

How customers are influencing and improving services



**Customer Voice
and Insight Report**
October-December 2025

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Introduction

Hello and welcome to our latest **Customer Voice and Insight Report**. We'd like to thank you for your continued input and enthusiasm - your feedback is making a real difference to the services we provide here at Southway.

We're proud to announce that, in December, we achieved our **Customer Service Excellence** accreditation. This award recognises organisations that consistently deliver high-quality, customer-focused services and are committed to improvement. The inspection team praised our strong relationships with tenants, and we're grateful to the **Customer Access Service Improvement Group (SIG)**, whose involvement during the inspection helped us find new ways to connect and communicate with our communities.

Your participation has already led to positive changes, and we're keen to continue this progress. If you haven't yet taken part, now's an excellent time - your ideas and feedback are vital to our ongoing improvement. Scan the QR code on the page opposite to find out more about how you can have your say and hear directly from involved tenants about their experiences.

Thank you again for being a crucial part of our journey - we look forward to working together to make Southway an even better place for everyone.



Jane Gant
Executive Director of
Homes and Communities

You can find out more about customer voice and getting involved at www.southwayhousing.co.uk/get-involved/have-your-say or scan these QR codes below



Customer Voice Strategy



Get involved and have your say

What's happened so far?

138

customers are involved in Southway's customer groups* and helping shape our services

12

customers joined between October and December

More diverse customers got involved, particularly higher proportions of younger customers and customers from ethnically diverse backgrounds

53

opportunities to get involved

98.5

hours of engagement**

356

engagements with customers***

300

Tenant Satisfaction Measures (TSM) surveys completed

6

Customer Voice roadshows

1

new promotional video, 'The Importance of Your Voice', featuring customers sharing their experiences to encourage others to get involved

Watch the video at: southwayhousing.co.uk/get-involved/have-your-say

*Customer groups include Board and Committee, panels, Service Influence Groups, Armchair Group, Tenants and Residents Associations, and Mystery Shoppers

**Engagement hours include meetings and events.

***Engagements with customers includes meetings, events, door knocking, phone calls, and surveys.

Tenant Satisfaction Measures results

Tenant Satisfaction Measures (TSMs) are a survey every social landlord carries out each year to understand how customers feel about the services we provide.

Highlights from this year's results include:



73%

Overall satisfaction with Southway

Change +2% ↑



78%

Repairs service satisfaction

Change +4% ↑



54%

Complaints handling satisfaction

Change +7% ↑



100%

Health and safety checks compliance*

We're focusing on improving these areas:

- Maintenance of homes: **74%**
- Safety of homes: **76%**
- Treating tenants fairly and with respect: **76%**

*These include asbestos surveys, gas safety checks, fire safety risk assessments, legionella risk assessments, and lift safety checks.



Scan the QR code to stay up-to-date on our results

You said, we did

Below, we've shared some of the improvements we've made following customer feedback.

You said: You want a clear way to check the identity of Southway staff who visit your home, and for this information to be shared in Southway Stories, our printed newsletter.

We did: All Southway staff who visit homes carry an official Southway photo ID card. If you want to confirm the staff member's identity, please contact the Customer Hub. We'll include an article in Southway Stories with a reminder to always check ID cards, to use the Hub for further checks, and to never let anyone in if you're not sure.

You said: You'd like housing officers to be more actively present in your neighbourhoods, and to engage with residents in ways that truly make a difference.

We did: Our estate walkabouts and housing surgeries have provided us with great face-to-face opportunities to engage, gather feedback, and take action. Our senior leaders now come along to walkabouts, giving you a chance to chat to them about the things that matter to you most.



You said: You let us know that you were waiting too long to get through to the Customer Hub, and that communication with tenants needs to improve.

We did: We resolved the main issues with our new phone system in December. We're also improving staff training and speeding up recruitment to help us find solutions faster and reduce the time you spend waiting.

Getting better value for money

We're committed to delivering value for money by making sure every pound is spent in ways that really benefit you. We continue to work in line with our Value for Money Strategy to make sure we're using our resources wisely and delivering services that make a real difference.

What our customers have been involved in

Customer Voice Strategy Panel

This panel looks after our Customer Voice Strategy action plan, our roadmap for making sure that customers have oversight of how we're doing on the commitments we set out in our strategy. There are eight customers on the panel, who give their feedback by email and phone.

The panel were pleased with the progress we've made, expressing how much they appreciate seeing real improvements in the way Southway actively involves tenants in making important decisions and keeps everyone up to date with what's happening.



Tenant Scrutiny Panel

Our Tenant Scrutiny Panel welcomed three new members this year, increasing both customer involvement and the panel's diversity, with a quarter of the group now made up of people from ethnically diverse backgrounds.

To make it easier for more tenants to get involved in a way that suits them, we've also launched our new online Friends of Scrutiny group. This gives you a flexible way to share your thoughts and help shape future decisions.

Between October and December, the panel:

- Met five times, including once with our new Customer Voice Committee, which reports to the Board and is responsible for overseeing customer experience and our service delivery
- Completed a review of how we handle appointed repairs that can't be done, as well as how we respond to callback requests
- Agreed an action plan to reduce failed repair appointments and callbacks, increasing satisfaction
- Heard about a new store and materials contract which will deliver any parts needed for a repair directly to our operatives, wherever they're working. This means more completed repairs, plus less time waiting for you and less time driving for our operatives.

Service Influence Groups (SIG)

A SIG is a group of customers who work with Southway to review our services. They meet regularly to see how we're performing against our targets, provide evidence-based feedback, and suggest changes to influence and improve the work we do.

There are five SIGs:

Home In Focus SIG



The group met on 27 October – two customers attended – and 4 December – three customers attended. This quarter, the group:

- Discussed damp and mould and shared ideas about how we could encourage customers who may be reluctant to give us access to their home to talk to us about their concerns.
- Were involved in looking at contractors for our Warm Homes energy efficiency works and helped create a customer survey to support the rollout. We'll be looking at homes that are below a certain energy-efficiency standard to improve their insulation, which make them warmer and cheaper to heat.

Neighbourhoods and Tenancy SIG



Taking on board feedback following a drop in attendance at our **Anti-Social Behaviour (ASB) SIG**, we've set up the new **Neighbourhoods and Tenancy SIG** to cover a wider range of tenancy and neighbourhood issues, including ASB. The group met for the first time in January, and we'll share how it went in our next report.

Customer Access SIG



The group met on 25 November – six customers attended. This quarter, the group:

- Discussed ways to simplify the repairs booking process, especially when multiple tradespeople are needed. They plan to explore solutions at the next meeting.
- Provided feedback on our new **Communication Strategy**, plus our **Complaints Handling Policy** and **Customer Compensation Policy**.

Over the coming months, we'll publish a clear and straightforward summary of our new Communication Strategy, including specific commitments about how we'll communicate with customers based on feedback.

Repairs SIG



The group met on 19 November – six customers attended. This quarter, the group:

- Reviewed our **Responsive Repairs Policy**, which went out for wider consultation in early 2026. The group were keen to remove repetition and make sure it was customer-friendly with no jargon and clear about both Southway's and tenants' responsibilities.



Beautiful South Fund Panel



This panel of seven customers oversees how our annual **£25,000 community fund** is spent. They look for initiatives from individuals or groups that will most benefit Southway tenants and promote neighbourliness.

The panel met on 6 October and 17 November. Twelve projects have been supported, **totalling £8,425**, including new accessible raised beds at Albemarle Allotments, a contribution towards the Christmas lights switch-on at Fog Lane, and hoodies for Manchester Secondary PRU attendees.

Tenants and Residents Associations

Arrowfield Tenants and Residents Association is a new group made up of 14 residents, including ten Southway tenants. Their first official meeting took place on 26 November, where they agreed their roles within the group. They also spent time talking about their estate, sharing ideas for their community, and starting to plan events for the area.

Old Moat Tenants and Residents Association (called 'Old Moat Residents Collective') is another new group. Their informal first meeting was on 25 November, which four residents attended, and they discussed the need for funding for youth projects, community engagement, and tackling burglary and knife crime.

Burnage Tenants and Residents Association is a long-standing group that meets monthly to discuss local issues. Members of the group work with Southway colleague and local councillors to address concerns and make the neighbourhood a great place to live.

West Didsbury Tenants and Residents Association... coming soon!

We've been asked to help form a new group for the West Didsbury Estate – we'll keep you posted.



Cosy Mondays

Cosy Mondays takes place from **10am-12 noon every Monday** at Southway's office, giving residents a warm and welcoming space to enjoy a brew and a chat.

We use the time to talk to customers and get their views on a number of projects, while you have the chance to talk to us if you need advice or access to our Kindness Closet (providing you with free pre-loved clothes, shoes, and everyday essentials), or you can take part in a range of activities and seasonal celebrations.

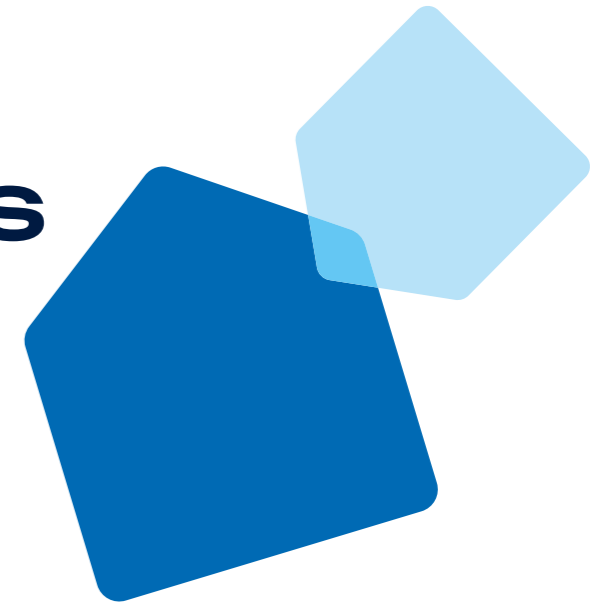


Customer Voice Roadshows

We've made good progress in growing our Customer Voice work and giving customers more ways to have their say. In November and December, we held roadshows to test out new ideas, including one-off community events, online sessions, and a barista-led coffee event.

We introduced different ways to get involved and shared our latest 'You said, we did' updates, while customers shared feedback on topics including gardens and green spaces, communication, the advice and support we offer, repairs and our homes, and community activities and venues.

Consultations and Surveys



Pest Control Policy Consultation

When we've spoken to tenants who have experienced pest problems in their homes, they told us we need to keep them more informed with clearer updates. Their feedback is helping shape our new Pest Control Policy and improve how we work with our contractor and communicate with customers.

Rent Increase Letter Consultation

After consulting tenants, we improved the letter templates for our April rent increase, making them simpler and clearer, with a focus on how to access advice and support. The rent increase letters were sent at the beginning of March.

Satisfaction Survey

To check how satisfied you are with our services, we send a follow-up text inviting you to share your feedback. Between October and December, we sent 13,753 surveys and received 1,071 replies (an 8% response rate). Overall service satisfaction was 92.7%, with 948 customers rating us Excellent or Good. We also introduced a new way to record compliments, so we know what we're doing well.

Estate Walkabouts

Estate walkabouts are planned events where Southway colleagues and partners, including local police and councillors, walk through our neighbourhoods and talk to residents about any concerns or support they may need. This quarter, there were five estate walkabouts, and any repairs and referrals that were flagged were raised quickly with our teams and the local council.



Complaints

We're pleased to share an update on how we're handling complaints and improving the service you receive.

Over the last three months:

- We received 115 new complaints
- Importantly, we responded to **99% of all complaints** on time.
- We resolved 89 of these (73%) at Stage 1, first time.
- When tenants felt we could have done better, we reviewed our response at Stage 2 a total of 26 times.

We were pleased to see this reflected in our Tenant Satisfaction Measures (TSM) results for this quarter: **54%** of tenants told us that they're happy with how we're listening and responding when things go wrong, up 8% from 2024/25.

Your feedback tells us that how quickly we respond – especially getting problems sorted and repairs fixed quickly – makes a real difference to your experience as a Southway customer.

Listening to you - changes inspired by your feedback

We want to say thank you for sharing your thoughts and ideas with us. Your feedback really matters and helps us provide a better service for everyone. November, we met with our Customer Access SIG to talk through our Complaints Handling Policy. Many of you said the policy needed to be clearer and easier to understand. We took your advice on board, and our updated policy is now live on our website. Soon, you'll see new posters letting you know exactly what to do if something hasn't gone as it should have, with QR codes for easy access – all ideas suggested by tenants.

What's our complaints data telling us?

The main reasons for complaints between October and December were:

- **Delays and communication:** About half of our complaints were due to delays or poor communication, especially when appointments changed or extra work was needed. Making sure you're kept informed is now a top priority.
- **Damage and workmanship (21%):** Complaints about the quality of our repairs rose, mostly due to incomplete work or accidental damage. We're focusing on doing repairs right first time.
- **Staff behaviour (9%):** Fewer complaints were about staff behaviour, but we take each one very seriously. We've introduced customer care training and a new code of conduct to make sure you're always treated with respect.

Lessons learned

Between October and December, we identified 73 lessons we need to learn from, for example:

1. You said: Sometimes repairs needed more work after the first visit, but you weren't kept informed, leaving you disappointed.

We did: Staff training now includes making sure you're told when further repairs are needed and how long everything will take.

2. You said: The way our staff communicate is just as important as the job itself. You want kindness, clear explanations, and to feel listened to.

We did: All colleagues are completing extra training on listening, being kind, and explaining things clearly and simply.

3. You said: You want clearer information about your service charges - what you're paying for and how charges are worked out.

We did: We're recruiting a new Project Office who'll be your go-to contact and help us create new guides explaining service charges in a way that's easier to understand.

What's next?

Looking ahead, we're relaunching our **Complaints SIG**. Your voice is at the centre of everything we do and, together, we'll continue making Southway a place you're proud to call home.

We're also rolling out new categories for our complaints. You won't notice these in your day-to-day interactions with us but, behind the scenes, they'll help us spot exactly where things are going well and where we need to improve. This means we can concentrate on making even more positive changes, all with you in mind.



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