

Customer Voice Shaping Services Strategy

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Service area: Housing Operations

Owner: Head of Group Customer Experience

Scope		Entity		Business Strea	ım
Customers	✓	Progress Housing Group Limited (Parent)	✓	Progress Homes	✓
Colleagues	✓	Progress Housing Association Limited (PHA)	✓	RWP	✓
Non-Executive Directors / Trustees	✓	Reside Housing Association Limited (RHA)	✓	Progress Lifeline	
Third parties*		Key Únlocking Futures Limited (Key)		Progress Living	
		Concert Living Limited			
*Other:					
Exclusions:					

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1. Introduction/scope

- 1.1 This strategy sets out the approach of the Group, to listening to the views of tenants and customers and ensuring their comments and feedback is used to shape service delivery. The strategy places the voice of tenants and customers at the heart of decision making
- 1.2 This strategy refers to customers rather than tenants as it is inclusive of all those who receive services, but are not exclusively tenants, for example:
 - · Leaseholders and shared owners
 - Support providers
 - Family members
 - Residents living in local communities
- 1.3 Progress Housing Group's (the Group's) vision is "To ensure everyone has a place to call home and the opportunity to live their best life".

The vision is underpinned by the Group's three strategic aims:

- Homes to have a positive impact on people and communities by providing high-quality homes
- Independence we aim to be a leading social housing provider in the North West – providing quality customer focussed services and putting tenants at the centre of our decision making through our Customer First model, evolving our provision as needs and demand change, improving our independent living offer for people over 55 and providing extra care schemes where needed
- Opportunities the Group is more than a simple housing provider
- 1.4 This strategy links directly to the Group's cross-cutting theme 'to place tenants and customers at the heart of what we do'
- 1.5 The Regulator of Social Housing sets out the standard for 'Engagement with Tenants' within the Consumer Standards for transparency, influence and accountability;
- 1.6 Registered providers must:
- Take tenants views into account in their decision making about how landlord services are delivered and communicate how tenants' views have been considered.
- Provide a wide range of meaningful opportunities to influence and scrutinise the Group's strategies, policies and services.
- Assist tenants who wish to implement tenant-led activities.
- Provide accessible support that meets the diverse needs of tenants so they are able to take advantage of the opportunity to engage.

1.7 The implementation of this strategy will deliver the requirements set out in this standard. It will also ensure that our customers have a strong voice and that the Group, in turn, listens and acts on what is being said.

2. Where are we now?

2.1 The Group owns and manages in excess of 12,000 housing rental and low cost home ownership homes across 199 different local authorities with over 20,000 people living in these households.

The Group is one of the UK's leading providers of high-quality supported living for people with a learning disability, autistic people and those with a mental health condition.

Due to the diverse needs of the Group's customers and the geographical dispersed nature of it's homes, the approach to supporting everyone to be heard and feel valued has recently been reviewed to ensure appropriate resource and experience is in place to deliver this strategy.

- 2.2 Data is currently held for 50% of households and tells us:
 - 51.3% are male; 48.6% are female
 - The average tenancy holder is 52 years young
 - 31% have a declared/known disability
 - 4.4% are ethnically diverse
- 2.3 The Group listens to the customer voice via a number of different mechanisms. A summary of the mechanisms available is listed below:
 - transactional and perception surveys
 - · complaints and compliments
 - formal/informal meetings
 - · scrutiny activity
 - tenant committees
 - community events
 - visits

The customer insight model below provides a visual representation of all of the different options the Group's customers have to share their experience:



- 2.4 The Customer Voice framework has been developed to clearly outline the ways in which the different mechanisms for hearing the customer voice are delivered, what outcomes are expected by the Group, how this will make a difference and where this is reported. The framework reflects the diverse nature of the Group's tenants, customers and their advocates and in particular the significant percentage of tenants who have different support needs due to a disability. A tailored approach to ensure those with different support needs have the opportunity to have their voices heard is taken, including innovative activities detailed in the customer voice framework.
- 2.5 In accordance with the guidance set out in the Consumer Standards regulations, the Group conducts and reports on quarterly Tenant Satisfaction Measures (TSM) surveys. The Group published it's end of year results for the period April 2024 – March 2025 and achieved an overall satisfaction rate of 76%.
- 2.6 Actions and improvements have been included in team operational plans during the year to demonstrate that the Group is listening to and acting upon the voice of the customer heard via the TSM surveys in addition to addressing the key objectives within this strategy. Examples include:
 - The Group's in-house customer service style framework "RAMP" was launched and training delivered to all colleagues. This resulted in a 17.5% reduction in complaints about communication.
 - Review and change of national repair contractors resulting in significant improvement in satisfaction with repairs and a reduction in complaints
 - Recommendations completed to improve both the Planned Maintenance and Aids and Adaptations services as a result of tenant scrutiny activity

 Co-design of the Group's new "Customer Promises" with tenants. These are now based on the Group's customer service style framework "RAMP" ensuring that tenants are clear on what to expect from the services provided.

2.7 Data and Insight

- 2.7.1 The information provided by customers using all the options outlined above is used to develop a rich source of data identifying positive themes of where the Group is performing well as well as areas of improvement. These themes are used to drive improvements across the Group using the lessons learnt from listening to the customer voice.
- 2.7.2 In 2024/25 a total of 3,899 transactional surveys were completed, with customers advising how they felt after receiving a service directly.
- 2.7.3 During 2024/25 the Group recorded 1,080 complaints and 232 compliments. Of the complaints received, 501 were resolved at point of contact.
- 2.7.4 When triangulating the data and insight from all of the activities listed in the customer insight model, the following themes have been identified as the priority areas of focus:
- communication and keeping our customers informed
- unresolved this relates to time issues, communication is also central to this improvement theme
- staff handling issues ordinarily these are linked to being provided with incorrect information or guidance or may be linked to poor communication from particular colleagues

3. Aims of this strategy

- 3.1 The aims of this strategy are to:
- Support our organisational culture in working in partnership with our customers by providing a wide range of opportunities for their voices to be heard.
- Ensure that processes are in place to ensure the customers' voice is listened to
- Ensure mechanisms are in place to influence strategies and action plans and demonstrate what action is taken as a result of listening to the customers' voice.
- Promote a more inclusive and respectful attitude towards those who live in social housing homes and bring to an end stigmatisation through effective and collaborative partnership working with the Stop Social Housing Stigma group

4. Where do we want to be

- 4.1 The Group is committed to the effective delivery of this strategy. It is vital that the needs of customers are met and that the Group meets it regulatory obligations. Equally important is the aim to continuously improve service delivery and enhance customer satisfaction.
- 4.2 The Group is unique in its structure due to a diverse customer base, each with varying needs. This means that all colleagues must ensure everyone has the opportunity for their voice to be heard. To support this ambition, the Customer Voice team is resourced and structured to facilitate and deliver against these goals effectively. The Group is committed to making reasonable adjustments where required to ensure all customers have the opportunity to have their voice heard.

5. What do we need to do to achieve our aims

5.1 The supporting action plan sets out the steps required to achieve the aims of the strategy during 2025-26. The action plan will be refreshed annually to ensure continuous improvement in the way we listen to, and act on the customer voice.

6. Definitions

The Group	Progress Housing Group Limited (and
	subsidiary companies specified within the entities section)

7. Associated policies and procedures

Document reference	Name of document	
EIA01	Equality impact assessment	
DPIA01	Data Protection Impact Assessment	
GRSTRDS01	Business Insight Strategy	
GRSTRHR02	EDI Strategy	
GRSTRBA02	Data Strategy	
GRPOLHM28	Complaints, Feedback and Redress Policy	

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8. Equality impact assessment

- 8.1 An Equality Impact Assessment has been undertaken and the outcome deemed to be of medium risk to individuals within protected characteristic groups.
- 8.2 An action plan for improvement has been developed and completion monitored by the strategy lead.

9. Monitoring and review

- 9.1 Progress on actions included in this strategy are monitored and reported as follows;
 - Regular operational reporting on various activity to management teams and as part of tenant engagement activity
 - Annual report provided to Tenants' Forum
 - Annual report provided to Executive Board
 - Annual report provided to Progress Homes and RWP Committees included within the Community Engagement Strategy update
- 9.2 In addition to the above reporting mechanisms, performance data and 'spotlight' case studies gathered are used to ensure Non-Executive Directors (NEDs) and committee members have the opportunity to hear the customer voice at each board/ committee meeting.
- 9.3 The strategy and action plan will be reviewed annually to ensure the customer voice continues to be central to all activities.

Appendix 1

Customer voice framework 2024/5			
Type of involvement Tenant committees	How is this delivered? Two tenant committees were formed in 2024,		How does this make a difference and where is it reported? • Since July 2024 we have successfully recruited 10 tenant committee members
	each chaired by a NED from Group Board, consisting of tenants and independent members. Meetings are held every three months	 To shape, influence and review service delivery and performance based on tenant experiences when compared alongside outcome measures e.g. Key Performance Indicators and Tenant Satisfaction Measures, with a focus on continuous improvement. To recommend / report to Board how the tenants voice can be heard through insight and engagement activity to influence the strategic plan. 	 5 committee meetings have taken place 2 insight sessions have covered rents, where we spend our income, complaints and RAMP Agreed the forward plan topics for the year Discussed and informed: operational business plans national repairs service delivery complaints and compliments Tenant profiling and actions

			This is reported to Group Board at least annually
Tenants voice – improving services	Open to all tenants to attend, chaired by a tenant Supported by an independent advisor when carrying out scrutiny reviews. Meetings are held every three months Broader reach of engagement via other activities highlighted in this document will increase the number of different tenants involved in this scrutiny activity. It is anticipated that this will include at least 1 RWP tenant and a family member or advocate where required.	 This is a way for tenants to have a close look at the services we provide and to tell us what is good and what could be better Performance is reviewed and service areas are considered for scrutiny Colleagues attend to talk about specific relevant information and insight that shares the customer voice data we hold 	 The group reviewed 3 service areas within the year Aids and adaptations Letters were reviewed and made clearer for tenants 2nd satisfaction survey introduced to understand impact of adaptation on tenant Website was updated to improve information and communication Communal areas Improving information made available to tenants about expected cleaning standards in communal areas Ensuring communal notice boards have up to date information available Considering ways for tenants to report concerns digitally when they arise Complaints and compliments Making sure that accessible formats for reporting a complaint are available on all Group web pages Removed background music on complaints information video

			Provide more information on how learning from complaints have led to improvements Quarterly updates on scrutiny activity are presented to Board by an involved tenant. Scrutiny reviews are
			The scrutiny activity drives service quality improvements which have a positive impact on tenant's lives. By broadening our reach to include further/different groups of tenants in this activity via enhanced engagement this will further support and enhance the improvements, impact more of our tenants and customers. This will be further evidenced via increased tenant satisfaction measure results in our key areas of focus.
			With the team's additional resource, it is anticipated that a more detailed and specific Impact Assessment report will be created by the Customer Voice Manager and shared in order to evaluate this particular tenant involvement activity.
Tenants' forum	Open to all tenants of the Group. Chaired by a tenant for 12 months.	 Each meeting has one of the following themes: Equality, diversity and inclusion 	Tenants discussed Equality, Diversity and Inclusion and agreed on the priorities for the Group

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Meetings are held every three months

Broader reach of engagement via other activities highlighted in this document will increase the number of different tenants involved in this activity

- Customer voice
- Health and Safety
- Value for money and social value
- Information will be provided that includes performance, what has changed and any plans for improvement
- The group is asked for their views and suggestions to inform decisions on how we might do things differently

- Changes to terminology were suggested and recommended
- Tenants were interested in the support offered by the Group in light of changes to Welfare Benefits and the Group will ensure these are promoted more widely
- Tenants decided on the format and content of the tenants annual review, including a video format
- Tenants made suggestions about texting links to the document rather than or as well as emailing, and the use of QR codes
- Tenants agreed to not use the term 'hard to reach' and to continue to focus on those we are not hearing from.
- Discussion and suggestions took place about how the Group could share lived experiences and the benefit of doing this

Activity undertaken within the Tenant's Forum informs decision making in relation to strategy and is reported to Board through the specific reports outlining the voice of the customer.

With the team's additional resource, it is anticipated that a more detailed and specific Impact Assessment report will be created by the Customer Voice Manager and

			shared in order to evaluate this particular tenant involvement activity.
Your Voice	Meetings held to discuss specific topics/areas – open to all tenants	 Tenants are invited to discuss proposals to change or review strategy, policy, procedure or service delivery on themed topics Themed sessions are held every 6 months Tenants views inform decision making Data, performance and insight is presented to inform discussion and decisions Your voice meetings have included: Repairs Keen to be Green Homes Health and Safety Complaints and compliments 	 Reviewed examples of correspondence to tenants following a complaint at stage 1 and stage 2. Providing comments and discussion on how these met the Group's policy and procedure. Virtual inspections of void properties at the point of re-let, matching images to the lettable standard. Tenants have asked to expand the Homes sessions to include a focus on RWP and new developments as they feel lettable standard is being met consistently. Providing ideas to promote the Groups journey to Net Zero. Reviewing Source Heat Pump guides and commenting how could be more "user-friendly". Introduction of 7 day urgent repair category to ensure consistency of local and national repair offer. Increased resource going forward will enable the Customer Voice Manager to:

Take a more proactive approach to working with partner teams Take a more proactive approach to Social Value – improved activity her increased monetary value to the Gr Enable Customer Voice Manager to activity and successes better as pe feedback Enabling a template to be develope and delivery of different types of invreaching different tenant groups we less likely to hear from. Eg; this may reaching family members of RWP te Enable Customer Voice Manager to RWP inclusion in scrutiny activity. I improve visibility of Group with RWI their families/support and enable u more/different tenant voices With the team's additional resource anticipated that a more detailed an Impact Assessment report will be c Customer Voice Manager and share evaluate this particular tenant invol activity.	SSHS and e will generate cup promote our tenant d for recording olvement, currently are include nants ensure more his will tenants and s to listen to e, it is d specific reated by the ed in order to
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			Feedback from Your Voice meetings inform strategy, policy, procedure and service delivery
Tenants Talk	Meetings held to discuss 1 off topics/ areas – open to all tenants	 Tenants are invited to discuss proposals to change or review strategy, policy, procedure or service delivery for 1 off topics Tenants views inform decision making Data, performance and insight is presented to inform discussion and decisions Tenant Talk sessions are held once a month with a different topic at each session During 2024-25 meetings have included: CCTV policy Customer contact centre Fraud Health and safety Card payments Business plan Texts from Property Services Accessibility at Sumner House 	 Support tenants to know when they have been a victim of fraud Approach to mobility scooters, e-bikes and e-scooters, specifically in IL schemes Introduce 6 monthly Health and Safety – your voice sessions Investigate how banks make payments accessible Use rent review communication as a template for other communication to tenants Support closure of Customer Contact Centre for regular full team meetings Agree format of wording for future text messages from Property Services

Universal credit migration•	Support collection of additional £2 a week for tenants due to migrate to universal credit to create a "buffer" to cover processing period
	Feedback from Tenant Talk meetings inform strategy, policy, procedure and service delivery
	Increased resource will enable the Customer Voice Manager to :
	Take a more proactive approach to collaborative working with partner teams
	Take a more proactive approach to SSHS and Social Value – improved activity here will generate increased monetary value to the Group
	 Enable Customer Voice Manager to promote our activity and successes better as per tenant feedback
	Enabling a template to be developed for recording and delivery of different types of involvement, reaching different tenant groups including Lancaster Extra Care scheme we currently are less likely to hear from. Eg; this may include reaching family members of RWP tenants
	Enable Customer Voice Manager to ensure more RWP inclusion in scrutiny activity. This will

			improve visibility of Group with RWP tenants and their families/support and enable us to listen to more/different tenant voices • With the team's additional resource, it is anticipated that a more detailed and specific Impact Assessment report will be created by the Customer Voice Manager and shared in order to evaluate this particular tenant involvement activity.
disability	Open to all tenants, supported by the Groups Equality and Diversity Group members. Meetings are held quarterly	 This is an opportunity for tenants to: Share their lived experiences Share learning Share ideas and information Focus on a wide range of disabilities Receive talks from individuals with specific needs 	 Identifying fire door issues, these can be heavy and present a barrier for tenants moving around the scheme when using walking aids. Requesting information about planned works are provided to all tenants in IL schemes so they can make decision about their health and wellbeing, ie when carrying out planned paining programme. Raising awareness of Progress Lifeline at house meetings. Consider hight of kitchen units in planned maintenance programme for IL tenants.

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Access to recycling bins at IL schemes. • Include tenants in discussions when planning changes and planned maintenance works to ensure specific needs are included. Information and recommendations are fed back to relevant service areas and to the Equality, Diversity and Inclusion Group. Increased resource will enable the Customer Voice Manager to: • Take a more proactive approach to collaborative working with partner teams • Take a more proactive approach to SSHS and Social Value – improved activity here will generate increased monetary value to the Group • Enable Customer Voice Manager to promote our activity and successes better as per tenant feedback Enabling a template to be developed for recording and delivery of different types of involvement, reaching different tenant groups we currently are less likely to hear from. Eg; this may include reaching family members of RWP tenants

	 Enable Customer Voice Manager to ensure more RWP inclusion in scrutiny activity. This will improve visibility of Group with RWP tenants and their families/support and enable us to listen to more/different tenant voices With the team's additional resource, it is anticipated that a more detailed and specific Impact Assessment report will be created by the Customer Voice Manager and shared in order to evaluate this particular tenant involvement activity.
a NED, with cion from nd officers of Meetings are rly	 Spent £84,759 5 application for £31,597 through CIF 12 applications for £5,160 through CSG general 10 applications for £3,600 through SDD

		 The Community Investment Fund is accessed through Application to Community Investment Fund (CIF) group over £500 Community Support Grant (CSG) Application – up to £500 Soup Dragons Den (SDD) – up to £1,000 through community event The work of the Community Investment Fund working group is reported to Board annually Increased resource will enable improved monitoring and recording of projects and the story telling behind the projects to raise awareness of the difference this has made
Soup Dragons Den	Aimed at small local community groups who require a small amount of funding via the Community Investment Fund to help them grow their respective projects and reach more people. Event is open to all local residents and supporters of each project to attend. Those applying for funding pitch their bids to those attending who will then vote for their favourite bid. The winning bid is awarded up to £1000 with the	 Considers applications for funding to deliver community based projects that: Benefit customer of the Group and those who live in our communities Deliver sustainable outcomes Provide opportunities for our tenants, customers and other members of the community to live their best lives

remaining bids receiving half of the funding requested or £200, whichever is lower		
An opportunity for RWP tenants to have their voice heard in an informal session. The virtual hub group is open to all RWP tenants whilst locally based hub groups involve specific homes and tenants who have expressed an interest. 8 hub groups in process of being established – can currently deliver 6 however will increase to 8 with additional resource	 An opportunity for teams from across the Group to speak directly to RWP tenants to get their thoughts and views to help tailor and improve services. Get a greater understanding of the issues and actions that can have a positive impact on the services we deliver. Utilise additional hub groups as mechanism to feed into scrutiny reviews. Also use as springboard into establishing group for advocates and family members. This established network can be utilised to reach out for conversations about hot topics/question of the month – feeding back into Group teams and colleagues to further develop priority 	 Appointment times for repair visits Communication Complaints and compliments process Annual review Information in Your News Rent and service charge review Business plan

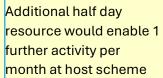
		actions/continuous improvement around what our customers are telling us. Establish clear and robust mechanism to gather feedback to support service improvements in RWP business stream	
Lilac house meetings	Included in the PFI contract to have engagement. This is not what some tenants would choose. Where tenants choose to have involvement CV Officer visits once a year or 6 monthly in line with their choice. These sessions are usually joint with Aspire, where they are the support provider. An annual check is carried out with support provider for schemes	 o Competitions and activities ie Bloom o Charity and CIF funding 	 Feedback to teams requesting information and tenants voice Support tenants and support team with repairs Build relationship with tenants and support team Build trust Involvement in Group wide activities and competitions Feel valued

Tenants Chat (Leeds)	without visit to make this is still what tenants wish. Every 6 weeks – up to 10	 Specific topic Other questions and feedback Check frequency Use creativity 	Feedback to teams requesting information and
	tenants with support workers. Initially set up to replace Artlink when that project closed to maintain the forum group and link with tenants. Based at Leeds office includes snacks and story sharing. Following success of group a 2 nd group is being considered.	 Share stories about interests and hobbies Tenants have decision making responsibility for the running of the sessions and what is covered Tenants voted to Make it our space Keep in toch Meet new people (including Progress) 	 tenants voice Build relationship with tenants and support team Build trust Involvement in Group wide activities and competitions Feel valued Make Progress visible and accessible

		 Increased numbers involved – increasing voices we hear from 	
Community Chats	Opportunity for all colleagues to hear from tenants and other residents in our communities directly via a door to door survey. Tenants and residents are notified in advance of visit to specific neighbourhood with a follow up email to the survey for anyone not able to take part during the visit. Additional support can be provided to Area Housing teams for delivery of Community Chats	 Greater understanding of the things that matter to tenants in our neighbourhoods – what do they like and where they would like to see improvements Information and feedback gathered used by Area Housing Teams to develop area improvement plans Additional support for delivery of community chats will free up time and capacity for area housing teams (as opposed to current time required to prepare) 	 neighbourhood where chats took place You Said We Did linked to each Community Chat included on website

The Big Conversation	Ad hoc/one off events held at Independent Living schemes Opportunity for Independent Living tenants to talk directly to colleagues about things that matter to them Surveys completed during visits to understand levels of satisfaction and key themes	 Greater understanding of the things that matter to tenants in our neighbourhoods – what do they like and where they would like to see improvements Information and feedback gathered used by Area Housing Teams to develop area improvement plans 	 Newsletter produced and distributed to Independent Living tenants Specific follow up in relation to each scheme provided at subsequent house meetings Key themes identified such as: decorating, grounds maintenance, laundry, social activities, scooter storage, CCTV, heating and window cleaning Actions being taken in relation to key themes shared in newsletter
Progress volunteers	Open to all tenants to support the activity of the Group by volunteering their time to carry out checks of the area they live in	 Tenants complete a regular survey in their own time looking at the area they live in. They provide scores and comments on the state of the overall area and specifically the ground maintenance service. 	 In 2024-25 we received 7 community check sheets from general needs, independent living and RWP tenants Actions were logged relating to Untidy gardens and homes Dog fouling Overgrown pathways Removal of fly tipping

Stop Social Housing Stigma		 Identify opportunities in our ways of working to reduce and/or avoid stigma Improve services we provide More tailored approach to service delivery, offering greater choice that meets tenant needs Foster stronger relationships with our tenants and communities Additional resource will enable a more proactive role by the team and raising awareness across different teams – hence delivering more qualitative outcomes 	 Tenants selected the "tickets" of choice for our Pioneer Journey Internal working party created to implement recommendations and actions coming from collaborative session of tenants, colleagues and contractors.
Independent Living Activities	Theme per quarter – eg afternoon tea. During quarter this will be hosted at a number of schemes with neighbouring schemes invited in order to centralise	 Reduce social isolation Build and strengthen communities Establish and build friendship groups Opportunity to increase visibility of Progress 	 Monthly reports to HOMT, RWPMT, PHMT Annual update as part of customer voice annual report to exec board Reduce social isolation Build and strengthen communities Establish and build friendship groups Opportunity to increase visibility of Progress



- Delivering on what our customers told us in the Big Conversation (eg demonstrate you said/we did)
- Opportunity to hear voice of customerAdditionalresource will provide more of all of the above, creating more opportunities to hear from different tenants/customers
- Delivering on what our customers told us in the Big Conversation (eg demonstrate you said/we did)
- Opportunity to hear voice of customer
- Enhance the story telling of the impact of what we are delivering, build on our outcome evaluation eg articulate what would people be doing if we weren't delivering these activities. This would be provided in the form of a detailed Impact Assessment of these activities with high level monthly/quarterly information available.