



**Yorkshire
Housing**

Customer annual report 2024-2025 review

Project report April 2025



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Customer consultation on the report



Our Aim

Each year we produce a customer annual report detailing what we've been up, changes we've made and improvements that have taken place. The report is designed to give customers and understanding of what we've been doing as a business and how this affects them. Before creating this year's report, we wanted feedback from our customers on last year's report. We wanted to know how they felt about the content, length and design of the report to make sure what we're producing is suited to our customers and is useful to them.

Headline figures of the customer consultation



Survey

The survey was sent to the 576 customers in our involved customer group, Your Voice Matters. They were asked to complete a survey containing 9 questions and were provided with a copy of the 2023-24 customer annual report so they could reference it when completing the survey. 57 of the customers completed the survey. The feedback from this survey was then taken and used to create a draft, text only copy of the report.

Focus group

The draft, text only copy was then shared with 3 members of the Customer Voice and Review Committee who were asked to attend an online focus group. They were given the draft copy before the meeting so that they were able to read through document fully and come prepared with the questions and recommendations for changes. During the session we went through each section of the report to make sure;

- They agreed the content was relevant for customers
- The length of the report was acceptable
- The design of the report was suitable for customers

Customer feedback on the policy



Feedback overview

The average rating for the 2023-24 report was 7.56 out of 10, where 1 was very bad, and 10 was amazing. This indicated that customers did generally like the content and design of last years report so we should use a similar layout for this year's report.

Customers appreciated the report's;

- Readability
- Concise and colourful design
- Straightforward language
- The use of graphics and icons

The majority found it informative, engaging, and easy to navigate.

Some customers suggested that it would be good to have even more accessible formats for those with neurological conditions and more detailed breakdowns of numbers.



Customers rated the following 5 areas that must stay in the report:

1. Complaints (86%)
2. Antisocial behaviour (82%)
3. Repairs / How we spend your rent (both 81%)
4. What's new and improving (75%)
5. Customer engagement (68%)

" I like that it puts names and faces to positions on YH. "



" It's clear and written in straightforward language."

" It's really easy to read, good visuals and focuses on what matters to customers."

The ‘so what’ of our engagement activity



Based on the feedback given by customers during the focus group, we picked out the key elements that needed to be worked on and explained how we'll make those changes. For any changes that we're not currently able to make, we've explained why we're not able to make them and what we're hoping to do going forward.



Customer annual report focus group	
Why is there a gap between calls made and answered? This paints YH in a negative light. Consider rewording this section to either fully explain or remove the calls made number and just list number of calls answered.	We've removed the calls made number and kept the calls answered number.
Clearly show whether figures have increased or decreased from the previous year. Use an up or down arrow/thumb.	We've asked our Design team to include arrow indicators if space will allow to further highlight increases and decreases.
Make sure the figures are listed from the previous to show an increase or decrease.	Where possible we've made sure all comparison figures from the previous year are also listed so that any increase or decrease is clear. However, since our move over to Salesforce for reporting, some of the data we report on has had to change. This means that some of the figures we reported on last year are no longer available so we can't compare each year. This should be rectified next year as all the reporting will then be consistent
Where spending has increased or decreased dramatically, clarify why this is. Specifically the amount spent on community improvements and the amount invested into homes.	We've included information on why there's been an increased spend for investments into homes and a decreased spend on community improvements.

Customer annual report focus group	
Make sure any long lists of bullet points are designed in an engaging way and not just left as bullet points.	We've passed this feedback over to the Design team so that they can incorporate it when creating the fully designed version.
Break up dense text with graphics, quotes or photos to maintain the readers interest.	We've passed this feedback over to the Design team so that they can incorporate it when creating the fully designed version.
In the complaints section there's no data on Housing Ombudsman cases, only stage 1 and stage 2 cases. You should include information on the Housing Ombudsman cases too.	We've added a section in for the Housing Ombudsman cases.
Include a case study or quotes in the money coaching section to humanise it more.	We've added some quotes from customers.
Add links to external support, especially in safeguarding and money coaching. Include links to domestic violence support and financial help.	We haven't added in external links as there would be too many to add. Instead we've added in links to the pages on our website where additional information can be found, such as links to external support.
Highlight community involvement opportunities and encourage residents to initiate local events.	The section on community independence highlights community involvement and we've included how they can get in contact with us if they want to get their community involved in events or partnership work.
In the customer engagement section, remove the surveys that have been undertaken. It's a bit too much information and you've already listed the policies which is more interesting for customers.	We've removed the list of surveys that customers took part in.
The length of the report is just right as it is, it doesn't need to be longer or shorter.	We're keeping the length of the report the same as last year.
The design of the report is great and the information is easy to follow.	We'll use the same format as last year for the written report which was a mix of text, photos and graphics. We'll also make sure it's written in plain English so the information is easy to follow.
There could be more headlines, facts and stats and a bit less narrative.	We want to keep the narrative to help tell the story and explain in more detail. But we'll make sure any stats and figures are highlighted so they stand out for customers who want to skim read the report. We'll also use stats and figures on social posts without as much narrative so customers can get a snapshot of the report.

Customer annual report focus group	
All the current department sections need to stay in the report.	We'll be keeping the same sections as last year.
52% of customers thought the report should be available as the full written report. 29% wanted a highlight video. 18% wanted highlights on social media.	The full written report will be the main focus but we'll supplement this with a short video showing headline figures and also include these in social media posts.
It would be a good opportunity to have a page that links to the other services we offer.	We won't create a separate page to hold the links, but we will add hyperlinks to the relevant pages to signpost customers to that service.
Those without digital access should still have access and be able to view the report.	We won't be able to send a paper copy to every customer who isn't digitally enabled for two reasons. Until we've conducted our census in the Summer, we don't have data on which customers are not digitally enabled. Research shows that most customers wouldn't read a paper copy posted to them, and this therefore doesn't warrant the cost of printing them. Instead we'll design and print posters to be placed in our community centres, schemes and other locations with notice boards.