



Creu cymunedau i fod yn falch ohonyn  
Creating communities to be proud of

# Tenant Voice & Influence Annual Report 2023/24



# A Welcome from the CEO

I am delighted to introduce our Tenant Voice and Influence Annual Report. This report is a testament to our ongoing commitment to placing tenants at the heart of everything we do. At Cartrefi Conwy, we believe that our tenants' voices are invaluable in shaping the services we provide and ensuring that our efforts truly meet their needs and expectations.

Our Tenant Voice and Influence strategy is designed to ensure that every tenant has the opportunity to contribute to and influence our work. Whether through surveys, focus groups, or our new Tenant Talk sessions, we have created new platforms for tenants to share their views and suggestions. This report highlights the many ways in which tenant input has driven positive change within our business over the past year.

Looking ahead, we remain committed to improving our engagement with tenants and ensuring that their voices continue to influence our work. We will focus on expanding our outreach efforts to include even more diverse voices, particularly those from underrepresented communities. Additionally, we will continue to invest in innovative ways to collect and act on tenant feedback, ensuring that our services are responsive, effective, and aligned with our tenants' needs.

I would like to extend my heartfelt thanks to all our tenants who have taken the time to share their insights and experiences with us. Your contributions are invaluable, and together, we are building a stronger, more inclusive, and more responsive housing association. This document is also available in Welsh if that is your preferred language.

Thank you for your ongoing support and engagement.





# How we have **heard** tenant voice in 2023/24



# An introduction to STAR

A STAR is a Survey of Tenants and Residents. Every social landlord surveys a portion of tenants each year, asking a standard set of questions with the data sent to the Welsh Government.

We ask Acuity to call a representative sample of tenants so we can get reliable data to improve how we deliver services. Questions that tenants are asked will include how friendly and approachable we are or how well we listen and act on your views.

We survey 800 tenants per year through our data partner Acuity. You might get a phone call from Acuity on our behalf to complete a survey and we appreciate your time helping us to make our services better.

You can complete the survey in Welsh or request an online copy, whatever your preference.



## Our Performance in 2023/24

There are 14 metrics measured in a STAR. This is how we have performed this year. We have broken down the 3 metrics that are influenced by your voice directly on the next page.

Overall Satisfaction

81%

Home is Safe and Secure

88%

Neighbourhood as a place to live

83%

Anti Social Behaviour

68%

Repairs and Maintenance

74%

Easy to deal with

81%

Rent Value for Money

84%

Quality of Home

80%

Staff are friendly & approachable

89%

Service Charge Value for Money

77%

Trust in Cartrefi Conwy

76%

# In 2023/24

67%



of tenants are satisfied that **Cartrefi Conwy** listens to their views and acts upon them.

61%



of tenants are satisfied that **Cartrefi Conwy** gives them opportunities for decision making.

61%

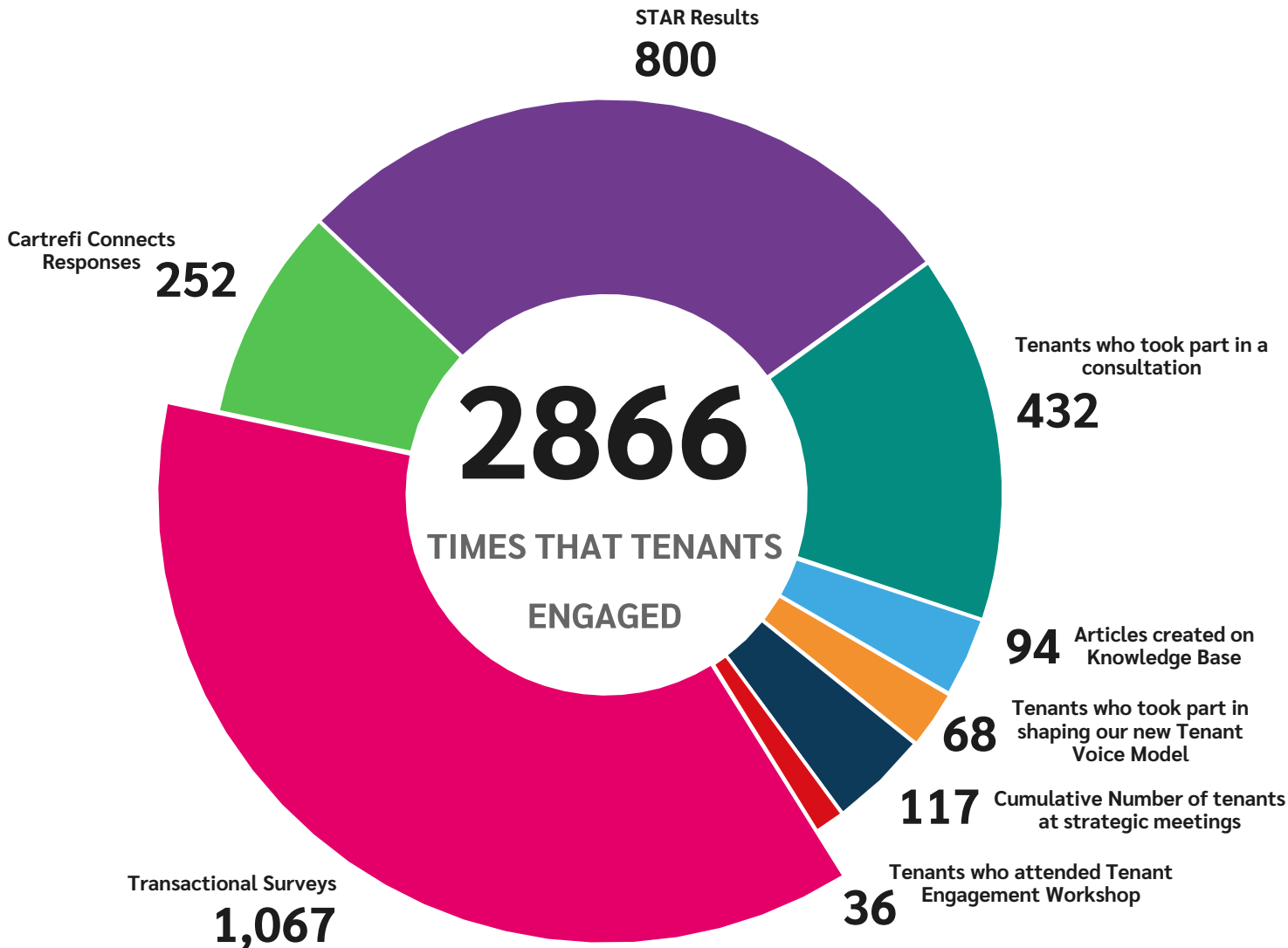


of tenants are satisfied that they have a say in how **Cartrefi Conwy** manages services.

This data is compared with other landlords in Wales to produce league tables. When we compare our data with every other social landlord in Wales, we can see that our satisfaction is in the second quartile in each category.

This means that our levels of satisfaction are above the median (middle) average but not in the very top quarter of results. We are always looking for ways that we can improve, and we want to make sure tenants are involved in helping us shape that.

# How we heard the tenant voice in 2023/24

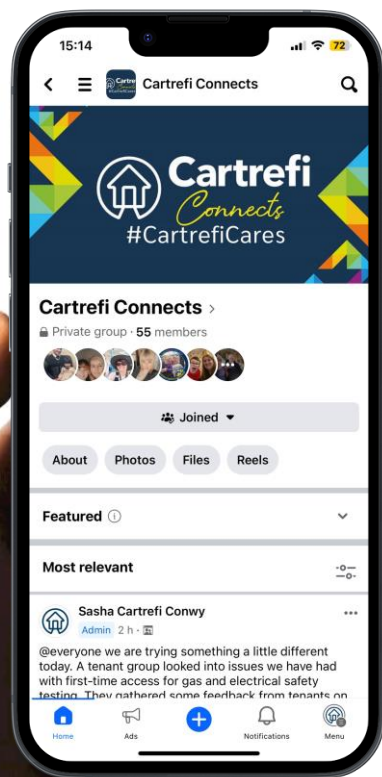


Throughout the year, we use various methods of engagement to speak to a representative sample of tenants.

Transactional surveys are conducted after a repair is completed at your property, if you have a repair in your home, Acuity may contact you with a short survey to find out how we did.

We held several consultations throughout the year in multiple communities to work on specific projects to improve where they live.

Multiple focus groups were held to shape our new tenant voice model alongside visits to community groups to get opinions from across our neighbourhoods.



## Cartrefi Connects

In July 2023 we created Cartrefi Connects, a Facebook group only for tenants. We ask the members questions to gather their opinions on upcoming projects and service changes.

We created this group for people who want to share their opinions on how we work but might not be available during the day to come in to see us.

We have used this page to collect opinion on topics such as well-being events, rent setting, call wait times and more.

## You can join too!

We opened with 50 places and are aiming to double the membership of the group this year, please look out for invites on our Facebook page.

You can find the group by searching for Cartrefi Connects on Facebook.

You will need your address or tenancy reference number to join. We verify every group member to make sure that only tenants can join the group.

This group is one part of how we hear tenants – we love face to face events too and we invite all group members to join us at face to face events that may be of interest.



## What we asked Cartrefi Connects members

Over the last year we have consulted on a variety of topics.

As examples, we asked members about our review into tenant engagement. The group was asked about what meeting schedule worked best for them as well as the format and location for tenants to get together and work with us to improve the way we work.

We have also asked members about changes we could make to our Gas and Electrical safety information leaflets as a result of a review conducted by tenants.

## What Cartrefi Connects members told us

When we looked at reforming how we hear tenant voices members told us that they preferred face to face meetings where possible with some online meetings for those who cannot attend.

Members told us that 2 to 3 bigger meetings per year would be more practical than smaller, regular meetings.

When we displayed the Gas and Electrical safety leaflets to members, they told us that some sentences needed to be changed for clarity along with some other minor formatting changes.

## What we did as a result

We have designed a new structure for how we hear tenant voice at both a strategic and informal levels based on the feedback from members. We have begun to roll this out and will be coming back to the group to ask how it is working for them as we progress.

We changed the Gas and Electrical safety leaflets in line with the feedback we received. These leaflets are now being sent out to tenants as a direct result of feedback from members.

**How tenants  
have influenced  
our projects in  
2023/24**



# Peulwys Community Consultation

We consulted with 88 tenants in Peulwys in July to discover why satisfaction in this area is lower than average. We asked tenants about litter, anti-social behaviour and fly tipping to see how much of a problem those issues were for them.

Tenants told us that litter and fly tipping are big issues in the area. Peulwys holds a prestigious Green Flag award, and tenants were concerned that this could be at risk if the fly tipping issues continued.

We organised additional skip days in the area to help with the fly tipping issue, led estate clean-ups and signposted our dedicated Money Support Team in the area to help tenants access support. After an inspection by Keep Wales Tidy, the Green Flag award was renewed.



# Lon Cymru

## ENVIRONMENTAL PROJECT

**13 TENANTS** gave their views on proposals for improvements to the outside spaces following the site visit with colleagues last year. These plans will be constructed over 2 financial years, completing in the year 2025/26.

There are many families in these blocks who fed back to us concerns about safety in outside spaces and the location/size of the bin stores.

Tenants told us that they approve of the plans to plant the trees in the locations we presented. Tenants wanted more clothes drying space and approved of our proposals to use rotary lines to maximise space. When we initially consulted, tenants told us that the bin storage was unsuitable as it was not designed with modern recycling needs in mind. We proposed to move the bin store an area that is currently a grass area. Tenants were supportive of this change as they will have additional space to recycle items and the bin store will be locked away so non-residents cannot access it.

Tenants asked us to plant trees that grow fruit that they can use and had questions about the width of the hardstanding areas which we were able to clarify. This proposal is now going to the board for final approval before work can begin.



# Rent Setting

Each year we set our rental amounts, and we are keen to speak to tenants to get their input on how we can allocate resources to best fit tenants needs. We asked Cartrefi Connects members what topics they wanted us to cover in these sessions and they told us they wanted to hear about how we spend rental income, how we apply any rental increases and any support we offer for those who are struggling to pay their rent.

We held sessions in Llandudno, Peulwys, Kinmel Bay and one session online over a period of a month, speaking to 17 tenants who told us:

- It was helpful to understand why we have to charge the rental amounts we do
- That wanted to see more sessions like this in the future

Looking ahead, we want to give tenants the option to be involved in telling us what our spending priorities should be, and we will do that at an upcoming Tenant Talk event.



## INVOLVING TENANTS IN OUR

# SUSTAINABILITY STRATEGY

As well as looking after over 4100 homes, we also manage over 4000 trees and have responsibility for the sustainability of our estates. We ran focus groups with **tenants** and local **schoolchildren** to find out about their perception of what Cartrefi Conwy's priorities should be in terms of our commitment to the **environment**. These slides will **influence** the construction of a new element of our sustainability strategy.

The tenants and schoolchildren told us that these were things we should focus on to construct the new strategy





# How we have **developed** our Engagement Models in 2023/24



# The Scrutiny Panel

For many years, our Scrutiny Panel were a group of tenants who worked closely with us to improve Cartrefi Conwy's services. As a result of our review into our engagement model, tenants told us that they wanted a less formal, more relaxed approach to influencing us, so the board took the decision to close the panel to give a wider range of tenants the opportunity to influence us. Former panel members are very experienced in this field and will almost certainly carry on working with us; you might meet them at a Tenant Talk soon and we are sure they will help you to settle.

For their final project, the panel looked at our rates of first-time access for Gas and Electrical safety testing. This is a big issue for us as approximately 30% of appointments for these services are cancelled or our engineers are not granted access to complete the work.

The panel surveyed 28 tenants and created recommendations for improvement. As a result of the panel's work, we are creating reminders for tenants in our communications to update their contact details with us and issued a reminder our contractors and sub-contractors to ensure their ID is present and visible.



# How tenants use our data to help us

Over this year we held focus groups with an array of tenants who investigated our satisfaction results with us. Each quarter we held a workshop to present the data and discuss the comments made by tenants who were not satisfied with our services. Each quarter we looked at a different question which enabled tenants to give us their perspectives on why other tenants may have answered in the way that they did.

This enables us to better understand the reasons why tenants answer in the way that they do and gives tenants in the focus group sessions a chance to shape our priorities for the future.

The comments that we look at are fully anonymised and relate to one of the 14 areas of satisfaction that are measured in a STAR survey. We take the feedback from tenants who attend these focus groups and use it to inform our approach to improving satisfaction in these areas.

We will be doing more work like this at an upcoming Tenant Talk and we look forward to seeing you there to hear what you think.





# Inviting tenants to improve services

We held an event with 36 tenants to get insight from tenants about how we can learn from our satisfaction results, how we can improve and how we can involve tenants in our plans to bring our properties up to the new Welsh Housing Quality Standard that is now live.

- Tenants met members of the leadership team and the board so they could have one on one conversations about how we can improve
- We presented our satisfaction data for the year and gave tenants the chance to see this and comment on it
- Tenants commented on our new 'Project Neighbourhoods' approach. We have taken on more Housing Officers, giving them reduced patch sizes and more time to spend on our estates with tenants.

This event served as a blueprint for our new way to connect with tenants, bringing a variety of diverse voices into one room to discuss ideas and priorities for the future of Cartrefi Conwy.

# When we were reviewing the engagement model, tenants told us that

- Some people prefer face to face sessions in less formal settings
- A significant number of people prefer an online/hybrid option
- These conclusions are supported by feedback from the tenants who attended the Llandudno Engagement Event

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## Of the 68 tenants we have spoken to or polled,

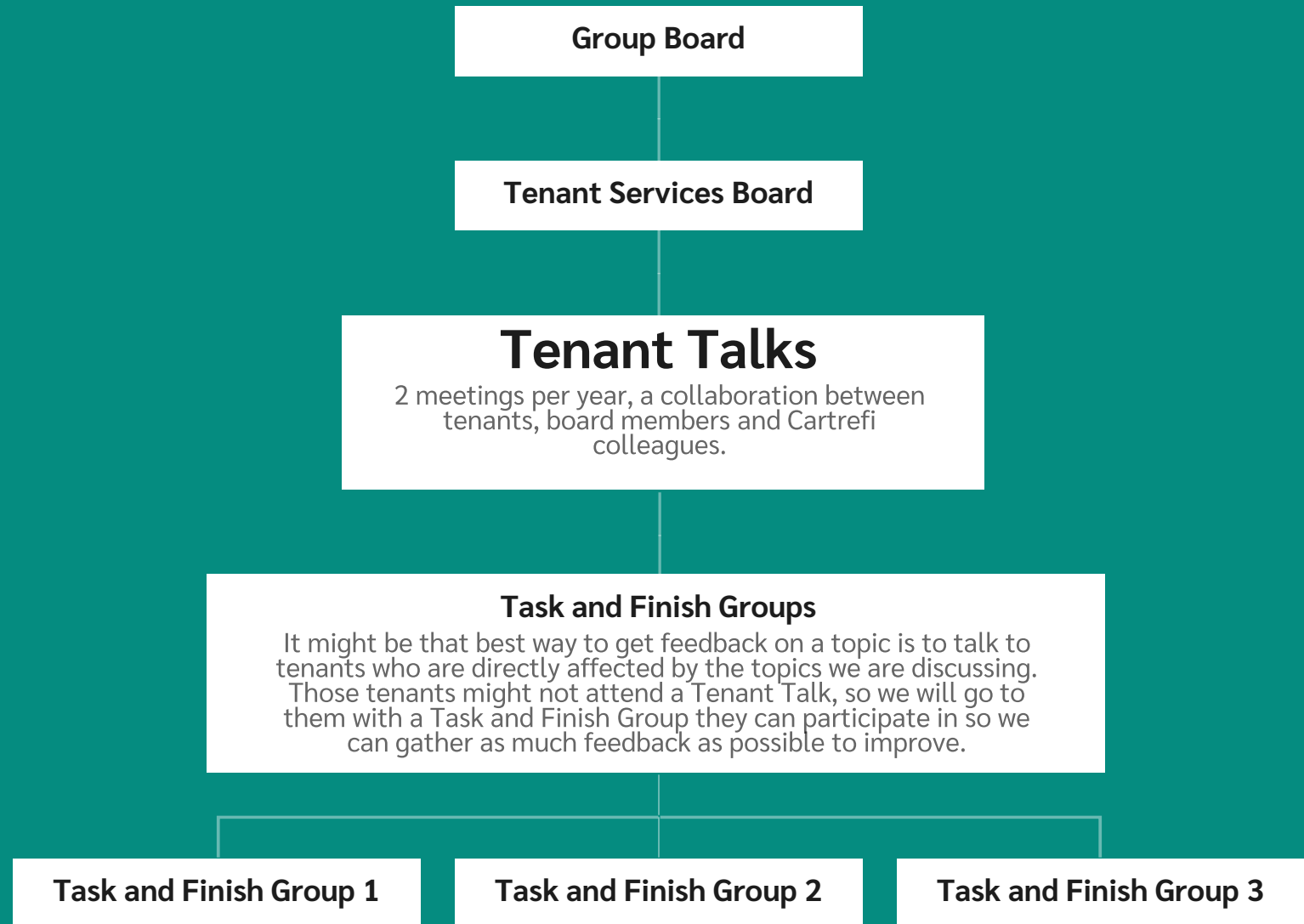
- **68%** of tenants were under the age of **45**, targeted as tenants aged below this age are the most dissatisfied in our STAR surveys
- **22%** of tenants were under the age of **30**, targeted as tenants in this age group are the most dissatisfied in 5 categories of our STAR surveys
- **62%** of tenants were female, **36%** were male and **2%** identified as non-binary



## The new structure to improve **Strategic Tenant Involvement**

This structure provides a tenant perspective on how Cartrefi Conwy meets the Regulatory Standards in terms of tenant involvement

The 'Tenant Talk' will be the flagship event for tenants, which will form the centerpiece of our engagement strategy. The event will involve tenants and colleagues working together to agree directions and priorities to plan service improvement



## HOW WE HEAR INFORMAL TENANT VOICE

Compliments and complaints

Walkabouts

STAR Data

Informal feedback through colleagues

Tenant Champions

## HOW WE COLLECT INFORMAL TENANT VOICE

Cartrefi Connects

Surveys (in person and online)

Attending existing tenant community groups and Creating Futures events

## AREAS OF INFLUENCE

Policy reviews

Service changes

Leaflet/Newsletter feedback

The new structure to improve

## Informal Tenant Involvement

Tenants have told us that one way they might like to get involved is to become a Tenant Champion.

The Tenant Champion role is an option for future investigation. This could involve a tenant (or multiple tenants) working more closely with operational colleagues to promote Tenant Voice activities within their communities.

We will capture data from these channels and include any service improvements made as a result of these interactions as part of our outcomes reporting

**How we have  
worked with our  
partners in  
2023/24**





# Conference 2023

## Our tenants learned

- What other Social Landlords are doing to maximise tenant involvement in designing and developing services.
- How to feedback their thoughts to us so we can better understand what tenants want from us.
- Why it is important for tenants to be involved at all levels of decision making and how to do that effectively.

## We took tenants who had never been to a TPAS event before

"I learned so much from going to the conference, I hope I can take this away and improve things for all Cartrefi Conwy tenants. It also opened my eyes to how much Cartrefi already does, a lot of tenants from other places do not seem to have the same opportunities that we do"

**You can come too!** The 2024 TPAS Annual Conference will be held on the 13<sup>th</sup> and 14<sup>th</sup> of November 2024. If you are interested in learning more about this event, please e-mail [Sasha.Jones@cartreficonwy.org](mailto:Sasha.Jones@cartreficonwy.org)





# Community Chest

The Community Chest fund offers a grant up to £1000 for local community groups or projects. Applications come in from both tenants and residents of our communities to fund projects such as

- £990 for the Llanrwst Men's Shed to host an excursion up Y Wyddfa
- £990 for the Wisdom of Trauma group to undertake training in order to grow and support more people
- £1000 for Ysgol Morfa Rhianedd PTA to buy Teepees for the children to do well-being activities
- £1000 for the Llysfaen Community Council for the Youth shelter at the MUGA in Parc Peulwys

If you are interested in applying for funding, please contact [Megan.Eldon@cartreficonwy.org](mailto:Megan.Eldon@cartreficonwy.org) for more information



# Wednesday Walkabouts

In January 2024 we relaunched our Wednesday Walkabouts. We unveiled the new Neighbourhoods structure alongside this, with 16 Housing Officers covering reduced patch sizes.

We have visited Towyn, Llanfairfechan and Old Colwyn so far with a walkabout planned once a month to cover all of our estates over an 18 month period. We will send you a text message to let you know when we are planning to visit your area.

Board members and external partners such as local councilors, police officers and PSCO's join us to talk to you and hear your feedback about where you live. Our Housing Officers lead the walkabouts, and you can feedback to them if you miss us when we come out.

We have visited areas covering 246 properties so far and we look forward to seeing you when we visit.





# Our work was recognised at the TPAS Cymru Good Practice Awards with a Third place in the Tenant Voice category

Each July, TPAS host their annual Good Practice Awards to celebrate the best work across the social housing sector.

Our work to improve how we hear our tenants and act on the outcomes we collect was recognised by the TPAS judges with a third place at the awards.

None of this would be possible without the continued work of our tenants who give up their time to help us improve. This award is not for us; it's for you!





# Contact Us

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