



Customer engagement impact assessment

April 25 – March 26



Be customer led



Be one team



Be forward thinking



Be inclusive



Do the right thing

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.

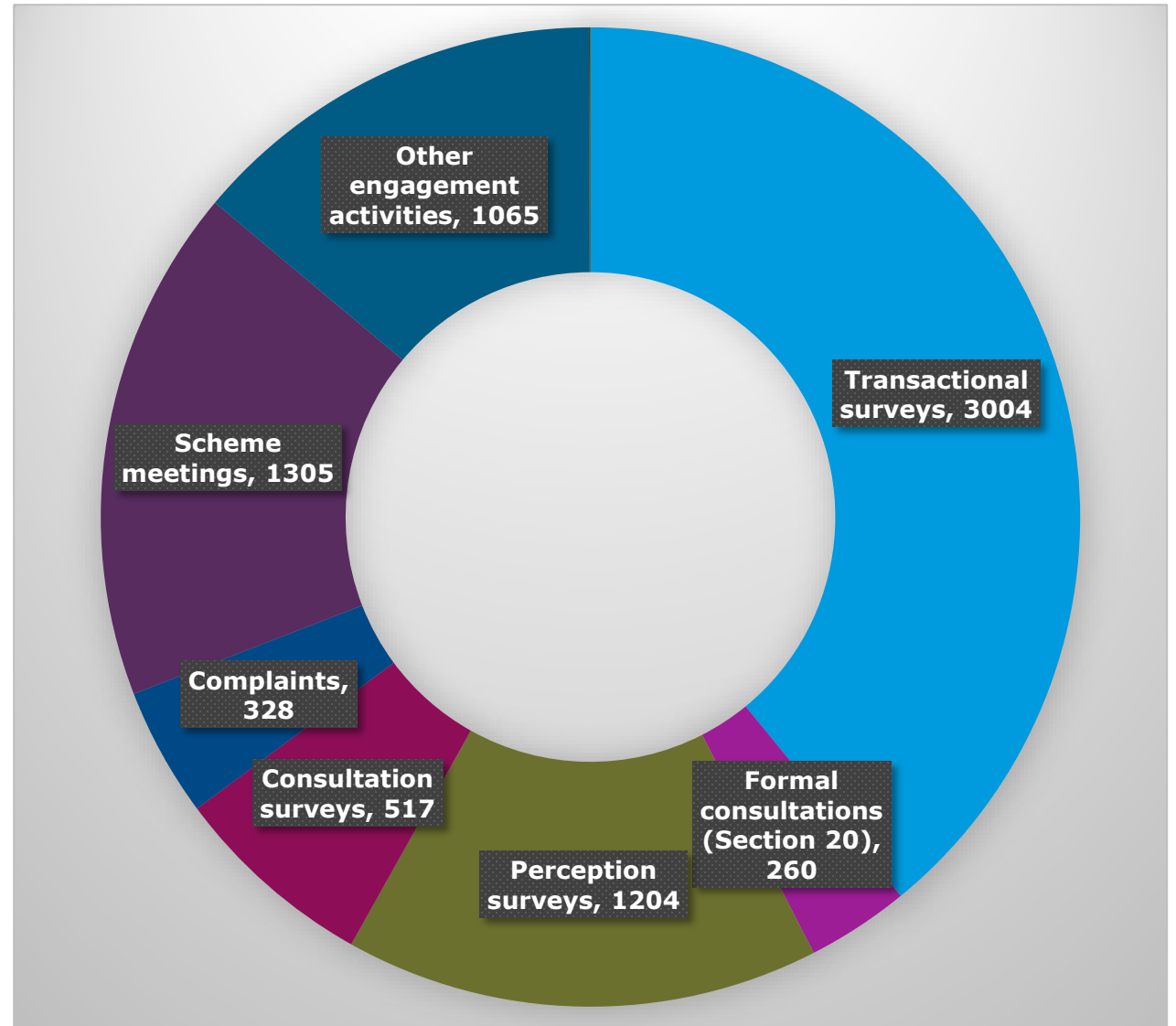
Measure	25/26	24/25	Benchmark (sourced from HouseMark)
Saxon Weald treats me fairly and with respect	89%	86%	86%
Saxon Weald listens to views and acts upon them	73%	71%	72%
I trust Saxon Weald to do what they say they will do	75%	73%	N/A
Saxon Weald keeps me informed about things that matter to you	83%	82%	81%



Customer voice in numbers

We engaged with customers 7687 times during the year from April 25 to March 26. This is a decrease from 2025/26. The main factor was a reduction in consultation survey

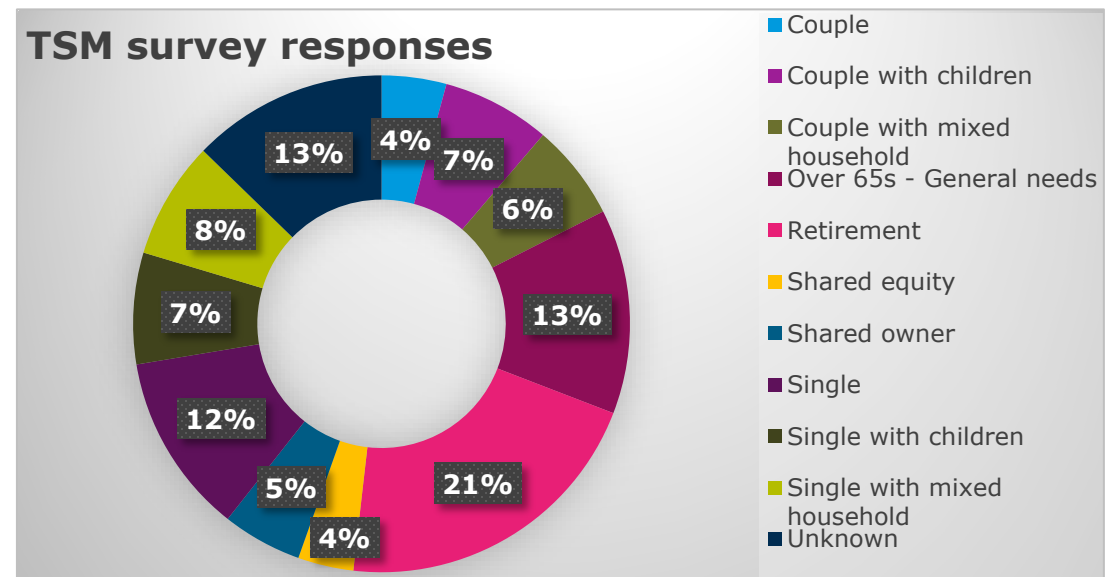
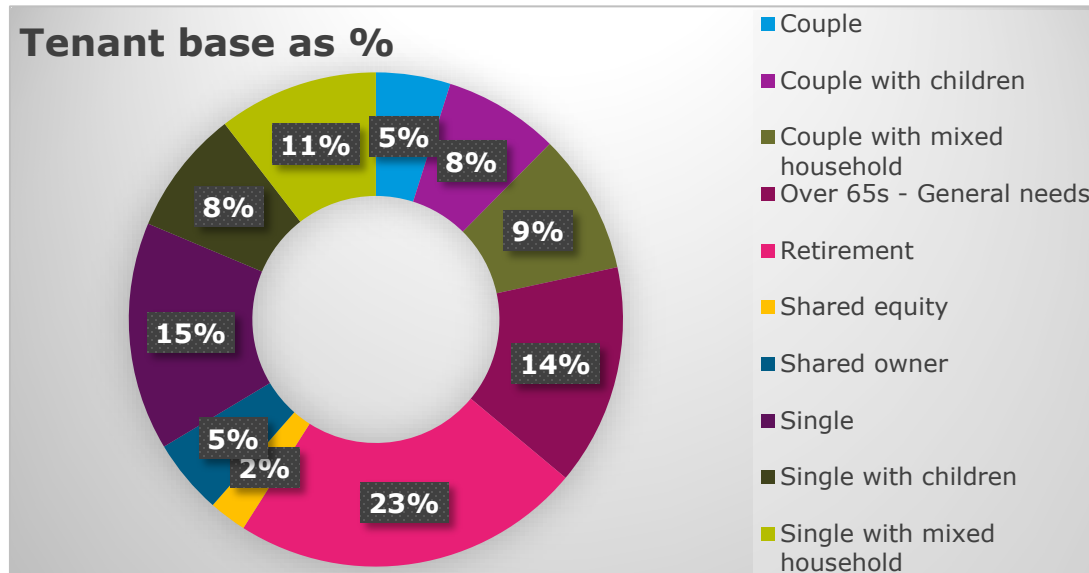
Our response rates to surveys vary from 20% (our homeowner survey) to 49% (our bathroom and kitchens surveys). Survey response rates remain consistent from year to year.



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.

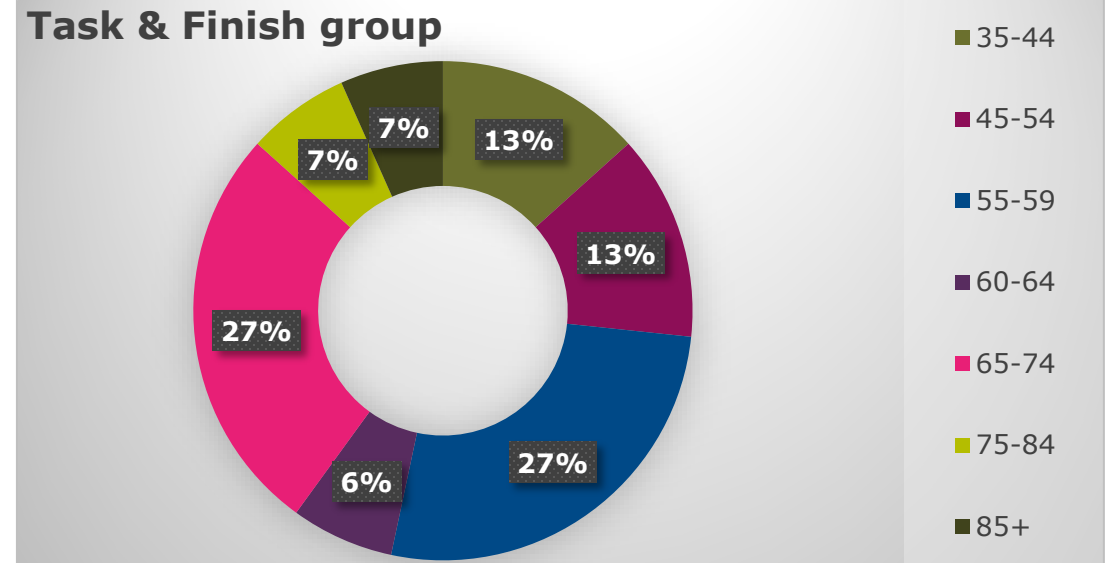
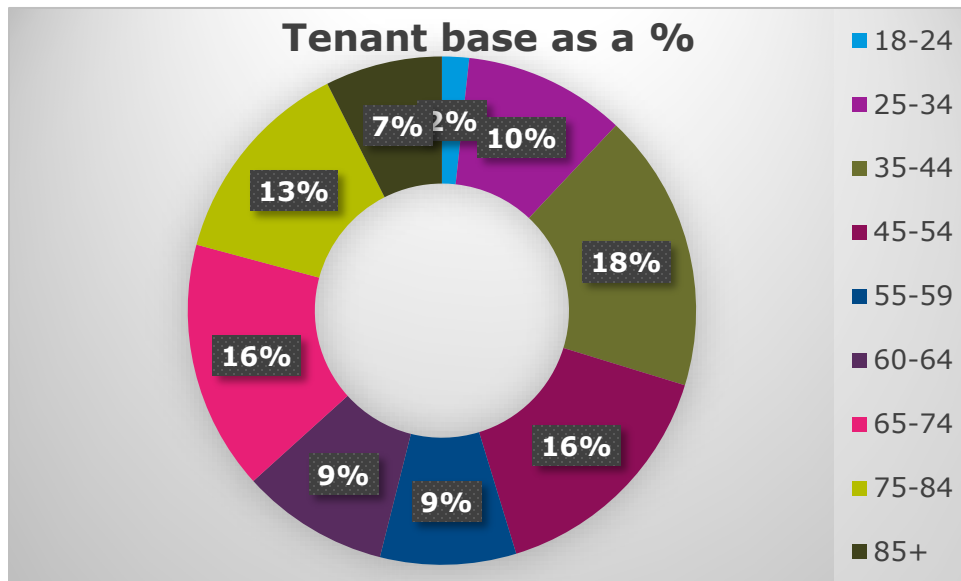


- IFF-Research, our TSM survey provider, are tasked with ensuring that the survey profile is representative of our tenant base by age group.
- The two charts shown indicate that this also led to household types being represented evenly.
- Unknown TSM survey responses are where respondents have elected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



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.



- Our Task & Finish groups regularly survey other other customers as part of their projects to ensure views are representative as possible.
- Previously we have employed an independent chair. However, from next year the group will be chaired by a tenant. This ensures the group remain entirely tenant led.





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. 61 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 180 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	328 complaints were investigated in 25/26 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.
Engaged Resident Network	Network of residents interested in participating in our engagement activities.	• Customers can choose from a range of options of what they wish to be involved. • Activities range from in person to online to hybrid interaction. • We are able to ensure fair representations across different characteristics.	High – During the year we had over 450 customers on our network who represented in 18 different activities.





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 Stane Street Pulborough and Norfolk & Medway Court in April 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.	- 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 – Publicity grows year on year, assisted with the working in collaboration with HDC.





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 120.	425 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 60 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.





Local

Activity	Output	Outcome	Impact
Life Skills event	Event held in collaboration in local youth centre and partners in the local area. Aimed at our family segment with an emphasis on career guidance, financial advice, and lifestyle tips.	5 young people visited with families and spent time receiving help with creating their cvs, and advice on where to look for further career advice.	Low – Fewer visitors than expected, but the impact made on individuals was appreciated.
Digital wings	Event held with Barclays Bank at two of our retirement schemes, Ashby Court and Sobell court.	- Interactive presentation delivered on how to stay safe online. 13 Residents across both schemes took part in the presentations.	Low- Fewer visitors than expected, however, canvassing showed that many of the residents decline to bank online.





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 – Estate services review	A group of residents met regularly to discuss our Estate Services.	The group has prepared a report giving their recommendations for how we can improve the service. We have an action plan for implementing agreed recommendations.	High - Task and Finish group reports provide effective scrutiny and acts as 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.
Corporate strategy review	New three year corporate plan.	Over 400 customers were consulted through several different methods, from online surveys, in-depth telephone surveys, and in person focus groups. The research was facilitated by a third party contractor.	High – Feedback from these sessions was incorporated in the later regulator inspection.
Policy reviews	Online surveys issued to our policy review group.	50 Customer views were considered in formulating the draft of the following policies; Mutual Exchange Policy, Disrepair policy, H & Safety comms policy, and Damp and Mould Policy.	Moderate - Customer input integral to the designing and finalising of the policy. Levels of interest vary according to which policy is under consideration.

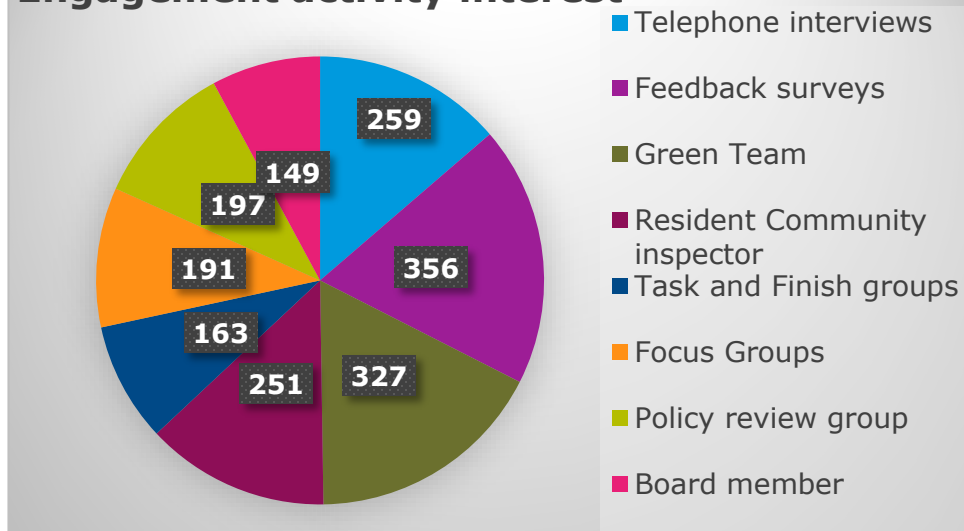


Engaged Resident Network

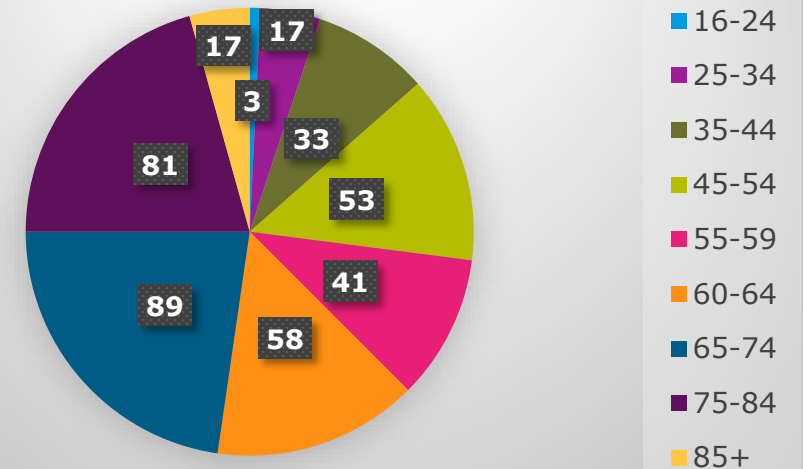
Our engaged resident network (ERN) consists of 390 members. In April we will be sending out a refresher so that new people can opt in, and pre-existing members can opt out.

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

Engagement activity interest



Age groups on register



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



So what?!

I feel more informed and confident with my online banking.

Attendee at Digital wings event

Introduction of quiet visiting slots at Santa's Grotto to increase accessibility for neuro-diverse families.

I'm so grateful for holding this event to meet the staff, and build friendships with other families.

Following feedback from Santas Grotto.

my son got some useful information about how to apply for an apprentice role & great tips for his CV.

Life Skills event.

Engagement

It's great to see you out in the community helping those who can't do things for themselves, the place looks so much better now!

Love your Estate day.

I personally feel more empowered to be an active member of the group and privileged to have this opportunity to be involved.

Out of date signage and signage in poor condition now checked as part of Estate inspections.

Neighbourhood management procedure now includes arrangements for dumped motor vehicles.

Greater visibility to be provided around Estate inspections.

Estate service Task & Finish group.



So what?!

Customers reported concerns about communication regarding incomplete repairs. Tracking has been improved to ensure customers stays fully updated.

Customers told us that operatives weren't always able to complete repairs when they are following others. We've improved note taking & use of photos for these repairs.

Repairs transactional surveys

"I think they always want to find where things can be improved. It's just, it's often down to money and funding, whether they can actually those improvements."

Corporate plan consultation

Engagement

Customers assisted in defining repairs that would be included as part of our priority repairs service.

Repairs focus groups

Former Tenant arrears letter edited to improve tone.

Cleaning contractor in Empty Homes now provide photos to improve contractor management.

Out of hours provider script amended to improve service to customers and information sharing.

Audit of ASB cases to ensure that process is being followed correctly.

Learning from complaints



How do residents find our engagement activities

"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"

"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."

Youth awards

Task & Finish groups



Areas for development

Increasing engagement with families.	Families tell us they find it difficult to find time to engage with Saxon Weald. We will continue to develop our programme of engagement activities to find more appealing events.
Improving our use of sponsorship	Use of sponsorship improved during the year. We will continue to maximise the benefit of input by our partners by developing a community investment group
Conduct & competence	We are about to start work on a new standard and customer input will ensure the standard is fit for purpose.
Asset management	We have few feedback opportunities for this area of Saxon Weald. During the year we will introduce surveys as appropriate.
Understanding more about how our residents feel they we listen to their views	We wish to ensure that we are hearing from as many residents as possible. To improve our understanding we have added a question to our TSM survey which asks respondents to provide further detail to the question "How satisfied or dissatisfied are you that Saxon Weald listens to your views and acts upon them" (TP06)

