



Group Customer Experience Committee summary

20 January 2025

1. Domestic Abuse Policy

An updated Domestic Abuse Policy was discussed and approved by the Committee.

Colleagues in the Domestic Abuse Housing Alliance (DAHA) Steering group were consulted as well as several customer involvement events with customers who had experience of domestic abuse.

Some of the key changes to the policy include:

- a more comprehensive definition of domestic abuse
- a definition of stalking and harassment has been added in as an example of domestic abuse
- an objective to help to reduce violence against women and girls

2. Triennial Review of Customer Promise

The updated Customer Promise was discussed and approved by the Committee. As part of the triennial review of the “Promise” customers were consulted and asked about their understanding of the “Promise”:

- 322 customers were surveyed of which 21% of customers responded
- 62% of the customers surveyed knew what the “Promise” was and 52% understood “How we are Performing”
- over 80% of the customers surveyed felt the areas in the “promise” still reflected what was important and relevant to our wider customer base

A Communications Campaign will be launched in February to promote the “Promise” and “How are we performing” with customers and colleagues across social media, website, Big Listen and the spring edition of the customer newsletter.

In January 2025 Broadacres are undertaking a full redesign of the website. This project will involve ccustomer’s and ensure their influence is used to give all our customers full access to reliable and accurate performance information.

The Customer Promise will be relaunched in April 2025.

3. Customer Experience Report

Of the fourteen performance targets set, eight are on target or better, four are rated as amber, two are flagged as red.

The two red targets are “Complaints Outcome Satisfaction” and “Satisfaction on Handling of Complaints”, the Committee agreed to escalate the performance of these to the Board.

There has been good progress in the delivering of Customer Strategy Action Plan, based on feedback received from the Customer Voice in 2024/25 the action plan will be updated in April 2025.

4. Customer Voice Performance Report

The Committee were advised that in the third quarter there had been a slight decrease in stage one complaints compared to quarter three last year. All complaints continue to be actioned with the Housing Ombudsman’s Complaint Handling Code.

Across October and November, the main root causes of complaints were communication and policy & process. A theme emerged around cancelled repair appointments and not contacting the customer to inform them. There has been an increase in the complaints that relate to policy and process, particularly surrounding ASB. We are working on several work streams detailed in the report to improve these areas of concern.

In quarter three we received 1,676 rant and rave responses (customer surveys once a job/task is complete). Of the comments received about Broadacres colleagues 95% of these are positive with 80% of customers describing Broadacres processes as positive, this is a decrease of 3% since the last quarter.

5. Customer Engagement Report

The Committee was advised of recent customer and community engagement activity during the third quarter of 2024 and how this had influenced services, including:

- nine community action days were completed over ten days in 2024, 3,734 homes were visited with 1,142 customers providing feedback on their home, community and experience of our services
- three customer consultations were carried out in November, focusing on the Customer Promise, Neighbourhood Offer and Anti-Social Behaviour - customers feedback will help shape the Our Customer Promise and Neighbourhood Offer from 2025
- fifteen applications have been received for the December round of the Community Development Fund (CDF). The total value of eligible grant requests was £4,584
- 54 local monitors provided 65 reports during the last quarter - there was one new local monitor that joined the project after enquiring about the role at the community action day
- two members of the Customer Scrutiny Panel (CSP) stepped down and three new members were welcomed, bringing additional skills and experience to the panel

END