Assurance Report to Homes and Places Committee

Committee:	Customer Insight Committee
Key messages from meeting held on:	2nd June 2026
Presented to Homes and Places Committee	22nd July 2026

Item	Key Messages
Overview	This report sets out the main discussion, challenge and assurance from the Customer Insight Committee meeting on 2 June 2026.The Committee focused on how clear and reliable performance reporting is, how well services are being delivered, and how effectively customer insight is used. The Committee was fully assured on Aids and Adaptations and the Digital Strategy, where there is clear evidence that earlier challenge has led to improvements, and partially assured on the KPI Dashboard, ASB and Customer Engagement. The Committee identified the following key areas of challenge: unclear KPI reporting, which made performance hard to interpret; reliance on ASB accreditation without knowing how often it is reviewed; and gaps in customer engagement, especially among younger customers. The Committee agreed that complaints will be the next area for review.
Customer KPI Dashboard	The Committee focused on the clarity and usability of the KPI report in supporting effective scrutiny. Members challenged the presentation of complaints and ASB performance, noting that it was not clear whether figures were reported on a monthly or cumulative basis. This lack of clarity meant that measures appeared negative (red-rated) despite not breaching targets, making it difficult to interpret the true performance position. The Committee concluded that, in its current format, the KPI report does not provide a clear or reliable basis for scrutiny. Officers acknowledged these limitations and committed to revising the KPI presentation to clearly distinguish between cumulative and in-period performance for the next reporting cycle. The Committee was therefore partially assured**.** While underlying performance appears positive, assurance is limited by the lack of clarity in reporting, and this remains an area for improvement before full assurance can be achieved.
Consumer Standards Aids and Adaptations	The Committee revisited this area following earlier challenge that the approach was too narrowly focused on age and did not reflect the wider range of customer needs. Members tested how customer insight is now being used, including the extent to which census data provides a more complete understanding of disability, health and support requirements. The Committee was satisfied that the approach is now broader, with improved use of data to inform service delivery and target support more effectively. Members also noted that this demonstrates clear progress in response to previous challenge, with evidence that the Committee’s intervention has directly influenced improvement. The Committee concluded that the changes address the original concern and provide a more robust and insight-led approach. The Committee was therefore fully assured, with this area representing a strong example of effective scrutiny leading to measurable improvement.

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Consumer Standards Anti-Social Behaviour (ASB)	The Committee undertook a detailed review of ASB performance, customer experience and the sustainability of the current approach. Members explored the increasing complexity of cases, including reliance on external partners such as police and courts, and whether this could affect the organisation's ability to deliver consistent outcomes for customers. Officers acknowledged that cases are becoming more complex and often depend on external agencies, which can impact timescales and outcomes. They advised that this is being actively managed through strengthened partnership working, targeted local action plans and a more proactive, data-led approach focused on early intervention and prevention. The Committee also considered the use of ASB Help accreditation as a source of independent assurance. Members welcomed the external validation provided through the accreditation and took confidence from evidence of performance improvement and strengthened case management arrangements. While the Committee sought greater clarity on the accreditation review cycle and ongoing monitoring arrangements, it was satisfied that the combination of operational performance and independent validation provided assurance that appropriate controls and processes are in place. The Committee was therefore assured, whilst requesting further information on the accreditation framework to strengthen its understanding of how external assurance is maintained over time.
Customer Engagement Report	The Committee reviewed the scale, impact and representativeness of customer engagement activity. Members recognised the breadth of activity and evidence that customer feedback is influencing service delivery. However, they challenged whether engagement reflects the full customer base, particularly noting the underrepresentation of younger customers. The Committee also highlighted a lack of clarity on how these representation gaps will be addressed, how success will be measured, and how progress will be tracked over time In addition, Members emphasised the importance of looking beyond headline demographics to ensure a deeper and more meaningful understanding of customer needs. As a result, while there is clear evidence of positive activity, the Committee could not fully assess whether engagement is sufficiently representative or outcome focused. The Committee was therefore partially assured, with further clarity required on how gaps will be addressed and how impact will be measured.
Digital Strategy	The Committee reviewed the Digital Strategy, focusing on how effectively it balances digital innovation with accessibility and customer support. Members tested whether customers who are less able to engage digitally are adequately supported and whether services remain inclusive. The Committee was satisfied that appropriate support mechanisms are in place, including assisted digital support and ongoing use of customer feedback to shape services. Members concluded that the approach appropriately reflects customer needs and maintains a balance between digital access and inclusivity. The Committee was therefore fully assured, with clear evidence that the strategy is delivering as intended.

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Future Scrutiny	The Committee considered areas requiring further focus and agreed that complaints will be the next area of detailed scrutiny. This reflects its importance within the regulatory framework and its direct link to customer experience and transparency.
Meeting Reflections	The Committee reflected on the quality and focus of discussion, noting that challenge is becoming more targeted and is increasingly influencing service improvement. However, Members also highlighted that the effectiveness of scrutiny is dependent on clear and timely information. Issues relating to the clarity of reporting (particularly KPIs) and the timing of papers were identified as limiting factors in enabling effective challenge. The Committee concluded that, while progress is being made in strengthening its role and impact, further improvements in how information is presented will be important to support consistent and effective assurance going forward.
Minutes	Minutes of the meeting will be available in the Convene library once approved.