



Group Customer Experience Committee: 07 July 2025

1. Hoarding Policy

An updated Hoarding Policy was discussed and approved by the Committee. The policy continues to effectively guide the management of complex hoarding cases through partnership with social services and fire services.

There were minor amendments to the policy, this included:

- Job roles
- Clarity around timescales for refresher training
- Reference to Broadacres "Know Our Silence" procedure

The website will be updated with the revised policy following its introduction.

2. Customer Experience Report

Of the fourteen performance targets set, thirteen are on target or better, only one marginally below target.

The Customer Scrutiny Panel have commenced their investigation of gas and appliance servicing, also taking into account customer feedback already received on this topic.

The Older Persons Service Review has been undertaken, this looked at the current service for older people to establish any gaps in service delivery and gain a better understanding of how customers feel about the service and accommodation. The review looked at how the current service is performing against the Housing Support Strategy.

3. Customer Voice Performance Report

The Committee were advised that in Q1 there had been a slight increase in stage one complaints and a slight decrease in stage two complaints compared to Q4 last year. The Housing Ombudsman Complaint Handling Code timelines to acknowledge and respond to complaints has been met in all but three stage one cases.

There was a decrease in customer satisfaction for complaint handling, 72% compared to 80% in the previous quarter. There was an increase in complaints related to subcontractors in regard to fencing and annual gas servicing and repairs to Air Source Heat Pumps (ASHP).

A total of 54 compliments were recorded in Q1, highlighting positive feedback across various service areas. There were 1,733 responses received through Rant and Rave, with a CSAT score of 4.8 out of 5, reflecting consistent customer satisfaction levels.

4. Annual UK Customer Satisfaction Index (UKCSI) results 2025

The UK Customer Satisfaction Index (UKCSI) which is 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

In total there were 494 responses received to the 2025 survey, a reduction from last year which was 697. Overall customer satisfaction has increased by 2.8 points to 82.4 from 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. However, Broadacres scored lower in the complaint handling category than average UKCSI result: 47.9% against 57.7%.

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

5. Annual Anti-Social Behaviour Report

In the year 2024-25 the number of ASB cases increased by 75% from the previous year, averaging 41 cases per month.

Noise nuisance and criminal behaviour is the most common reason for customers reporting ASB cases.

ASB review meetings are carried out weekly and attended by the Director of Customer Experience, Head of Customer Experience and Housing Service Manager.

6. Customer Engagement Report

The Committee was advised of recent customer engagement activities in the first quarter of 2025/26, this focused on involving customers through panels, community events, and feedback mechanisms to improve services.

- Community action days were held in Thirsk and Easingwold. During these days 207 customers provided feedback on their home, community and experience of our services. 92% of customers said they felt safe in the Thirsk and Easingwold community, 13% said they had been affected by anti-social behaviour in the last 12 months. Based on this feedback the Neighbourhood Officers will be holding community based drop-in sessions within their areas, building trust and visibility in the communities.
- Four customers continue to work with Broadacres colleagues to co-create the new Broadacres website.
- 51 local monitors provided 81 reports during the last quarter. Themes related to issues with landscaping, debris left behind by contractors, and overgrown trees and hedges that required attention.
- The Customer Scrutiny Panel (CSP) had held two meetings, topics discussed included TSM results, the Anti-social Behaviour Report going to Committee and the planned maintenance programme for 2025-26.
- Two CSP members recently stepped down and they welcomed a new member.

