



We're Listening

Knowing you, doing better

There's no one, fixed way that we work with our customers – we want to ensure all circumstances are considered so that our services meet our customer's needs, and they feel treated fairly. To do this we need to hold the right information about our customers, including data about protected characteristics, such as age and disability and any communication needs.

Who did we talk to?

We wanted to work with customers to decide the most effective approach to gathering information and keeping it up to date, as well as explain how we would use this data.

In September 2024, eight customers attended a focus group at Centre 63 in Kirkby. We supported with travel costs where needed to ensure customers from across our communities could attend. We also held a telephone conversation with one other customer who was unable to attend the focus group but still wanted to take part.

What did you tell us?

We held an open conversation to find out how customers felt data should be collected and to identify any concerns they had about sharing their data or about how we would use it.

Customers told us that the best way for us to collect data was to:

- raise awareness of what we were doing and why before we do it (through texts, emails, social media posts or leaflets)
- arrange for community colleagues such as Housing Advisors to speak to customers
- undertake a survey, but be mindful that not everyone would take part
- provide opportunities to collect data over time such as door knocking, events or through interactions with our Contact Centre and Housing Advisors.

Customers told us that they had concerns about:

- being scammed
- information being hacked
- data being sold
- who could access data
- whether information would be used to prioritise groups of customers.





What are we doing?

We've used the information from the focus group and telephone conversation to shape our approach to collecting information about our customers.

We've:

- told customers about what we were doing and why; through our web pages, social media posts, emails, and leaflets
- prepared and shared a list of frequently asked questions to address concerns raised by customers
- briefed our colleagues about why and how we will be collecting information
- worked with a trusted partner to collect information through a survey.

We're:

- training our Housing Advisors to collect information from customers when they hear from them or meet with them
- going to assess where we have less responses to our survey and organise follow up activity such as door knocking to increase the response rate.

Thank you

We'd like to thank all the customers who took the time to talk with us.

Your Voice Matters!