



Adra

# Customer Feedback Report

2024/25

# Foreword by Sarah Schofield

Director of Customers and Communities

It's a pleasure to present the Customer Feedback Report for 2024/25 which reflects the important work we do to improve services.

This report sets out our ambitious targets for customer satisfaction and highlights our strong performance. We've included information about how we compare with the 46 housing associations across Wales and we're proud of what we've achieved.

Of course, we know there's still work to do to keep improving and we're committed to keep improving every year.

## TRUST

Knowing how important it is that tenants trust their landlord, we're particularly pleased with the levels of trust in Adra. **89%** said we're trustworthy compared with the Wales average of **76%**. This means we're the **3rd** best in Wales for Trust.

## LISTENING

Listening to customers is very important to us. We are proud to be 7th out of 46 landlords in Wales for listening to our tenants and acting on their feedback.

## INVOLVING

We are **5th** in Wales for involving tenants in decision making, and having a say in how services are managed.

This report explains the key things customers have told us and what we're doing about that feedback. Everything we do should be informed and shaped by the voice of our tenants. Communication and keeping customers updated on progress are key areas for us to focus on.

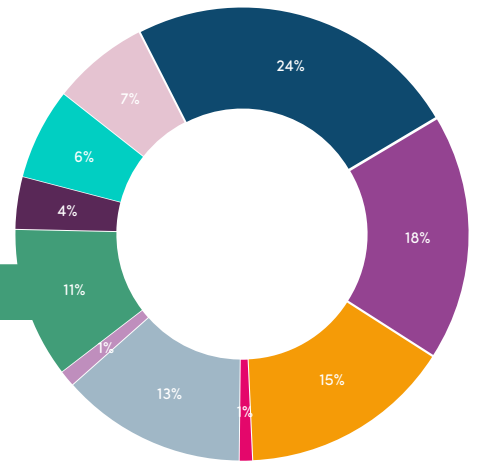
We hope this report gives you a good idea of how committed we are to making a difference and making sure all tenants are happy with their home and the services they receive from us.



# Our Customers

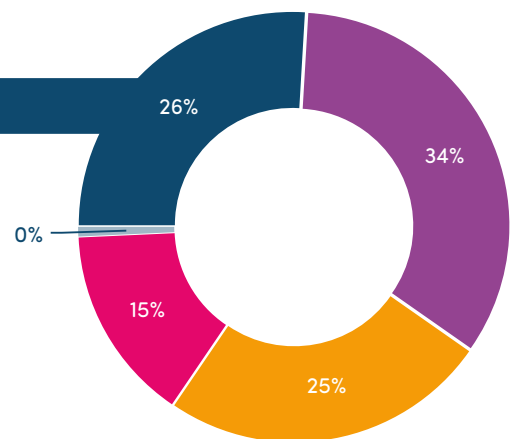
Number of properties

Single adult household 16-66	1,732
Single adult household 67+	1,272
Single adult household with children under 16	1,101
Single adult household with children over 16	64
Couples with children under 16	961
Couples with children over 16	81
Couples 16-66	779
Couples 67+	269
Multi adult household	473
Other	498
<b>Total</b>	<b>7,230</b>



Number of tenants

Under 16	4,478
16-39	5,833
40-64	4,277
65+	2,552
Not stated	125
<b>Total tenants</b>	<b>17,563</b>



53% female

45% male

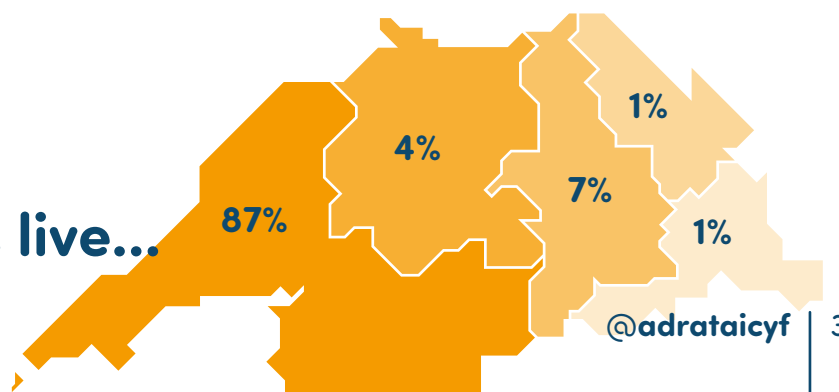
2% not specified



**11,000**  
tenants living with a vulnerability

## Where our customers live...

Our Customers



## Customers Voice, feedback and opinions

- **1,055** customer satisfaction phone surveys were carried out
- **14** estate walkabouts where we visited 670 homes
- **4** specialist consultations were held, and we gathered feedback from 1,657 tenants
- **473** members of the Customer Panel gave us their opinion on 2 consultations during the year.
- **270** complaints were received
- **80,000** customer enquiries were received by our contact centre

### Engagement:

We've adopted a 3-year participation strategy called "Your Voice" which sets out a clear vision on how we consult and engage with tenants. Listening and acting on the views of our tenants has been central to our work, helping us to make sure that we're meeting their needs, providing quality homes and excellent customer services. Through tenant participation, we've received valued feedback and ideas which have helped us to design and improve our services.



[www.adra.co.uk/en/community/your-voice/](http://www.adra.co.uk/en/community/your-voice/)

### Relationships:

Most importantly of all however, is the feedback we gain through all of the various contact our teams have from day to day with our residents, and the ongoing relationship we build with our tenants. We use every contact as an opportunity to listen, to gather information and to learn from our tenants.

### **Measuring satisfaction:**

We'll gather tenants' feedback on the services they've directly received during the year and gather information on their perceptions of us and our services. This feedback is gathered through our tenant satisfaction questionnaire, and they consist of 12 standard questions set by Welsh Government, and other questions. We use these results to help shape our services and to identify areas and projects to improve services.

### **When things don't go as well:**

We recognise that sometimes things don't go as planned. When our services aren't delivered as expected or when we make mistakes this will impact upon customers, their experience of us and how satisfied they are with our services. When these situations happen, we have a dedicated Complaints Officer and a robust complaints policy and process in place, and we'll work with the residents affected to rectify any problems. If we can't reach an agreeable solution with our residents, they may choose to ask for their complaint to be investigated by the Public Service Ombudsman. We're required to report on how we're performing on all of our complaints to the Public Service Ombudsman.



# Our Performance

- **89%** said “I trust Adra as my social landlord”
- **91%** were satisfied with the services they’d received
- **80%** were satisfied with overall level of service based on their perception of our services

## Our Staff

Our staff are key to building strong customer relationships. We do this through a number of ways: how we answer calls, visit homes and neighbourhoods, take part in our communities’ events, deal with concerns and complaints and welcome new tenants to their new homes. We also do this through the way we look after and repair our tenants’ homes, keep our building sites clean and safe, and in our day-to-day work where we will meet, talk, look after and engage with our tenants.



## Our customers have told us they

- appreciate how our staff listen, explain clearly, and treat them respectfully and fairly
- praised our staff for being polite, professional and efficient across a wide range of services
- valued our understanding, support, and how easy we were to talk to, especially during financial difficulties
- recognised our staff were quick to respond, kept them informed and were responsive and helpful in resolving initial issues quickly

## In our customers’ words:

- “Very friendly and professional – couldn’t ask for better”
- “Always helpful on the phone and get things sorted straight away”
- “They treat me with respect and explain everything clearly”
- “There is so much more I wanted to say for you to realise how much you have changed our lives. Thank you for absolutely everything, every single person in different departments in Adra have been amazing and have gone above and beyond”
- “I would like to thank Adra for helping us try to find a solution”

## Our Services

We provide a range of services, and most of our tenants will come into contact with our repairs and maintenance, servicing, rent and customer service teams on a regular basis. There are other tenants that will receive regular contact with our neighbourhood, sheltered and supported housing teams because of their identified needs or vulnerability. The different nature of our relationship with our tenants means that we gather feedback across a wide range of services.

Our customers have told us:

### 96% satisfied with lettings service



"The woman was very understanding and good at explaining what would happen next."

"It was quite good, and quick to answer questions, and deal with any issues and it was smooth moving in and they were polite."

### 66% satisfied with anti-social behaviour and neighbourhood service

"Had ASB issues with other people living here, and that has gone to court, but there are still issues (with strong smell of cannabis) on a daily basis."

### 86% satisfied with the supported housing service



"Adra staff are great, she tries hard to help people when she can and has been very helpful with my mum when she's been in and out of hospital, can't get anyone better."

"I like it when the warden comes and checks on me."

### 94% satisfied with rents service



"It's been amazing as I couldn't cook anything prior to having the cooker gifted. I am extremely grateful to Adra staff who has gone above and beyond to help me with this."

"The support has had a positive impact on me and my family by keeping our home warm, making it safer for the children to move around. It has also boosted my pride in our home, making me feel more comfortable when others visit"

### 89% satisfied with property inspection service



"The man explained everything to me and what was causing the issue and what was being done, well informed."

## 95% satisfied with assets service



"Both gentlemen arrived early today to carry out the work. I wish to sing their praises for the brilliant job they have done. They were quick, tidy and it was obvious that they are proud of what they do. They were both courteous and asked me after completion if I was happy with the quality of work carried out, and I was."

## 88% satisfied with repairs



"The electrician was a lovely young lad, and very good at his work, he was patient with me because of my hearing loss. Couldn't ask for anyone better, I hope he comes again if I have other repairs."

## 100% satisfied with new build homes teams



"It's perfect the standard of workmanship and it's incredibly energy efficient."

"Can't fault it, I'm very fortunate".

## 97% satisfied with gas servicing team



"They were polite and did the work quickly and quietly."

## 94% satisfied with adaptations service

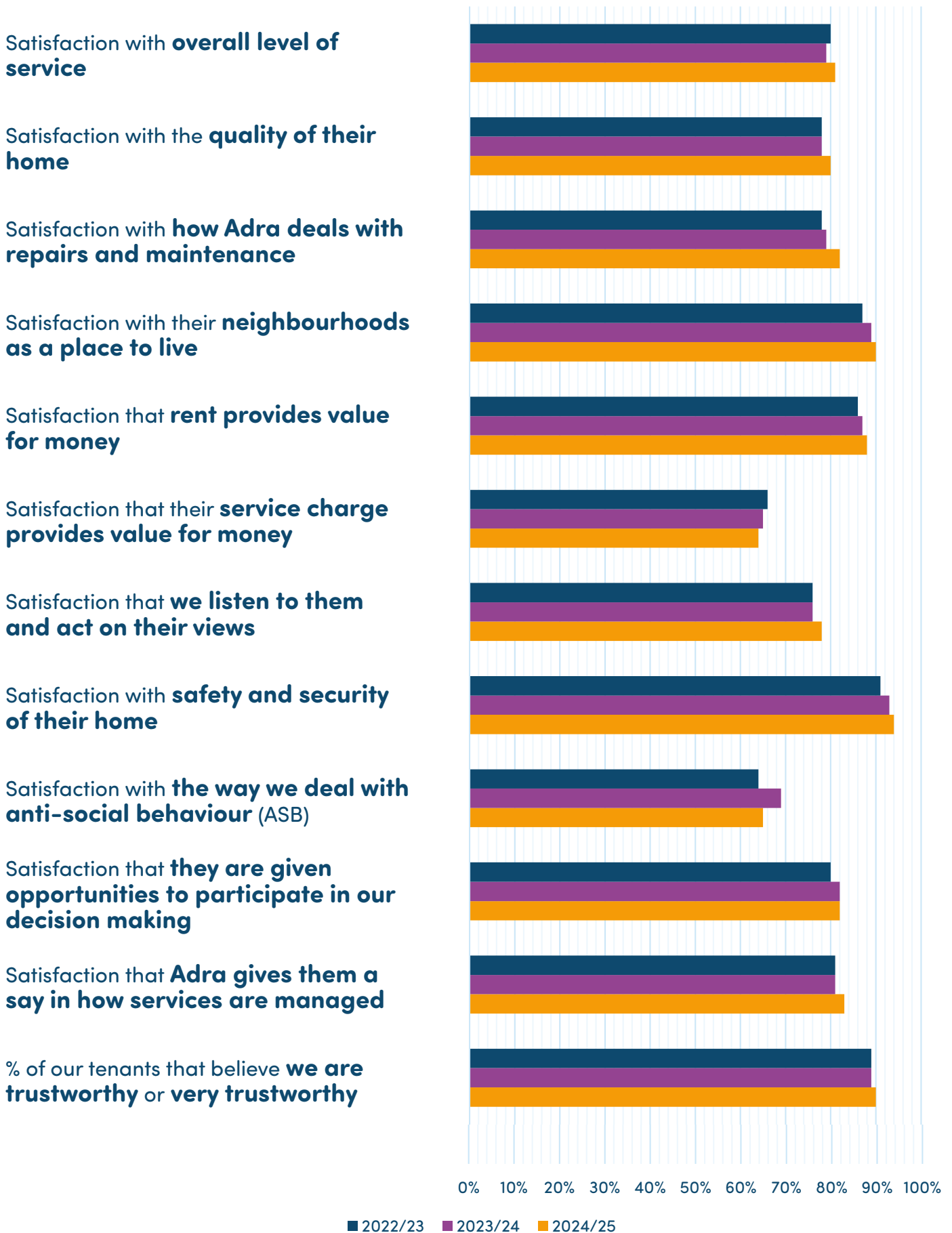
"She's just last week had a new hip and it's fantastic that she can get to the back of the house and back in".

"Helps her to be more independent"



# Welsh Government Tenant Satisfaction Survey 2024-25

These are our tenants' perceptions of our homes and services



## When things don't go as well

We're proud with the low levels of dissatisfaction amongst our tenants. However, we acknowledge that when residents report dissatisfaction it may suggest that they've experienced poor service. Poor service could have a profound impact upon residents' living conditions and quality of life. We continuously review dissatisfaction levels and performance to ensure that we understand what the causes are and identify areas of improvement.

There is a notable gap in customer satisfaction levels between residents' perceptions of our services and their actual experience of services. We'll address this by improving the common perceptions of us through our Communications Plan.

### **Where customers have reported dissatisfaction with a service they've received directly, they have mainly been around:**

- quality of work
- repeat visits and repairs
- poor communication
- delays, timing of work and visits, waiting times, time taken to resolve issues
- unresolved or ongoing issues with repairs or neighbourhood matters

"I have issues with the grass cutters, they don't do a good job and miss big patches".

"He feels that everything takes so long"

"You explain what needs doing, and workers turn up without the parts and then you don't see them for weeks"

"I have to call again and again because of problems with the boiler – they do come and fix it, but then there's something else".

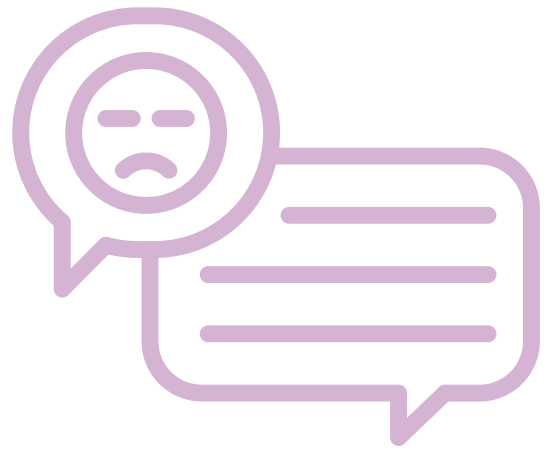
## **Complaints**

- **270** received in 2024/25
- **249** resolved at Stage 1
- **21** escalated to Stage 2. **19** of these supported the decision of Stage 1. There was **1** resolution and **2** had a revised resolution.
- **17** complaints were received by the Ombudsman in respect to Adra, **1** complaint was upheld with recommendations on improving communications

"I would like to conclude by sincerely thanking all the Adra officers involved in the complaints for the help and cooperation. You have been extremely helpful. I look forward now to the repair work being completed before the end of this week hopefully"

## Where customers have submitted a complaint, they've mainly been around:

- waiting times for work
- cancelling or changing appointments
- poor communication
- damp and mould



# Listening and Responding

We've listened to our customers' feedback throughout the year in various ways, and these are some of the changes and improvements we've made.

## Policy changes



- We consulted with customers on our solid fuel servicing programme and have now reduced the number of times we service and when.
- We asked new tenants for their feedback and impressions of our "tenant handbook", and they assured us that the content was relevant and easy to understand.
- We asked our customers about their experience on our adaptations service and support and gathered important information to update and amend our adaptations policy and process.

## Influencing



- We asked our customers what was important to them for the next 5 years and this informed and influenced the Board on the direction and content of our Corporate Plan.

## Customer journey experience



- Customers who went through the experience of transferring their contract (swapped homes with another customer) told us that it was a complicated and lengthy process. We listened and looked at how we facilitated contract transfers. We've updated our information to customers and have set clear timescales for us to work to.
- Our customers told us that missed appointments, cancellations and re-arranging appointments were a cause of concern. We've listened and have introduced an appointment reminder messaging and phones service. We've now seen less missed appointments and less need to re-arrange.
- Our customers told us that they would like to be able to pay their rent in a variety of ways. We listened and we've started introducing new payment methods such as Pay by Link via mobile phones and Web payment via Allpay app and website.
- Customers paying for cleaning services for communal areas of their accommodation told us that they were not satisfied with the quality of work or value for money. We listened and reviewed the contract. We now have a new cleaning service and our customers have seen improvements to the quality of work and are letting us know that they are happier.
- Our customers told us that they were having repeat visits to their homes when they requested repairs which meant that the repair took longer to fix, and they had to be home for more than one occasion to allow us into their homes. We listened and we have trained our customer service team to ask better questions to understand the problem better, and to ask customers to send in photos or videos of the issue to us. We've seen improvements in how we diagnose issues, and our customer are telling us that this is better because we are sending the right team, with the right tools and parts for the job.

## Communication



- Our customers told us they appreciate good communication and engagement opportunities with us. We've listened and have introduced video calls to our call centre. We've also increased our presence in Pwllheli, Dolgellau and Penygroes offices so that customers could talk to a member of our team rather than calling.

### Invest in current homes as much as building new homes

Customers told us to spend and invest more on our current stock. Customers also told us that they were having to wait longer for work to be done on their homes. They also told us that it wasn't always clear what work was being done, and not easy to get information from us.

We've listened.

**In 2024-25 we spent £13.9million investing in our current homes.**

Our assets team who plan and deliver works on our homes have a dedicated team manager for every individual scheme as a point of contact; we visit every resident affected to explain what will be done, and identify any support needs they require whilst the work is on-going. We have a liaison officer with every planned works to resolve any issues and liaise with customers. We will arrange an occupational therapist or alternative accommodation for some residents where needed. Customers will have an input and can choose from a selection of kitchens and flooring within the scheme.

When we use local contractors to undertake the work we expect them to deliver quality work and excellent customer service.

We have also set up our own team, to do internal works on kitchens, bathrooms and wiring; and lessens our reliance on outside contractors. We've had very positive feedback about the courtesy and friendliness of our staff as well as the quality of their work.



## Making our homes and neighbourhoods safe

Customers told us that they were somewhat satisfied with how we deal with anti-social behaviour.

We listened and took a closer look at our work and what we are currently doing.

**64%** of customers are satisfied with the way we deal with anti-social behaviour. This year we have supported twice as many reports and concerns on anti-social matters than in the previous year. Specific issues in some areas can have an impact on the neighbourhood, but overall, our customers still feel safe in the home and are happy with their neighbourhood. We're 5th best in Wales for customer satisfaction with their neighbourhoods as a place, because 87% of Adra customers are satisfied compared to the average of 81% across Wales. We're proud of the feedback about our neighbourhoods.

**91%** of our customers feel their home is safe and secure. We have housing officers and wardens covering every area. Our team are here to support our customers.



## Damp and mould in homes



Customers were reporting damp and mould in their homes and other customers were contacting us concerned about damp and mould and what to do about it because of an increased level of public awareness .

We listened to our customers and undertook a review during the year of all matters relating to the causes, reporting and treatment of damp, mould and condensation.

Since the development and consultation on our damp and mould policy at the end of 2023 we've adopted a new policy, and set-up a new management system to have oversight of all our cases. We've also delivered training to all staff, and we've developed improved communications and information to tenants.

# What external experts say about us

Every year a number of our services are scrutinised by external auditors and they'll look at our customers experience and satisfaction as part of the audit. In 2024/25 our auditors considered our customers' experience when they looked at our arrangements for:

- repairs and empty properties management
- managing finances and cybersecurity
- rent and lettings
- safeguarding
- health and safety

Findings were generally positive and all recommendations for improvement are monitored by our Board.

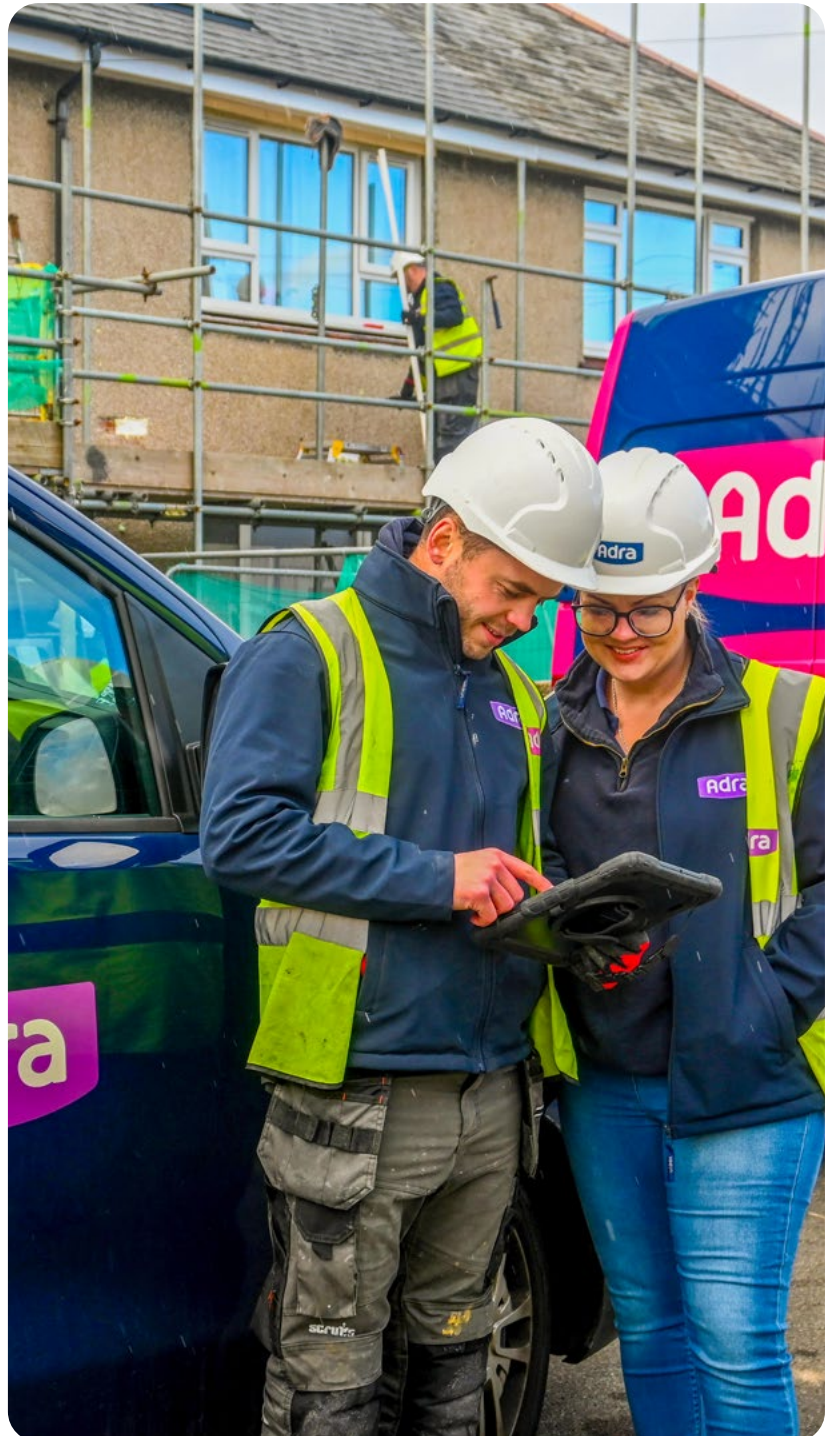
Customer Service Excellence is a national quality mark that recognises organisations that have a truly customer-focused culture. In October 2024 we had our 24 month assessment to see the progress since our initial assessment. The assessor awarded us full certification with no partial compliance, and we gained 5 compliance plus elements. This showed our commitment to providing quality services.

For the coming year the assessors identified further areas for development that include continuing to develop "easy to read and understand" documents for customers; new build customer experiences and addressing furthering our digital offering to customers.

**CUSTOMER  
SERVICE  
EXCELLENCE**



®



# Our priorities for the year ahead

In 2025/26 we'll focus on

- **Investment in current homes** – we'll prepare for Welsh Housing Quality Standards 2023 to include a communication plan to inform customers of what's happening; and engage with customer to help us shape how we'll deliver the new standards.
- **Repairs programme** – we'll gather customers' feedback on reviewing waiting times and in developing our repairs and maintenance policy,
- **Digital offer** – we'll engage with customers on what and how they'd like us to develop our digital offer; we'll also look at developing more remote guidance to assist tenant with their responsibilities in areas such as boiler care and dealing with leaks; we'll also review how we can use digital services to make it easier for people who've been offered a house by us to send us information and receive their contracts.
- **Under-occupancy** – we'll be engaging with customers to better understand how under-occupancy affects them and what can we do to assist.
- **Assisted grass cutting** – we'll be asking for our customers opinions whilst reviewing this service.
- **Estate visits** – we'll continue with our estate visits throughout the year to meet with our customers and gather their feedback on our services.
- **Adaptations** – we'll be evaluating the new adaptations policy after it was introduced 12 months ago and gathering customers experience on what impact the policy has had.
- **Our customers** – we'll improve our understanding of customers' needs, in particular we'll gather better information around equality, diversity and inclusion and language.

We'll continue to identify ways of improving our services, and further develop our ways of engaging and listening to our customers' voice.

We aim to deliver excellence in all aspects of our services.

