

August 2025

VOICE OF THE CUSTOMER REPORT



Q1 25/26 TSM PERFORMANCE



89% satisfied with service from Pioneer

up 5% vs 24/25



92% satisfied their home is safe

up 4% vs 24/25



38% satisfied with the approach to complaint handling

up 1% vs 23/24



Keeping properties in good repair

Satisfied with the repairs service **81%**
up 4% vs 24/25

Satisfied with the time taken to complete your most recent repair **81%**
up 1% vs 24/25

Satisfied with how well your home is maintained **90%**
up 8% vs 24/25



Respectful and Helpful Engagement

Satisfied we listen to your views and act upon them **82%**
up 8% vs 24/25

Satisfied we keep you informed about things that matter **83%** up 3% vs 24/25

Satisfied that we treat you fairly and with respect **90%**
up 3% vs 24/25



Responsible Neighbourhood Management

Satisfied communal areas clean and well maintained **83%** up 10% vs 24/25

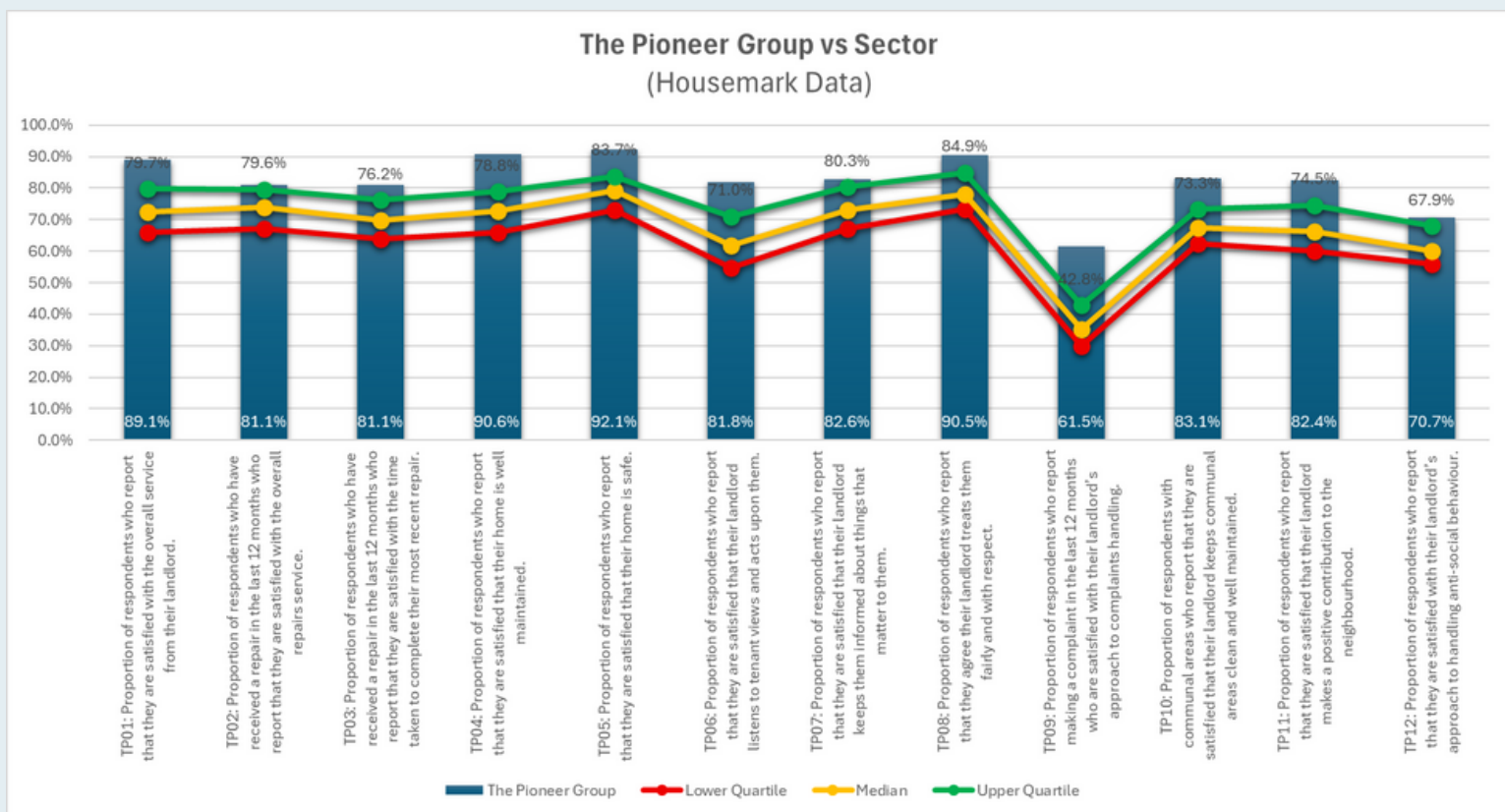
Satisfied we make a positive contribution to neighbourhood **82%**
down 1% vs 24/25

Satisfied with how we handle anti-social behaviour **71%**
up 5% vs 24/25

TSM BENCHMARKING

When bench-marking our performance against the latest Housemark data for the sector, we are currently performing higher than upper-quartile in every single TSM satisfaction metric. This is especially encouraging given strong performance in 2024/25.

These are early indications from Housemark, we'll receive a full report in the Autumn.



VOICE OF THE CUSTOMER FORUM

The Voice of the Customer (VoC) Forum has recently undergone a refresh of its Terms of Reference and now has a structured agenda. These changes are aimed at ensuring the forum drives progress and effectively acts on customer feedback.

For each meeting we'll review all Tenant Satisfaction Measures (TSM) and transactional survey feedback, learning from complaints and all other feedback mechanisms. The agenda will include regular updates from Listening Hub sessions, Resident Meetings, and other community engagement forums, ensuring that a broad range of customer voices are captured and considered.

The forum will focus on identifying themes and trends that emerge from customer feedback. From this feedback we will then take action to continuously improve our services.

We will monitor progress against action trackers and hold each other accountable to make sure these are completed in a timely manner.

A quarterly summary of TSM performance will be shared with the Customer Involvement Committee (CIC). This summary will include RAG (Red, Amber, Green) ratings based on both quantitative satisfaction scores and qualitative customer comments.

A new framework has also been introduced to support closing the loop with our customers who express dissatisfaction or request contact via surveys. This applies to feedback from both transactional (e.g., ASB and New Home) and TSM surveys.

YOU SAID

WE DID

You were confused about our brand

Launched a full brand refresh under The Pioneer Group

Our complaint letters were not well written

We revised them, sent them to our readers panel to review and have now implemented a new set of letters approved by customers

You were not very satisfied with the way we handle complaints

We have rolled out a full training programme and training manual to all investigating officers. We have recruited a complaints officer to improve our complaint handling

You were unhappy with how we handled ASB and the outcome of ASB cases

We are currently recruiting for a Community Safety Manager to improve our services to customers

Our website was difficult to use

We have refreshed our website to make the user journey easier.

Our Communications could be better around our Windows & Doors programme.

We held drop-in sessions at The Sanctuary, shared updates via our newsletter and Erdington Local, and created a dedicated Windows & Doors page on the website. The Nationwide Resident Engagement Officer also supported customers through tailored home visits.

You wanted more Partnerships & felt that things were too 'Pioneer' focussed

We have worked through Castle Vale Partnership to join up our activities over the summer

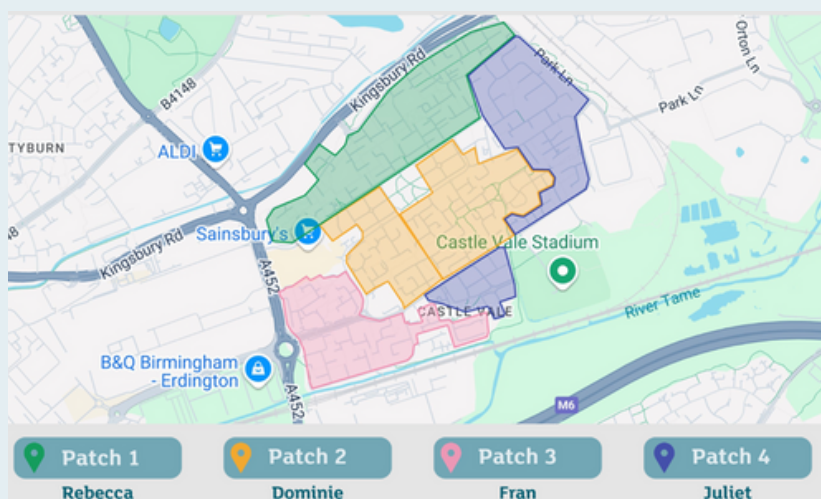


LISTENING HUBS: WHAT WE'VE LEARNT

During Quarter 1, we hosted six Listening Hub sessions at various times of the day and in different locations where we identified high footfall.

A recurring theme raised by customers was concern over communication about our repairs. In response, we were pleased to distribute our newly developed responsive repairs flyer. These provide clear guidance on how to report a repair, along with helpful information on what is and isn't the customers responsibility. This proactive approach ensures customers have access to relevant information in an accessible format.

Additionally, we identified that a number of residents were unsure who their Community Housing Officer was. We have now put a bespoke page on the website to communicate who the CHO is for each patch and included this within our latest newsletter.



These insights from our Listening Hubs continue to inform our approach, ensuring we remain responsive to customer concerns and improve access to key services and information.

PARTNERSHIP WORK

Severn Trent Water

Severn Trent Water came in to hold some training for our customer facing teams in June. Staff were informed about the different schemes that they offer to help customers in need.

Looking ahead to the Autumn and Winter months where the cost of living and household bills are expected to rise again, Severn Trent have been invited to our Cost of Living Drop-in on Thursday 18th September at The Sanctuary between 2:30pm till 4:30pm.

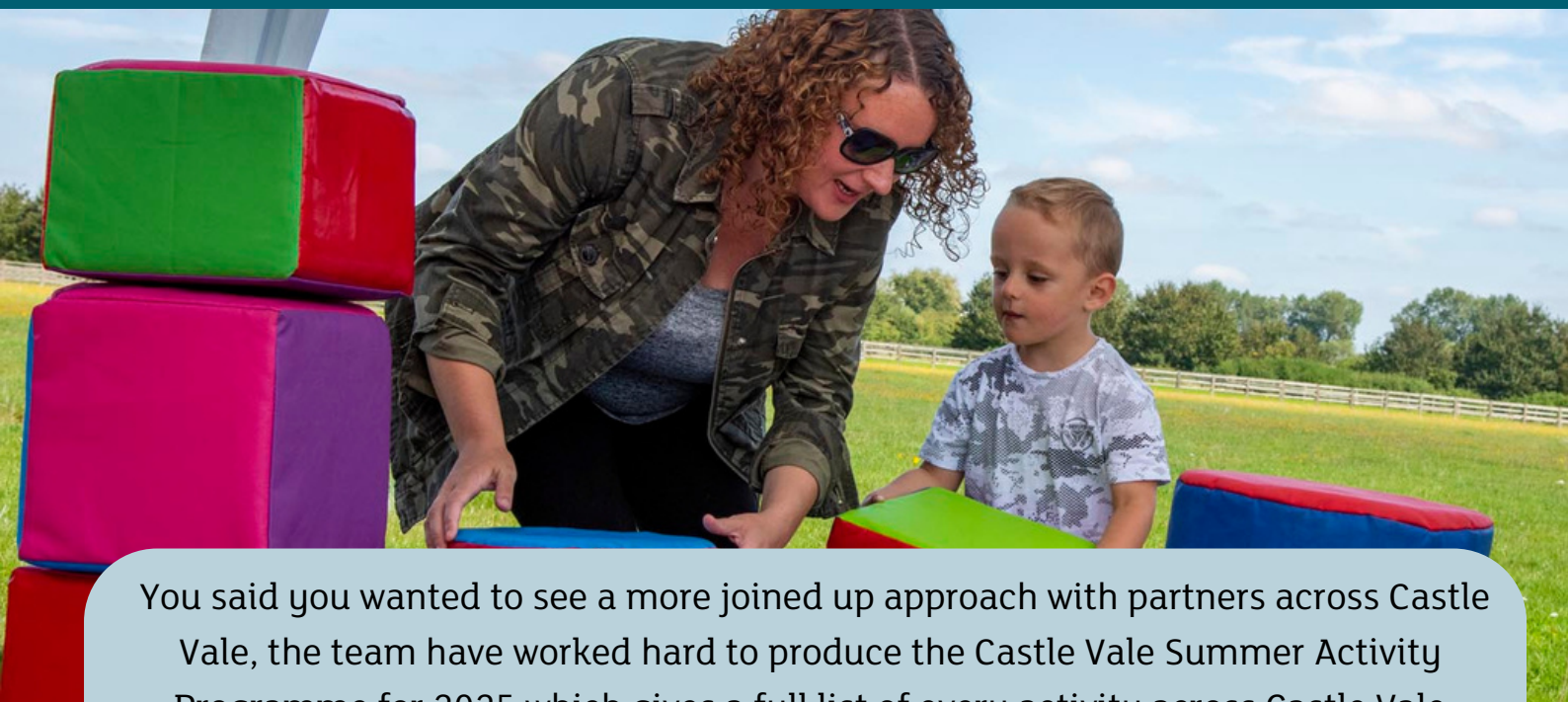
Our work with schools

Our Community Engagement team have been building on relationships with the Primary Schools and were invited to St Gerard's School Sports Day, where the team held a Listening Hub session with our Youth team. This was a great opportunity to speak with parents and increase awareness of our sessions for younger people at The Sanctuary.

At Chivenor Primary School we have continued their inter-generational work at Phoenix Court, attending a number of the Arts and Crafts sessions throughout the quarter. We also attended Gaftonbury which was their festival end of year celebration. Strengthening our ties with the schools in the community.



PARTNERSHIP WORK: SUMMER ACTIVITIES ACROSS VALE



You said you wanted to see a more joined up approach with partners across Castle Vale, the team have worked hard to produce the Castle Vale Summer Activity Programme for 2025 which gives a full list of every activity across Castle Vale making it more accessible for parents.



**Scan here
to find
out more:**



pioneergroup.org.uk/summer-activities

25 YEAR ANNIVERSARY: THE SANCTUARY

The Sanctuary celebrated 25 years since its official opening in May 2000. Originally established as part of the area's regeneration efforts, The Sanctuary has been a cornerstone for community engagement and support.

Customers and residents of Castle Vale were involved in the celebration which took place on Friday 30th May.

The event offered a day filled with free games and activities suitable for all ages, reflecting the vibrant spirit of Castle Vale.

Attendees were also able to explore a mini exhibition showcasing a collection of photographs and videos that illustrated Castle Vale's history and the community's journey over the years. This exhibition aimed to highlight the stories and memories that had shaped the neighbourhood.



Q1: 2025/26 EVENTS

July

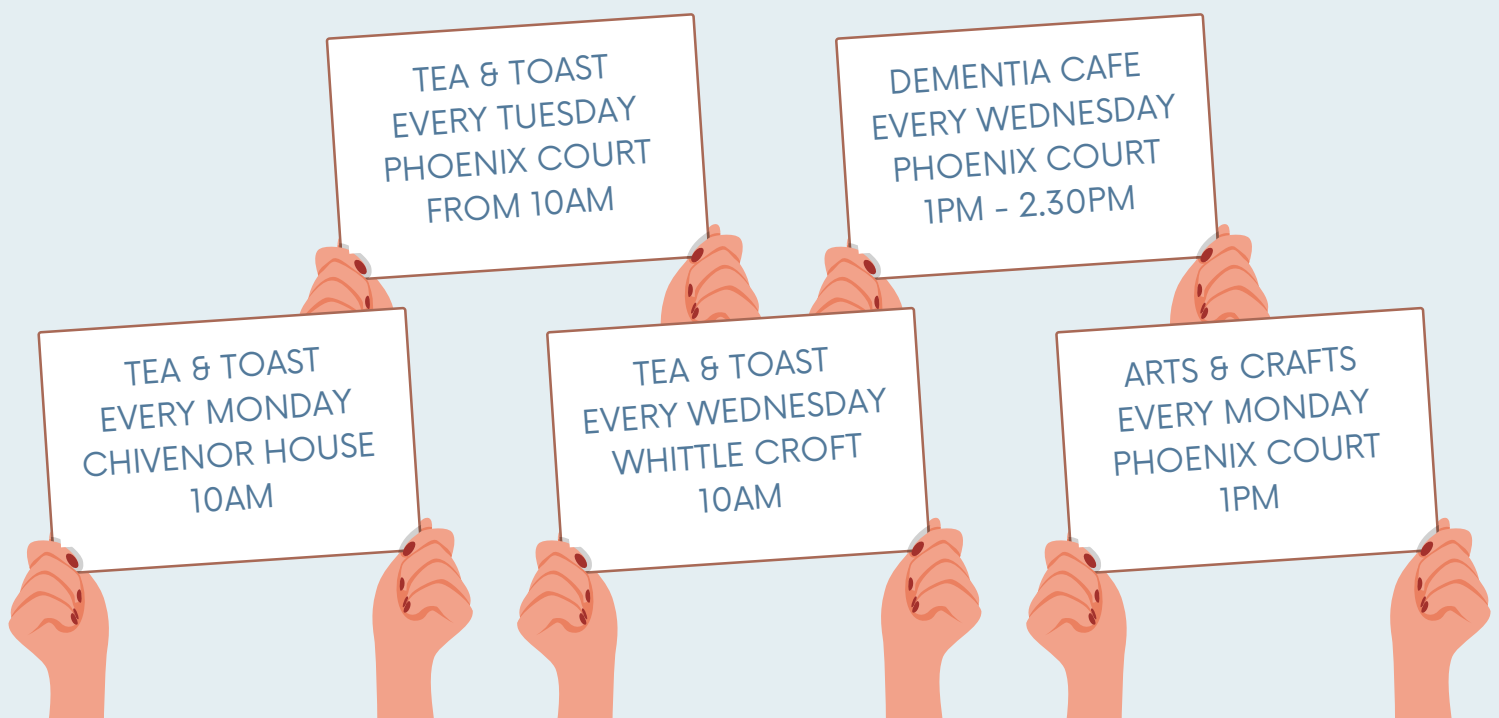
21ST JULY	COFFEE AND CAKE @ TOPCLIFFE HOUSE 12PM-1PM
22ND JULY	LISTENING HUB - NEEDS LOCATION

August

1ST AUGUST	LISTENING HUB - OUSTIDE ST CUTHBERTS 11:30-13:00
7TH AUGUST	LISTENING HUB - TOPCLIFFE HOUSE 12:00-13:30
20TH AUGUST	HOUSING SURGERY W/CLLR GOODWIN @ THE SANCTUARY 14:00 - 15:00
21ST AUGUST	LISTENING HUB - FARNBOROUGH SHOPS 12:00-13:30
30TH AUGUST	CASTLE VALE COMMUNITY FESTIVAL - 12:00 - 18:00

September

18TH SEPTEMBER	COST OF LIVING EVENT @ THE SANCTUARY 14:30-16:30
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INVOLVED CUSTOMERS



SEARCHLIGHT

Searchlight panel have met twice in Q1 to complete their review of the Out of Hours service. We have agreed moving forward to meet monthly, rather than bi-monthly and will be engaging with panel to build a comprehensive programme of work.

READERS PANEL

A recruitment campaign will begin over the next quarter to increase the numbers in our readers panel and awareness of what the panel do. They reviewed the customer newsletter in April.



BLOCK CHAMPIONS

There remains 8 Block Champions that are currently active, now that we have a full team in the Community Engagement team, these numbers are expected to increase with the team being set with incremental targets over the next quarter.

GREEN CHAMPIONS

As with Block Champions, we expect the number of Green Champions to begin increasing over the next quarter. One of the Green Champions will also be involved in the recruitment of Grounds Maintenance Contractor.





Presenting

Castle Vale Community Festival

Saturday
30th August

Farnborough Fields
next to Castle Vale Stadium
Midday till 6pm

WANT TO GET INVOLVED

We're looking for people who'd like to get involved.
Do you know a local food vendor, performer, or
entertainer? Or maybe you'd like to take part
yourself? We'd love to hear from you....

contactus@compass-support.org.uk

0121 748 8111

