



Group Customer Experience Committee: 8 July 2024

1. Equality, Diversity and Inclusion (EDI) Strategy

Committee heard a presentation on the proposed colleague and customer principles for the new EDI strategy. The three strands to this new strategy are great governance & leadership, great customer experiences and supporting great colleagues. Committee discussed and challenged the principles. The new strategy is being presented to the October 2024 Board for approval.

2. Annual Customer Satisfaction Survey Results (UKCSI) 2024

The UK Customer Satisfaction Index (UKCSI), overseen by the Institute of Customer Service (ICS), shows how Broadacres compares to the UK and the public sector for satisfaction against five customer priorities categories:

- Experience
- Complaint Handling
- Customer Ethos
- Emotional Connection
- Ethics

The committee were provided with a summary of the annual customer satisfaction scores for 2024. In total there were 627 responses received to the survey, and overall customer satisfaction fell by one point to 79.6 from 80.6.

Of the five customer priority categories, Broadacres results were considerably better than the UKCSI average in four categories: Experience, Customer Ethos, Emotional Connection and Ethics, and the results did not vary significantly from the previous year. However Broadacres scored lower in the complaint handling category than average UKCSI result: 49.3% against 58.1%.

An action plan was approved by the Committee to address the issues raised by the survey.

3. Customer Voice, Performance and Experience

Of the fourteen targets set, six are on target, five are rated as amber, one is flagged as red (being new build satisfaction). In response, the sales team have implemented a tracked property inspection regime prior to handover.

The Committee were advised that complaints numbers have remained consistent and continue to be actioned within the required timescales, but there had been an increase in complaints relating to the Housing team. Final appointments to the housing team are being made, and inductions and training of the new members is underway.

An internal audit of the complaints process carried out in May 2024 identified good practice areas throughout the process.

Committee heard that the updated Complaints and Compensation Policy (previously approved by Committee) is now available on the Broadacres website.

Committee heard of the excellent feedback received from customers who have had energy efficiency works completed. They reported significant saving in their energy costs.

4. Annual Anti-Social Behaviour (ASB) Report

In the year 2023-24 there were 287 new reported incidents of ASB. This is an 11% increase on the previous year.

Noise nuisance continues to be the most common reason for customers reporting ASB, with 118 cases reported, this has decreased from 140 in 2022-23.

A full review of the ASB service was carried out in response to customer feedback. The review included consultation with customers, colleagues, stakeholders and partners. The findings from this review highlighted several key areas to focus on, including a review of team structure, extending partnership working and updating policy & procedure.

Guidance has been introduced on how colleague should deal with noise nuisance complaints including training for contact centre colleagues.

Broadacres has recruited a new neighbourhood team, who are working closer with our customers & communities, and the new Community Safety Manager. The structure is in direct response to the feedback of customers.

5. Customer Engagement Report

The Committee was advised of recent Customer engagement activity during the first quarter of 2024 and how this had influenced services including:

- Community action days took place in Thirsk & Sowerby and Easingwold, with 1,301 customers homes visited. Prior to the events 649 customers provided feedback on their community. The information gathered was used to provide a focus for Broadacres and external agencies, and included reducing anti-social behaviour, improving the environment and improving access to Policy and North Yorkshire Council services.
- Carrying out an in-depth consultation on current and future digital service provisions. Feedback was received from 429 customers and this insight is being used to inform the digital strategy action plan.
- Committee heard of actions being taken to widen the different groups of customer voices heard through the engagement activities.

