often find that they have not made a formal complaint.
- 2) Our Satisfaction Survey results** – we ask customers who have made a complaint each quarter if they were satisfied – in Q4 **80% said they were satisfied**.

This shows that when we receive a complaint, we handle it well. But perhaps some complaints and requests are not getting to the right places. We need to make sure all customers and staff understand how to make a complaint, so that we can resolve issues quickly.

We will be introducing new improved staff training & support this year.

Why Have Customers Complained?

The reasons why customers have complained are:

- 42% for Customer Care & Service (e.g. cancelled repair visit)
- 23% for Quality of Housing
- 19% for Responsiveness
- 11% for Quality of Work
- 3% for Staff Attitude & Behaviour
- 3% for Estate and Neighbourhood Management

Who is complaining?

We have looked at the diversity data for customers who complained, although some of this data is incomplete.

The **highest complaints** are received from **people 65+ years**

46% of complaints are from **female** customers

Early analysis may suggest that customers who **are non-White British** may make a **disproportionate number of complaints** compared to the tenant population. We need more data but should monitor this.

Q4 Words from our Customers

Here is a selection of feedback that our customers have given us this quarter. We take these direct words from our surveys, TSMs, other engagement work and Customer 'Shout-outs'. When Customer Connect are dealing with contacts we often hear customers recognising good service from colleagues and contractors. We call these customer shout-outs and we recorded 24 in Q4.

Here is a small sample of some of our fantastic feedback we have received this quarter – a great reflection of our hardworking teams and caring staff.

"Ash has been excellent in dealing with my complaint; he went above and beyond, and I know you can't really do anything about it but I appreciate his efforts. Ash is spot on with how he speaks to people, no favouritism or anything like that."

"Fab communication from Lynne and Cheryl these two ladies are lovely, my first home and they have made my experience fab."

"I am a very big admirer of Joanne; I think she is brilliant. I feel I have had a bad experience with SYHA in the past with different individuals, but Joanne is absolutely brilliant. She kept me informed constantly, she always listens to me and understands. Even when I have other issues that isn't in her department I go to her first because of how good she is at listening, understanding and dealing with the issues."

"I liked how Jonathan kept in touch regularly and took the situation with the upmost importance. I would like to say a big thank you to him and his manager for dealing with the situation so well, I don't believe there is anything more that could've been done differently. I am very happy with the outcome and the way it was dealt."

"PN called to say a big thank you to the team that has come out to put two extra benches for tenants at Aldersgate court, he said they only had a few before and he really wanted to appreciate the team for providing more benches so they can come out to enjoy the warmer weather."

"Not only did you take the time to listen actively without judgement you also provided me with positive reinforcement. You were both patient and understanding and I felt validated."

"Judith was fantastic and kept in touch throughout the complaint case, even if it was to say there wasn't anything new to tell me and that she was just touching base, which I really appreciated and it's better than being kept hanging."

"Thank you so very much for allowing and organising the change of doors on our bathroom. It has created better use of space its more private and we love it. It's already making a big difference to our family. So, from the bottom of our hearts thank you so much for all the hard work and speed in which you worked."

We continue to listen and try to improve.

We receive a lot of positive feedback but there are always areas of improvement.

Here is a selection of things customers told us where we can do better.

"How does someone who's virtually blind get into the bin store?"

"Just please consider the aged who live alone to assist with repairs that are not on your list."

"When is my bathroom going to be sorted"

We always follow up on any feedback we get to see how we can put things right.