



Customer engagement impact assessment

April 24 – March 25



Why engage with customers?

To improve operational effectiveness	To build communities	To build stronger relationships with our customers
• To embed a customer focussed culture • To contribute towards service improvement with new ideas and insights • To help us understand and respond to customer needs and priorities	• To support a sense of community and improve neighbourhoods • To provide an opportunity for social interaction • To give customers a chance to learn new skills	• To enable customers to hold us to account • To build customer trust and confidence in our services • To align service expectations • To give staff a refreshed sense of purpose



Key performance indicators

While many of our engagement activities will have their own specific desired outcome, there are four over-arching measures which we hope our customer engagement work will positively influence.

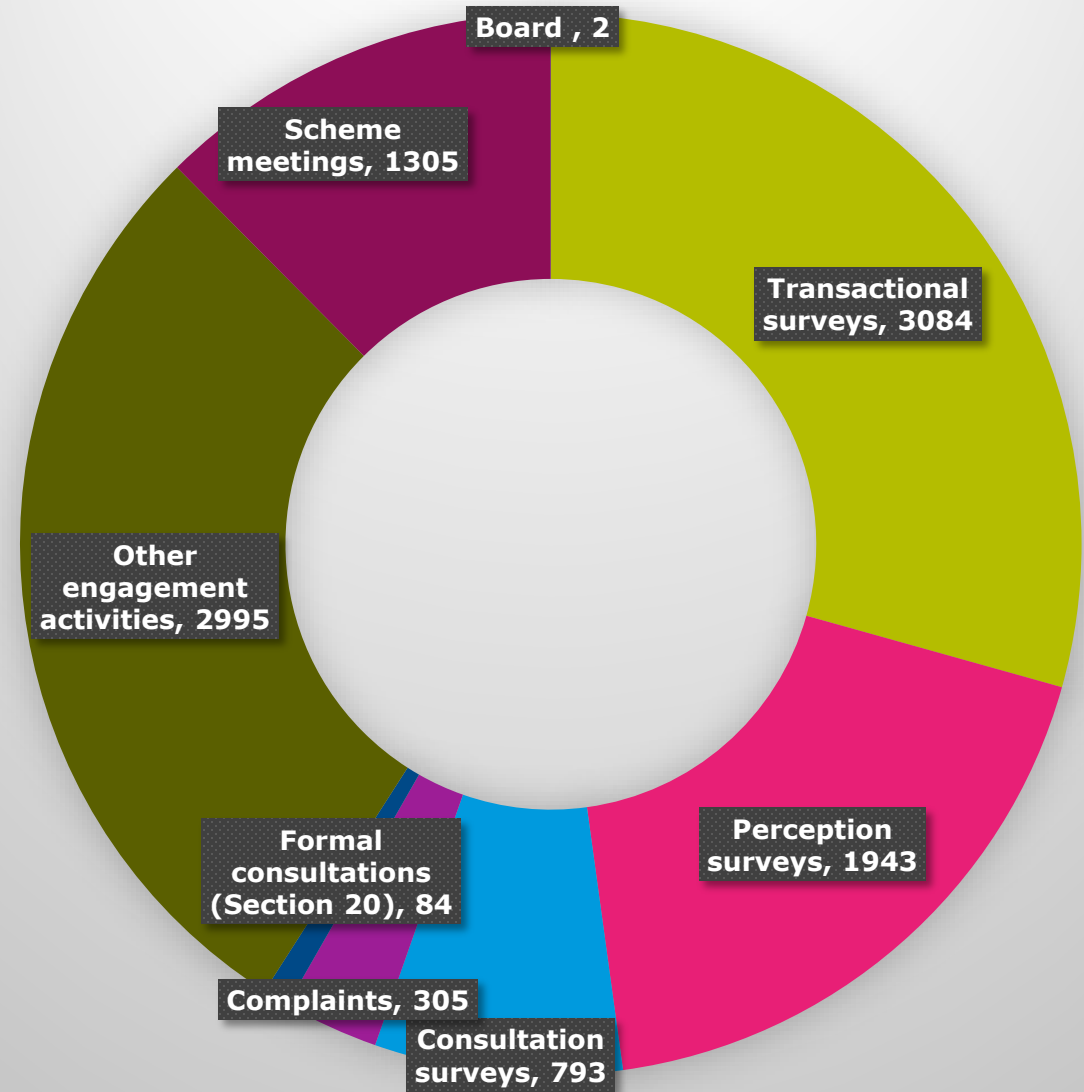
Measure	24/25	23/24	Benchmark (sourced from HouseMark)
Saxon Weald treats me fairly and with respect	86%	86%	83%
Saxon Weald listens to views and acts upon them	71%	69%	68%
I trust Saxon Weald to do what they say they will do	73%	71%	N/A
Saxon Weald keeps me informed about things that matter to me	82%	79%	78%



Customer voice in numbers

We engaged with customers 10511 times during the year from April 24 to March 25.

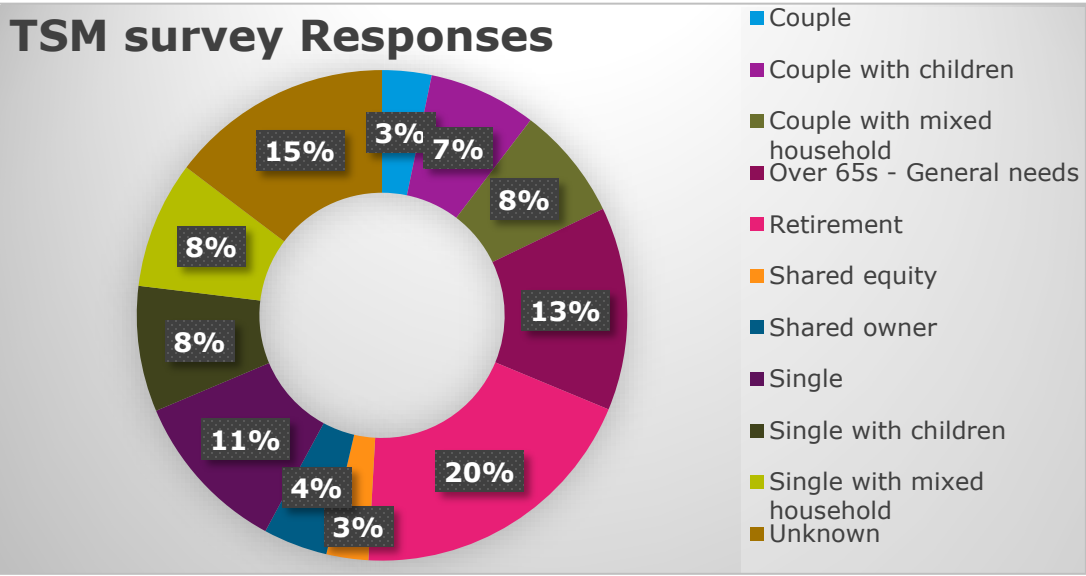
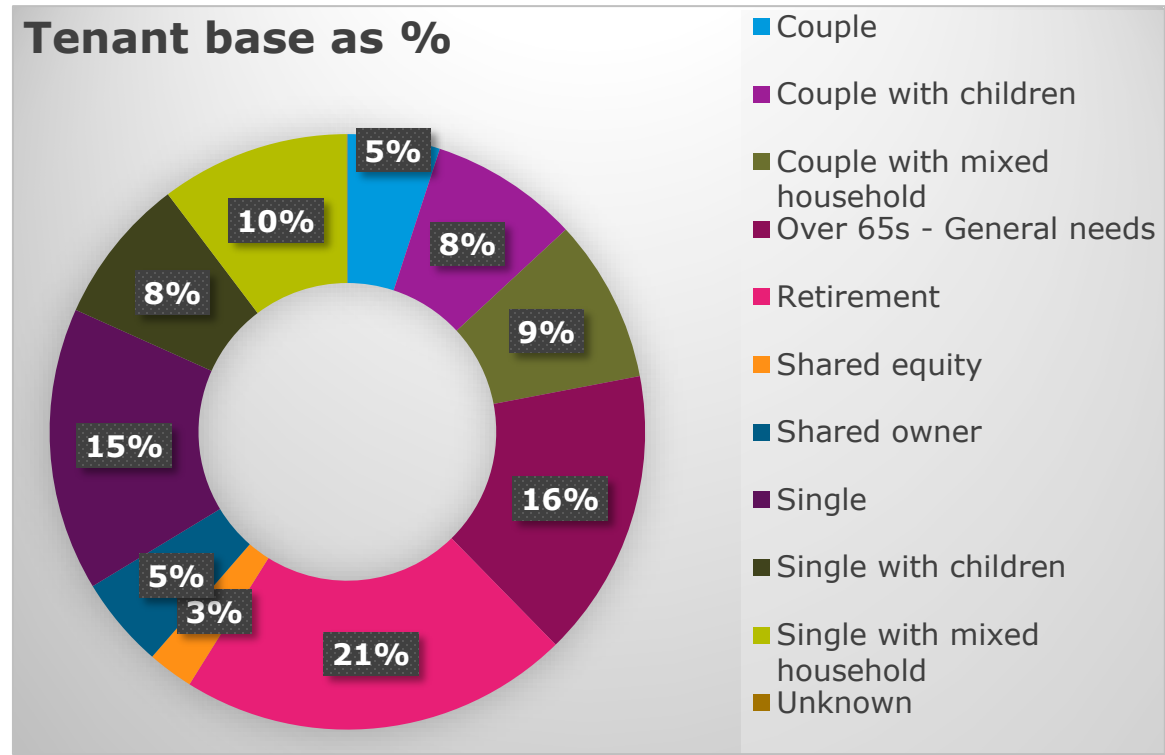
This is an increase from the 9201 during 2023/24. The main contributory factor was additional engagement activities.



Note: survey numbers are number of responses received, not number asked

Who engages with us

These charts show the makeup of our customer base and how segments were represented in the TSM survey we carried out during the year.

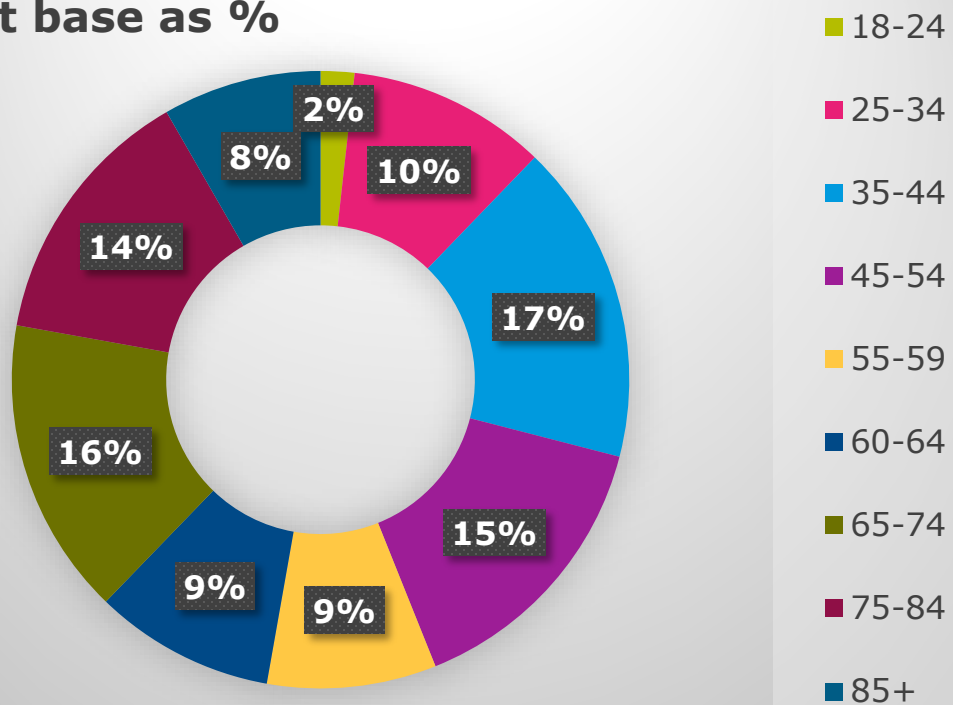


- IFF-Research, our TSM survey provider, are tasked with ensuring that the survey profile is representative of our tenant base by age group.
- The two charts shown indicate that this also led to household types being represented evenly.

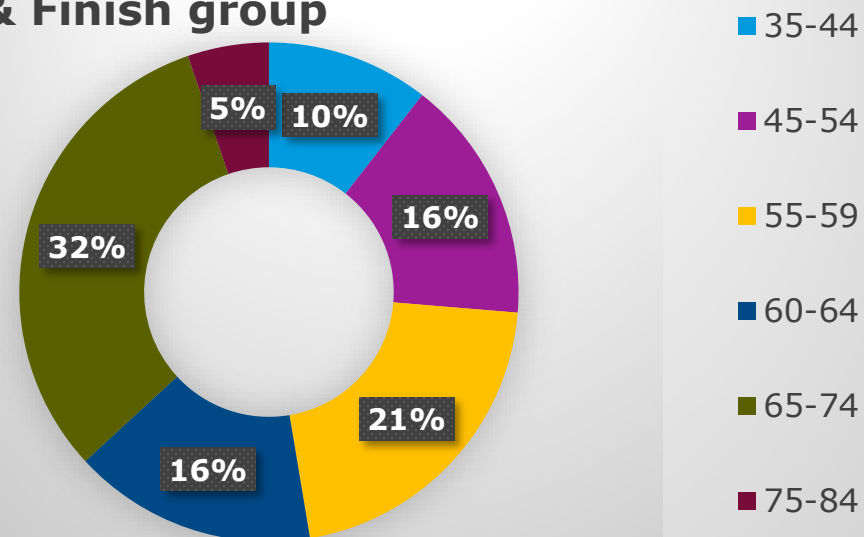
Who engages with us

These charts show the makeup of our customer base and how segments were represented in the Task & Finish groups carried out during the year.

Tenant base as %



Task & Finish group



- We now operate Task & Finish in a hybrid format enabling members to attend in person or online.
- Meetings were moved to evenings to enable those that work the opportunity to partake.
- There was no representation from younger age groups in our Task & Finish groups. In 2025/26 we intend to promote more interest with these groups.





Individual

Activity	Output	Outcome	Impact
Overall customer satisfaction survey	85 telephone interviews per month in line with the regulatory guidance on the collection of TSMs.	- Performance information used to benchmark against peers. Free text comments used to identify common themes. Information then used to feed into service improvement plans and potential Task & Finish group subjects. 88 customers contacted where concerns or dissatisfaction were identified.	High - Collection of TSMs a regulatory requirement. Good overview of customer satisfaction across the business. Results used strategically and at an individual level.
Repairs transactional survey	Survey sent to customers on completion of a repair. Approximately 200 responses received per month.	- Reports issued on a weekly basis to managers. Broken down into both trade & operative level. - In depth analysis provided by CX regarding common themes from free text comments. 102 dissatisfied responses followed up with customers.	Moderate - 25% response rate, consistent with the previous year.





Individual

Activity	Output	Outcome	Impact
Complaints management	305 complaints were investigated in 24/25 financial year.	- Individual issues are resolved where possible. - Analysis of complaint themes identify areas of concern for action by service managers. - Learning from complaints used to improve systems, processes and communications.	High - Compliance with the complaints handling code required by Housing Ombudsman.
Review of service to Refugee families	Visit to a Syrian family in their home by Housing manager & Customer engagement manager.	- Meeting notes shared with relevant teams at Saxon Weald. - Reported repairs raised and attended to. - Cross-departmental review meeting held to discuss learnings from the valuable insight provided by the family.	Low – only one family visited as low number of refugee families in our homes. However, some key learning points about future service delivery have been taken.





Local

Activity	Output	Outcome	Impact
Love your Estate days	In person events where Saxon Weald visit a particular estate, door knock and engage with customers to establish what they would like to see at community event.	- Visited Norfolk & Medway Court in April 24, provided support with a clear up day. Internal communal areas cleared, & additional support for vulnerable customer. - Visited St Cuthmans in July 24, providing support with clear out day around the area & litter picking.	High – Provides opportunity for wide ranging discussions with residents. Engagement from Saxon Weald staff is high with staff from all teams attending events.
Youth awards	Competition (with five categories) to recognise young people who make a contribution to their community. Open to all local under 18s.	- With 51 entries, up from the 34 in the previous year. - Relationship building with customers. - Contributing to the community. - Community connections (HDC, 4TheYouth, local secondary schools). - The event was sponsored by Jewsons which provided additional funding and further promotion for the event.	Moderate - Numbers continued to increase from previous years.





Local

Activity	Output	Outcome	Impact
Green team	Survey carried out with Green team volunteers. Initially, this was a group of 12 residents that has now increased to over 40.	• 220 Survey responses received and reviewed by Estates Services Manager. • Dissatisfied responses investigated further through increased inspections.	• Moderate - The group provide valuable feedback, with the impact increasing as the numbers of members improve
Santa's Grotto	Event details advertised to all Saxon Weald customers via email.	• Father Christmas visited Saxon Weald House and over 40 families came to see him. • Christmas craft activities with staff members providing valuable opportunity to engage with a customer segment we usually hear little from. • Event sponsored and attended by TSG, our gas contractor.	• Moderate – Made a real difference to families and generated great publicity for Saxon Weald. 22 families completed our survey about how to engage with them better.





Strategic

Activity	Output	Outcome	Impact
Two members of our Board are Saxon Weald customers	Members attend Board and committee meetings. One of our resident members is our Vice-Chair, while the other is our Board lead for complaints.	Residents have an input into decision making and service monitoring at the most strategic level.	High - Having customer representation at Board contributes significantly towards embedding a customer focussed culture.
Customer Experience Committee	Three meetings held during the year.	The committee consists of new tenant representatives along with Saxon Weald board members. Committee review performance indicators and discuss Customer Experience matters.	High – The Committee is able to ensure that customer representation is fed through to board.
Task and Finish group – Lettable standard review	A group of residents met regularly to discuss our lettable standard.	The group has prepared a report giving their recommendations for how we can improve the lettable standard. Saxon Weald are currently developing an action plan for recommendations.	High - Task and Finish group reports provide a direct link between customers and the Customer Experience Committee.





Strategic

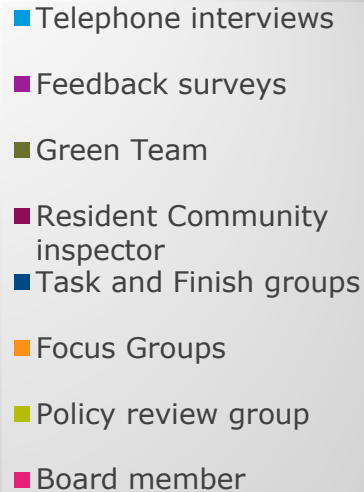
Activity	Output	Outcome	Impact
Tenant repair responsibilities	Initial survey sent out with 26 responses to a draft proposal. Focus group held with 12 interested residents.	Residents have viewed a draft of new repairs responsibilities & been able to have their say. Their views have been including in the re-drafting of the new guide.	High – Repairs are one of the key services we deliver to residents.
Consumer standards	Two focus group meetings with 12 interested residents.	Attendees gave feedback about our role in the community & shared spaces. The sessions also enabled us to gain an understanding of what health & safety meant to our customers.	High – Feedback from these sessions was incorporated in the later regulator inspection.
Policy reviews	Online surveys issued to our policy review group consisting of over 150 residents.	24 Customer views were considered in formulating the draft of the following policies; Financial support fund policy, & shared ownership policy. Feedback was provided to the group on their suggested changes.	Moderate - Customer input integral to the designing and finalising of the policy. Levels of interest vary according to which policy is under consideration.



Additional activity

In March, we took the opportunity to refresh our list of Engaged residents Network (ERN). We now have 390 residents on our network.

Engagement activity interest

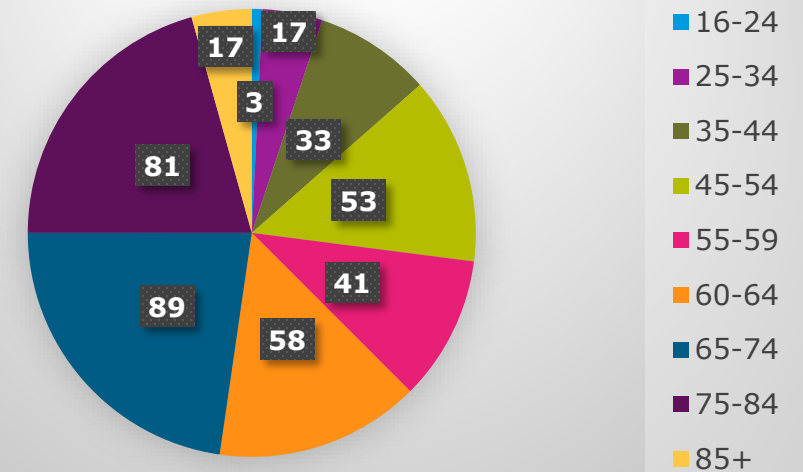


- Participating in surveys was the area of most interest.
- This was followed by an interest in participating in the green team survey.

Data we hold on members:

- Age group
- Length of tenancy
- Tenancy type
- Gender
- Preferred language
- Household segment type

Age groups on ERN



- We now have residents represented from all age groups.
- Age groups most interested are from 60-84.

So what?!

I received a no access card but there is no phone number to contact you on it

Phone number added to No Access cards

I think I missed a visit from a surveyor today but I am not sure.

No Access cards re-introduced for Asset surveyors

I am unaware of when you are going to visit for estate inspections

Text messages sent to residents to advise when estate inspections are going ahead

How can you be sure new trade operatives are following your processes properly

Increased post inspections for new operatives

Why do you have to come and inspect a poor quality repair when I have told you what was wrong?

Photo question added to repairs survey

You didn't communicate well with me during my planned bathroom refurbishment

Communication at all stages of refurbishment reviewed

You came to do a mould washdown but I have no idea what to expect next!

Operatives to explain work they have completed & leave leaflet.

Listen!



So what?!

There is no reference to cash buyers in the new shared ownership policy

Policy amended to include reference to cash buyers

My grounds contractor is not delivering the service as per the specification

Joint visit carried out by Saxon Weald & contractor

There is no mention of ability to increase ownership to 100% of shared ownership home

Policy amended to include this point where is possible to own 100%

Having young children I don't have time to engage with Saxon Weald

We are hosting additional family focussed events

Not all Saxon Weald staff seem to know that English isn't my first language

Increased access to personal data on our system

Renewal date sticker on my smoke alarm had expired

Electricians reminded to check renewal stickers when carrying out inspections

I don't understand the eligibility criteria for financial support fund

Brief summary of criteria that is used

Listen!



How do residents find our engagement activities

"A massive thank you to all the team at Saxon Weald for hosting Santa. It was much more than I expected, there was so much to do. Love and laughter were put into today with a heap of magic! It's been a hard year, and this just made my entire year better."

"Both my children enjoyed meeting Santa as well as taking part in the craft activities! The snacks and drinks were appreciated too so thank you from us all. It was very well organised and the grotto looked amazing!"

Santa's grotto

"This is such an amazing thing to do"

"Thanks for making them feel so special, this is an evening to remember"

Youth awards

"It was great to be listened to, and have my views noted. It enabled me to have a better understanding and increased knowledge of what it is you do."

"I enjoyed the interaction of lovely group of people, and it felt like Saxon Weald had the right people in the room to answer our questions."

"I really enjoyed the site visits which enabled us to get a real understanding and seeing things first hand."

Task & Finish groups



Areas for development

Increasing engagement with families.	• We have found this segment under-represented in our engagement activities. This means we are not getting a complete view of what customers think of our services. • We will be increasing the number of events focussed on this customer group.
Improving our use of sponsorship	Two events were sponsored by partners last year; Santa's grotto & Youth awards. We plan to build on efforts to attract sponsorship in 2025/26. This includes: • Barclays are jointly hosting a Digital wings event to improve digital inclusion. • Plans for a Summer life skills event aimed at young people which will be delivered in partnership with ChasBerger.
Love your Estate days	• These events remain on the agenda but require a lot of Saxon Weald input and time. • In future we will be working with our contractors to assist & increase the kind of tasks we carry out on these days.
Customer Portal	• The existing customer portal will be replaced with the introduction of a new CRM system. Customers to be involved in development of the new portal.

