



**Yorkshire
Housing**

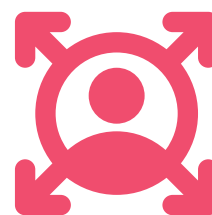
Customer engagement impact report

How customers have been involved in
shaping our services
October - December 2025
Quarter 3



Customer Engagement and Community Independence Teams

Yearly: How our customers are making an impact so far this financial year



April 2025 – December 2025



*Figures include formal customer engagement and engagement with customers in the community, schemes and community centres. Some customers have been engaged multiple times.

Quarterly: How our customers are making an impact in quarter 3



Quarter 3, October - December 2025



4,785*

Customers engaged



10,063*

Hours of engagement



3

Focus groups and scrutiny sessions



0

Policies co-designed



2

Community grants



211

Extra care scheme events



22

Service shaped



133

New Your Voice Matters customers



5

New Your Voice Matters Facebook group customers



1,261

Hours of volunteering

*Figures include formal customer engagement and engagement with customers in the community, schemes and community centres. Some customers have been engaged multiple times. Services changed calculations method varied form Q3

Highlights of our engagement activity

Quarter 3, October - December 2025



Customer summit

Number of customers engaged - 24

Hours of engagement – 48

Background

We held our second ‘Your Home, Your Voice’ Customer summit in November. We spoke to customers about Awaab’s Law, damp mould and condensation and the work we’re doing to combat stigma in social housing. 67 customers signed up to attend the event and 24 attended. We sent out a survey to customers who attended, and also to those customers who signed up to attend the event but didn’t make it, to find out how we could improve access and make it even better next time.

Feedback and impacts

Customer feedback was overwhelmingly complementary about the summit, with 90% of customers saying they were satisfied with the event overall. 83% of customers felt the event met or exceeded their expectations. Customers have suggested some ways we could make the Customer Summit better, including:

- Better advertising for the event
- Helping customers with technology
- Providing more opportunities for customers to interact

24 Customers attended the November 2025 summit

90% Of the customers who completed the survey were satisfied with the event overall

83% Of the customers who completed the survey felt the event met or exceeded their expectations

You can have a more in-depth look at the customer feedback we got and what we’re doing with it [here](#).

Next steps

Plans are already underway for the Customer summit to continue in 2026 and we’re currently exploring an in-person option too.

Ticket to Christmas

Number of customers engaged - 235

Hours of engagement – 460

Background

The Ticket to Christmas project invited customers to attend a screening of a Christmas film for free while providing us with feedback. We aimed to engage with customers in a meaningful and creative way while gathering insight through a survey on the general performance of Yorkshire Housing. We also wanted to understand if customers, particularly our older customer base, wanted support with digital intelligence. Additional benefits of the project were its contribution to reducing loneliness, as the sessions created opportunities for customers to connect with each other. And to provide a fun and free activity for families at a time of year when people are likely to feel more of a financial burden.

Feedback and impacts

Of the 235 customers who attended the sessions, 206 of those completed the survey. Some customers came to the sessions as a family, but only the adults completed the survey and some adults in the schemes were not capable of completing the survey due to illness.

Overall experience.

Customers rated their overall experience of Yorkshire Housing relatively high, with an average score of 4 out of 5. This is where 1 was really poor and 5 was really good.

What do Yorkshire Housing do well?

The top three areas customers stated we did well at were:

- Repairs and maintenance
- Staff and customer service
- Safety, security and reassurance



“I know there is someone with me and I am not alone.”

“Everything we’ve asked for, they’ve done – within an hour they added a handrail in my house.”

What could Yorkshire Housing do better?

The top three areas customers stated we needed to improve on are:

- Repairs and maintenance
- Communication and information
- Staffing and presence



“Every time a repair needs doing I dread it... it takes numerous phone calls and emails and is usually a temporary fix, not a solution.”

“I came here for security – my tenancy says I should have a permanent warden, but we don’t have anyone.”

How confident do you feel using technology like a smart phone or the internet as part of your daily life?

1 = not confident

5 = very confident

Score	Percentage of customers
1	27%
2	13%
3	25%
4	13%
5	23%

Would you like to feel more confident with using technology?

Score	Percentage of customers
Yes	28%
No	59%
Not sure	13%

You can take a more in depth look at the results from the survey [here](#).

Next steps

The next steps are to continue evaluating the feedback and to work with the wider team to action any key findings. We'll work closely with Francesca Hartley-White, Schemes and Supported Housing Manager, to explore some of the key themes and feedback from individual schemes in more detail. This includes:

- Increasing the number of events and sessions in communal rooms.
- Piloting more regular film sessions.
- Developing projects informed by the digital intelligence feedback.
- Exploring the idea of hosting a 'Throwback Thursday' social club session at St. Edwins and inviting residents from Park Court to join.

Halloween events

Number of customers engaged - 50

Hours of engagement - 110

Background

We used Halloween as a way to bring customers together and meet them face-to-face by offering a fun space for children to get creative with Halloween themed activities. We held four separate Halloween themed events at Otley Larder, Stublowe Place, Healey Gardens and Greatwood and Horseclose. The events were designed to strengthen community connections and offer a unique opportunity to engage customers in a fun, inclusive way that goes beyond transactional interactions. In addition to building relationships with new and returning customers, the Halloween events allowed customers to take part in a survey encouraging feedback and dialogue we might not get through an online only medium.

Feedback and impacts

Through conversations that were had with customers, ad-hoc issues were picked up and logged onto Salesforce to be resolved. Of the 50 customers in attendance at the events, 19 completed the survey. We also offered the survey out to members of the Your Voice Matters Facebook page for them to complete too, 12 of these customers completed the survey. Customers were asked three questions:

1. What do you like most about being a Yorkshire Housing customer?



“How quick repairs get done and all the things they do with community.”

“My lovely house, I couldn’t have dreamed of a house like the one I got and I love that if there is an issue it is solved efficiently and very professionally.”

“Safe street and nice neighbours.”

2. What could Yorkshire Housing do to make things better for you?



“I think perhaps communication could be a little better.”

“When we have been listened to, to actually take action. On many services tenants are being charged and are not receiving them. To be consistent throughout!”

“More events like this one would be wonderful.”

3. If you could change one thing about your home or community, what would it be?



“Invite the chief executive and directors to see with their own eyes and listen with their own ears to ongoing issues that never get resolved.”

“I wish our area had one of those community skips every few months. I think it would help keep gardens tidy because a lot of customers can’t afford a skip and don’t have the ability to take larger things to the tip.”

“Get decent gardeners in who care about their work and reduce antisocial behaviour.”

Next Steps

We’ve made strong progress in collecting customer feedback, and our next priority is strengthening how we work with colleagues across Yorkshire Housing to turn those insights into real change. This means improving the way we collaborate on process, system and behavioural improvements so customer feedback directly shapes how we operate. As we move into the next quarter, all of this will feed into the Feedback Forum. This will give us a clear, transparent way to track the changes the business makes and demonstrate how we’re acting on what customers tell us.

Rent and service charge setting focus group

Number of customers engaged - 3

Hours of engagement – 3

Background

Last year, we cocreated the Rent and Service Charge Policy with members of the Your Voice Matters group. As rent communication continues to be a priority area for customers, we held a workshop to review the annual rent increase letter and the accompanying About Your Rent and Service Charges leaflet. Customers compared two versions of the leaflet to assess clarity, tone, and effectiveness.

Feedback and impacts

Customers provided detailed feedback on wording, structure, and how best to highlight key information within the leaflet. For more detailed information on the feedback and changes, see the 'so what' section of this document on page 13.

Next steps

Our Communications Team is implementing these changes so that future rent and service charge correspondence better reflects customer preferences and provides clearer explanations in an area that can often be confusing.

Queens Court estate improvement project

Number of customers engaged - 12

Hours of engagement – 48

Background

Queens Court is a 55+ bungalow scheme in Malton where residents rely on communal garden paths for access to their homes, leisure and socialising. Nearby developments and a new park have caused increased foot and wheeled traffic in the area. This has led to the customers raising safety concerns on the communal garden paths and has seen decreased enjoyment of the shared space. Signs were put in place to help resolve this issue, but they weren't effective.

After consulting with the customers we arranged:

- Regular grounds maintenance including the upkeep of the seating area.
- Secured external funding from Travis Perkins for gates which would restrict public access.
- Worked with the Environmental Services Team to install the gates and manage the maintenance.

Feedback and impacts

The gates have significantly reduced through-traffic and improved customers sense of safety. Customers have commented that the communal garden feels calmer and more secure. The space continues to support resident engagement and community use.

Next steps

- Improve gate lock accessibility and visibility during a visit scheduled for 13th January.
- Review emergency access arrangements.
- Follow up on outstanding parking signage.
- Continue monitoring and engaging with residents.

Community Champions

Number of customers engaged - 3

Hours of engagement – 6

Background

The Community Champion pilot, launched in February 2025, continues to evolve. This quarter, significant progress was made across the three pilot sites: Brunel Gardens (Bradford), Oak Grove (Leeds), and Flockton Court (Sheffield). Following customer expectations for strong leadership involvement, senior leaders, including Nick Atkin and Gavin Hoban, visited two of the sites. Their visits led to the formation of two cross departmental working groups focused on both immediate issues and longer term community improvements that the community champions had reported back to us.

Feedback and impacts

These groups are now addressing longstanding challenges and delivering visible improvements. Positive feedback from the sites highlights better collaboration across departments and renewed trust among customers.



“It was great to meet Gavin and the team. It’s been hard work, but we’ve got things moving. It looks immaculate round here and other customers are noticing the changes too” – Community Champion, Oak Grove.

Next steps

The focus now shifts to strengthening the model at Flockton Court, with the aim of scaling this approach across additional YH sites. The goal is to embed this way of working into business-as-usual where there are known challenges or lower customer satisfaction.

Community grants panel

Number of customers engaged – 11

Hours of engagement – 10

Background

We offer grants to support our customers and local community group projects like improving green spaces, setting up new groups, putting on activities or lunch clubs. The Community Grants Panel, made up of Yorkshire Housing customers, review and score each application alongside Yorkshire Housing colleagues. This helps decide where the money will have the biggest impact.

2 Panels were held to discuss the grant applications

10 Decisions were made on grant applications

During quarter three, ten applications were reviewed by the panel and two sessions were held to discuss the applications in question. Customers are supported by colleagues in the sessions but are encouraged to make the decisions on the applications themselves based on information from the surveys that the panel completed for each application.

Feedback and impacts

The panel focus on making sure that the successful applications will have a positive impact on local areas, particularly where Yorkshire Housing customers can benefit from funding that's provided to the projects. The panel made the decision to fully fund two of the applications for the following projects:

- St Catherine's Church Centre
- Berry Brow Carnival Committee

2

Grant projects were fully funded

8

Grant projects were not funded

The total amount awarded in quarter three is £2,836.

Next steps

We'll be continuing to use the panel to review the grant applications. This gives our customers the chance to say where the funding is best awarded to provide additional resources and the most impact in our customers communities.

Feedback Forum (formerly Complaints Forum)

Number of customers engaged - 3

Hours of engagement - 9

Background

This quarter, the Complaints Forum was relaunched as the Feedback Forum to broaden its scope. While members previously reviewed stage one and stage two complaint cases, an area already overseen by the Housing Ombudsman, the updated forum now reviews a wider range of customer insights, including positive feedback and suggestions for service improvement.

Feedback and impacts

Since relaunching before Christmas, the forum has already received feedback from three customers on the new process. Members have provided valuable insights into complaint handling practices, highlighted examples of good service, and helped prioritise customer suggestions based on impact.

 *"The Feedback Forum is a great way to demonstrate customer obsession. I'm looking forward to seeing how the forum works to prioritise customer needs and ensure their voice is heard" - Forum members*

Next steps

We aim to establish the forum as a central driver of customer led improvement. All insights will be shared with a new cross business working group empowered to implement changes. Recruitment for additional forum members will begin in the final quarter of 2025-26.

The ‘so what’ of our engagement activity



Quarter 3, October - December 2025

Check out the difference our customers have been making with the feedback they’ve been providing. Some of the projects included in this section are from previous quarters as changes have only recently been made based on the feedback customers have given.

Customer summit	
Customers said...	For the next summit we will...
50% of customers were only ‘somewhat satisfied’ or ‘neither satisfied nor dissatisfied’ with the advertisement of the event	Make sure we can advertise the next event sooner to customers. We’ll link in with our comms team to see how we can do this.
3 customers felt they weren’t able to engage well throughout the event	We’ll share more information before the event about how the technology works. We’ll also host a ‘test’ event the day before for customers to check their comfortable with Microsoft Teams and ask them to join the summit call 10 minutes early so we can troubleshoot any technical issues more effectively.
The majority of customers were only ‘somewhat satisfied’ with the information that was shared with them before the event	Depending on the topics that are chosen for the next summit, we’ll look at if we can share more information with customers before the event. This is a fine balance because we want to encourage customers to attend!
Customers wanted more opportunity to share their views and engage during the event	This time, we encouraged customers to post questions and comments in the chat. This felt right given the number of customers on the call. We’ll explore whether it would work to have customers speaking on the call. We’re also exploring the possibility of an in-person customer summit next year that could facilitate this.

Rent and Service Charge setting workshop	
Customers said...	We did...
Customers felt that information on how we spend rent money and why we needed to increase rents wasn't clear.	We updated the wording in the rent increase letter to better explain how rent is spent and the reasons for the increase.
Customers felt that information on how to pay rent was clearer when presented in a table.	Key payment information in the <i>About Your Rent</i> document is now presented in a table for improved clarity.
Customers said it needed to be clearer that tenants receiving Housing Benefit are responsible for ensuring their rent is paid.	This message has been highlighted more prominently in the updated materials.
Customers noted that the section offering support could be clearer and more empathetic, as some individuals may feel hesitant or reluctant to ask for help.	Our comms team have reworded this section to be more empathetic to encourage customers to reach out for help if there're struggling financially.

Communications Team customer newsletter	
Customers said...	We did...
95% of customers surveyed said the newsletter was 'easy' or 'very easy' to read.	We've kept the same tone of voice and use of language in the newsletter to make sure it remains easy for our customer to read.
85% of customers surveyed said that receiving the newsletter every three months was the right frequency.	We'll keep the frequency of the newsletter to every three months. This will only change if there are other required mail outs that need to be sent to customers that take priority due to regulations. We don't want to send multiple mail outs around the same time.
89% of customers said they would find it useful to have a newsletter that was tailored to their specific area and community.	Depending on the topics included in the newsletter, we now create multiple versions with content specific to certain areas and communities.

Community Champions Flockton Court	
Customers said...	We did...
Customers reported security issues with the communal entrance and said notice boards were not kept up to date.	We are installing new communal entrances and electronic notice boards. This work is scheduled for completion in April 2026
Customers told us they wanted to make better use of the communal room for social events.	We're working with the community champions to hold regular social activities including a food evening and a brew and chat session.

Community Champions Brunell Gardens	
Customers said...	We did...
Customers reported outstanding repairs and poor grounds maintenance.	A collaborative working group has been set up to resolve long-standing issues.
Customers raised concerns about anti-social behaviour from young people entering the scheme and issues with fly-tipping.	Customers have been consulted on new CCTV installation, which has been agreed and will be included in the service charge once completed. We are also installing fencing and gated access to prevent unauthorised entry.
Customers said the car park was not being used efficiently due to unmarked spaces.	New markings have now been added to help with better use of parking spaces.
Customers were concerned that new lettings could introduce antisocial behaviour related issues and negatively impact quality of life.	A new Local Lettings Policy with a 'friends and family' element has been introduced.

Community Champions Oak Grove	
Customers said...	We did...
You told us there were a number of problems with existing service provision including outstanding repairs and poor ground maintenance.	A cross-departmental working group has been established to address and resolve long-standing issues.
Customers requested a safe outdoor space where children can play and neighbours can meet.	We visited the site with the Community Champion to explore improvements. Work has now started, to the delight of customers and the champion.
Customers felt there were limited opportunities to give face-to-face feedback to Yorkshire Housing colleagues.	We've arranged for monthly meetings to take place throughout the final quarter of 2025-26. Key people from the Repairs and Communities Team will be in attendance.