

Title: Annual report update

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1. Purpose

- 1.1 To share the draft Housing Leeds Annual Report to tenants and seek support to publish – attached as appendix 1

2. Previous position:

- 2.1 We previously produced an [annual report for tenants](#) at the beginning of October each year- an accessible online version, coupled with an interactive pdf published on social media
- 2.2 The report was shared via the monthly tenant email, on social media (with a countdown of summary posts in the preceding days) and circulated to staff. Ward Members were made aware via an item in the corporate ward member update
- 2.3 The report itself had four themes, described as 'Your Home', 'Your Rent', 'Your Voice' and 'Your Neighbourhood' which mirror the existing Regulator for Social Housing's Consumer Standards
- 2.4 Within the report we included a range of performance information, statistics and figures that demonstrated our activity and outcomes for residents, a section on learning from complaints and short case studies highlighting positive pieces of work such as an example from the investment programme.

3. Appraisal of the previous position

- 3.1 There is no longer a requirement to produce an annual report at any specific time of the year. We also had feedback that releasing the report in October feels 'out of date' with content at that point going too far back. Many residents may also reasonably interpret our statements about 'during the year' as the calendar year, not financial year
- 3.2 The previous method of sharing reached a reasonable number of residents. Sharing on Facebook reached 1.5k people, 222 engaging with the post in some way, clicking on links, leaving a comment, sharing the post, and reacting to it. The posts we shared in the build-up reached 1.6k people and were engaged with 192 times. On Twitter, the Annual Report reached 1.2k people with 59 engagements. Posts shared in the build-up reached 273 people and were engaged with ten times. The tenant email featuring the Annual Report was opened by 18,010 people, achieving 198 individual views of the digital version and 86 of the accessible version
- 3.3 Whilst reach can be improved, the above demonstrates the value of retaining the digital sharing methods as a cost-effective way for us to share the report

- 3.4 There had been a reduced level of tenant input into the design and content whilst we developed our new framework and the Tenant Voice Panel
- 3.5 The October 2022 version was thirteen pages long. Whilst this is shorter than we have done historically – there’s scope to focus more on the most important issues to tenants
- 3.6 When connecting with other landlords, our report has generally been praised for its use of infographics, symbols, and overall presentation, but could be improved by presenting clearer trends in performance and the use of higher quality photography

4. Current position

- 4.1 We have retained the same themes in line with the consumer standards.
- 4.2 To meet with current and likely future regulatory requirements, we have developed content for this annual report that includes:
 - TSM data for 22/23 year-end – displayed clearly and prominently, introduced as new key measures that we will be regularly reporting to tenants. Laying foundation for us to show comparative data/our direction of travel more clearly in future
 - Content that shows how we are providing quality services – not just numbers of activity, to demonstrate we understand the customer experience
 - Small customer facing case studies and impact of investment work
 - Learning from complaints
- 4.3 Annual report timetable:
 - a) Publish the full annual report by the end July
 - a. Content as above
 - b. Greater engagement on the design and content with residents – Tenant Voice Panel members were offered the chance to provide feedback on last year’s report through a SMART survey and/or attendance at a Teams session. Some positive feedback received and taken on board with the current draft including:
 - i. Refreshed images
 - ii. Reduced amount of text to make it easier to see key information
 - iii. More information on damp and mould
 - iv. Kept case studies in as tenants liked these
 - v. Presented the information in different formats
 - c. Clear presentation of TSM 22/23 year-end data
 - d. Share as previously (accessible online version, via countdown on social media), communicated through the tenant email. In addition, share with tenants, residents and community groups

and issue to all HAP members.

- b) Publish short quarterly updates – (end Oct, end Jan)
 - a. To include 22/23 year-end and most recent quarter available – with a trend line to indicate the direction of travel and any actions to improve
 - b. Shared online and on social media. Like the annual report, shared with tenants, residents and community groups and issued to all HAP members.

5. Recommendations

- 5.1 For the board to review the draft Annual Report and agree sign-off for publication w/c 24 July 2023 or make any final comments.