

Customer Communications Group

Impact Report – Phase One

2025/26



About the group

Objective

To form a Customer Communications Group (CCG) that is mutually beneficial for residents and United Welsh. The aims were to:

- Obtain feedback from customers about the communications we publish for United Welsh to inform and improve what we produce
- Help customers to develop their creative skills to progress their hobbies and employability

Desired outcomes

For skills training, we wanted to base it on what customers told us they wanted to learn about.

For service improvement, we wanted customers to evaluate three communication areas to provide ideas and direction.

Areas to evaluate



unitedwelsh.com in readiness for creating a new website information hub – a 'Residents Area' specifically for contract-holders and occupiers

What content would they like to see or expect to see on our website, how do they search for content, and any information gaps?



Content published on United Welsh's Facebook and TikTok pages, targeted at customers

How engaging is the content and what would they like to see?



Customer annual performance summary (a short version of the Annual Report that is posted to all customers)

Is the information easy to understand? What information would they expect or like to see?



Relevance

The Communications service was keen to design customer influence into its continuous improvement framework.

Previously, open invitations asking for feedback had been shared on social media and the website via platform posts and on-page web surveys, but these were unfocused and feedback was not consistently captured.

The new CCG would provide a platform for focused feedback directly from customers, while helping to evidence compliance with Welsh Government's Regulatory Standards, particularly:

RS4: The organisation's culture supports and empowers tenants to influence the design and delivery of services



On a micro level, it also contributes to United Welsh's strategic objective to improve customer satisfaction across **four** of the **benchmarked metrics**:

01.

We listen
and act

02.

Customers
participate
in decision
making

03.

Customers
have a say in
how services
are managed

04.

Customers
trust us

The United Welsh website was also due to be updated to reflect legal and regulatory changes; specifically:

Ensuring information and contact pathways aligned with Renting Homes Act processes implemented by United Welsh



Improving content and functionality in readiness to improve the Welsh website, before implementing the Welsh Language Standard



Measuring success

We intended to measure success of the CCG by:



The practical changes that could be implemented by the Communications team across the three communication areas (website, social media, performance summary) as a result of the feedback collated



The group's thoughts about the changes made due to the workshop consultations



Customer feedback about the skills training

Outputs

Who was involved?



Customers
(From General Needs and Living Well properties)



Communications Team



Customer Involvement Team



ProMo Cymru;
a charity that partners with the third sector to create more equitable services. ProMo helped to facilitate sessions and deliver training.

Types of involvement

A **discovery day** with a workshop format. This session was designed to give customers a flavour of what they could expect in the main workshop sessions, and to ask what skills training they wanted.



Three workshops which covered the website and 'Residents Area' ideas, social media and making accessible content, and mobile video skills training.



A **feedback session** to show customers how their feedback had influenced change, and to talk about plans for phase two of the group.

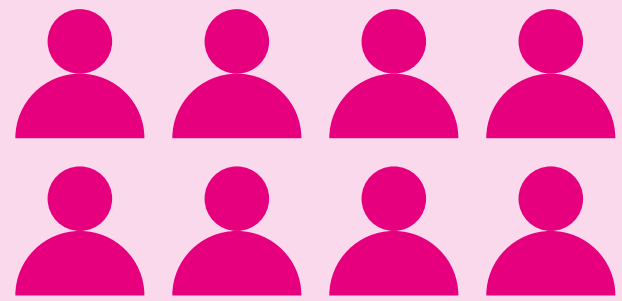
Cost of the project

The financial cost of facilitating the first phase of the CCG was:



For the workshop events and transport to support attendance

Actual outcomes



8 customers

attended the Discovery Day, with between six and eight customers attending the following sessions.

All the Communications Team attended the Discovery Day, and at least one Communications staff and Customer Involvement staff member attended all sessions.

Customers were highly satisfied with the engagement approach and sessions. They appreciated being listened to and involved.

“This was amazing”

“This has been such a positive experience”

Customers showed goodwill towards the team and saw the approach as beneficial beyond the communications service. They would like to engage in similar sessions for other business areas.

“It’s so nice to speak to a manager in person”

“Why don’t we roll it out to other managers?”

Customers named clear improvement areas or reinforced existing good practice. They emphasised the need for simplicity.

“A lot of the issues just need quick fixes”

“Most people just want a good service”

Input

Customer time, staff time



Activity

Discovery Day, consultation workshops and outcomes session



Outcomes

Website improvements, clearer social media plan, better performance information



Impact

Greater trust, fewer avoidable contacts, stronger regulatory evidence, more empowered customers

Evidence of change

unitedwelsh.com

The CCG directly informed the structure of the new Residents Area, and their feedback about site navigation, signposting and missing information helped to make improvements across the site overall.

“It’s difficult to navigate.”

“It feels like it’s aimed towards staff or businesses.”

“I’d like more advice and support pages.”

“There’s nothing about courses or what’s coming up. It’s only on Facebook.”

“Signposting needs to be clearer. Volunteering should be in the same place as current vacancies.”

“There should be more clear communication about how to get in touch with United Welsh. There is nothing about out-of-hours.”

“How can you find officers? Like the Neighbourhood Safety Officer?”



What's on



Cooking with airfryers course
This course aims to help encourage people to eat healthier and become more independent.
[Find out more](#)



Live Life to the Full
Free six-week course to boost confidence, tackle challenges, and feel happier and calmer.
[Find out more](#)



Introduction to counselling
Learn counselling skills, ethics, and person-centred practice in this online tutor-led course.
[Find out more](#)



First aid and defibrillator awareness
Learn life-saving skills like CPR and treating severe bleeding to act confidently in emergencies.
[Find out more](#)

Jobs and volunteering

Whether you want to work at United Welsh, are keen to volunteer, or need support finding work, this section is here to help. From current vacancies to volunteering roles and employment support services, you'll find clear signposting to help you get started.



Work with us
If you're looking to apply for a role at United Welsh, click here.
[Find out more](#)



Volunteer with us
If you're looking to volunteer within our communities, click here.
[Find out more](#)



Help with jobs and training
If you're a resident looking for help with finding a job, click here.
[Find out more](#)



As a result, we:



Pulled out the search bar to appear top of every page, and it now surfaces more results



Consolidated all information aimed at residents (contract-holders and occupiers) into one section – the new 'Residents Area'



Restructured the top menu to better cater to different audiences (contract-holders / occupiers, professional partners, prospective contract-holders, job seekers, volunteers etc.)



Added 21 advice pages better aligned with housing management services under the Renting Homes Act, and addressing former information gaps



Improved related content links across the site to support navigation.

Get in touch

Find the right people to help you.



Contact us
Find out how to get in touch with our team for help and support.
[Find out more](#)



Feedback and compliments
Share your feedback or tell us what we're doing well.
[Find out more](#)



Make a complaint
Let us know if something's gone wrong so we can fix it.
[Find out more](#)



Better navigation



Better accessibility



Reduced digital barriers

Since launching in **March 2026**, the Residents Area has had over **1,700 views**, which may have helped to reduce contact to other business areas and resolved queries faster.

Facebook and TikTok

Suggestions for social media content was consistent with what is already produced, although customers emphasised wanting to see more residents and staff.

Thanks to the CCG, this is the first time since before the pandemic that customers' specific content preferences were directly incorporated into strategic planning for social media.

"More resident stories i.e. 'My name is Dave, I've lived here 16 years, here's my thoughts on this lovely community'"

"Sometimes it's self-congratulatory"

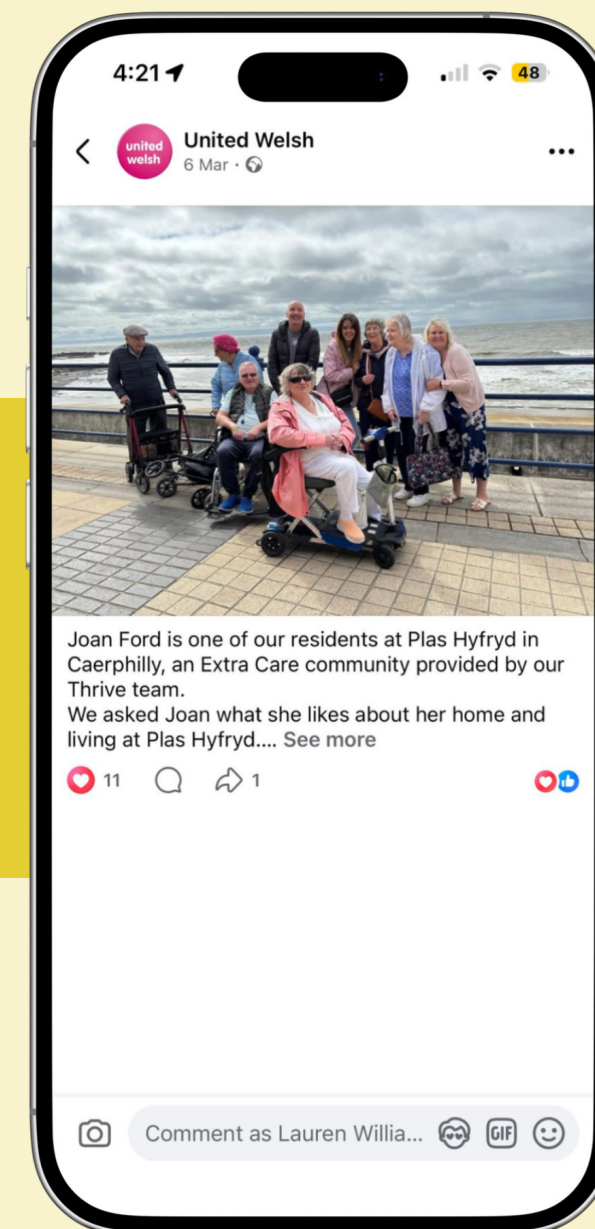
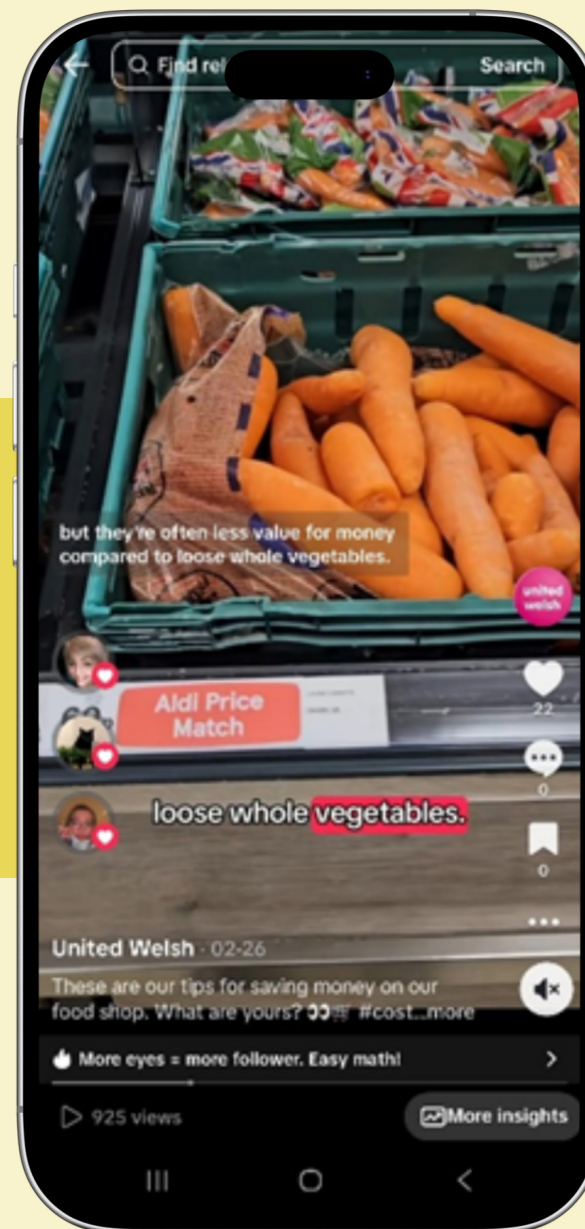
"More local staff members in videos and videos explaining key tasks"

"Ask people to 'reply to comments' or 'share with us' type posts"

"There should be more on support services like the money team - we'd feel more in control of our situation"

As a result, we:

- Listed and **produced content** from the **CCG participants ideas**, for example, more films with staff explaining available support for customers
- Reviewed our content production process** to ensure that customer-related information shared through **internal communication** channels like Core Brief and Tuesday Briefings is **edited to share on social media** too.



Facebook video views and posts engagement have increased.

Data from March 2025/26 compared with March 2024/25

200+

New Facebook
followers

 in 12 months

38.3k

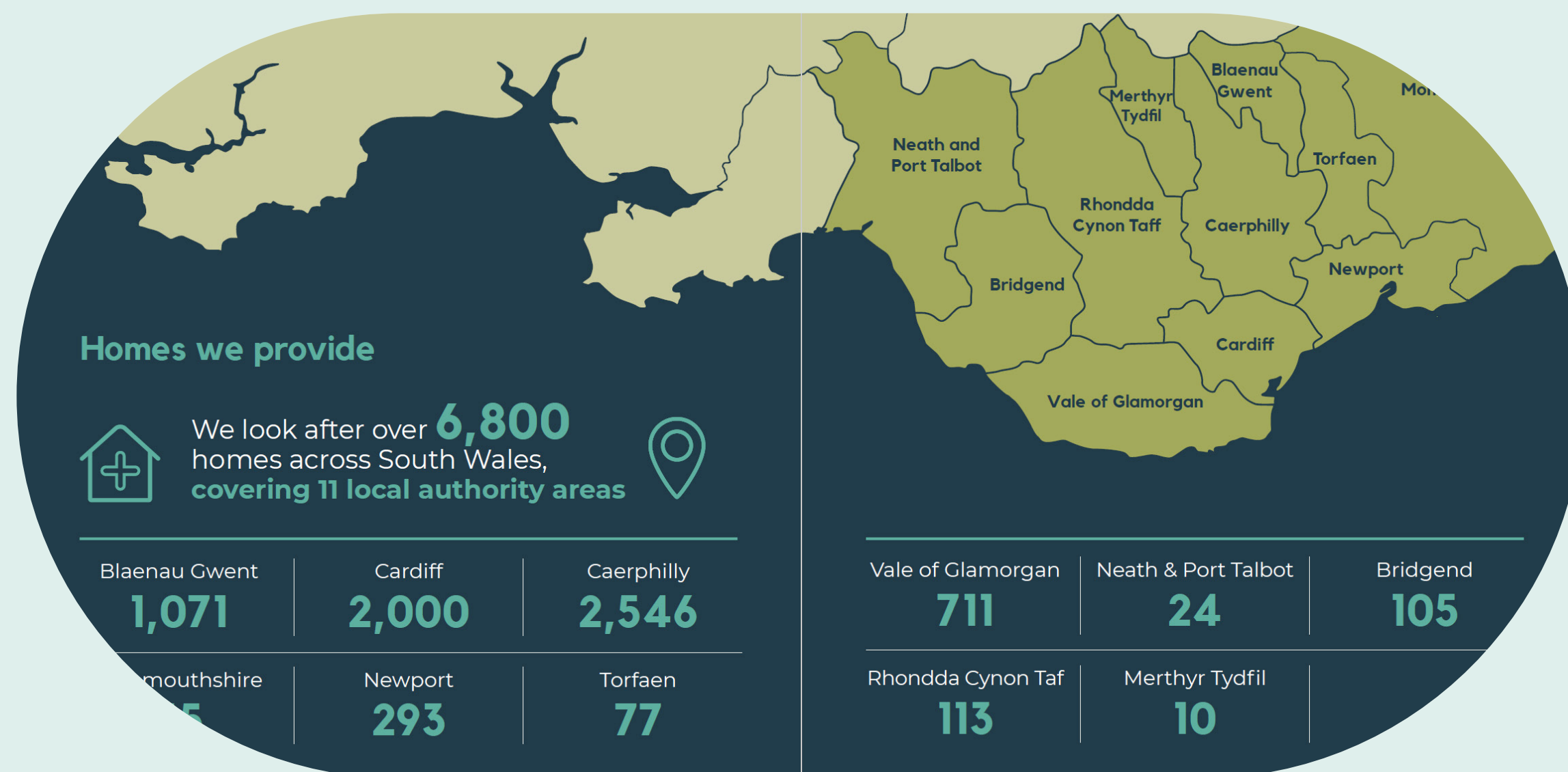
Video views

 8.9k Increase

29.5k

Reach

 8.3k Increase

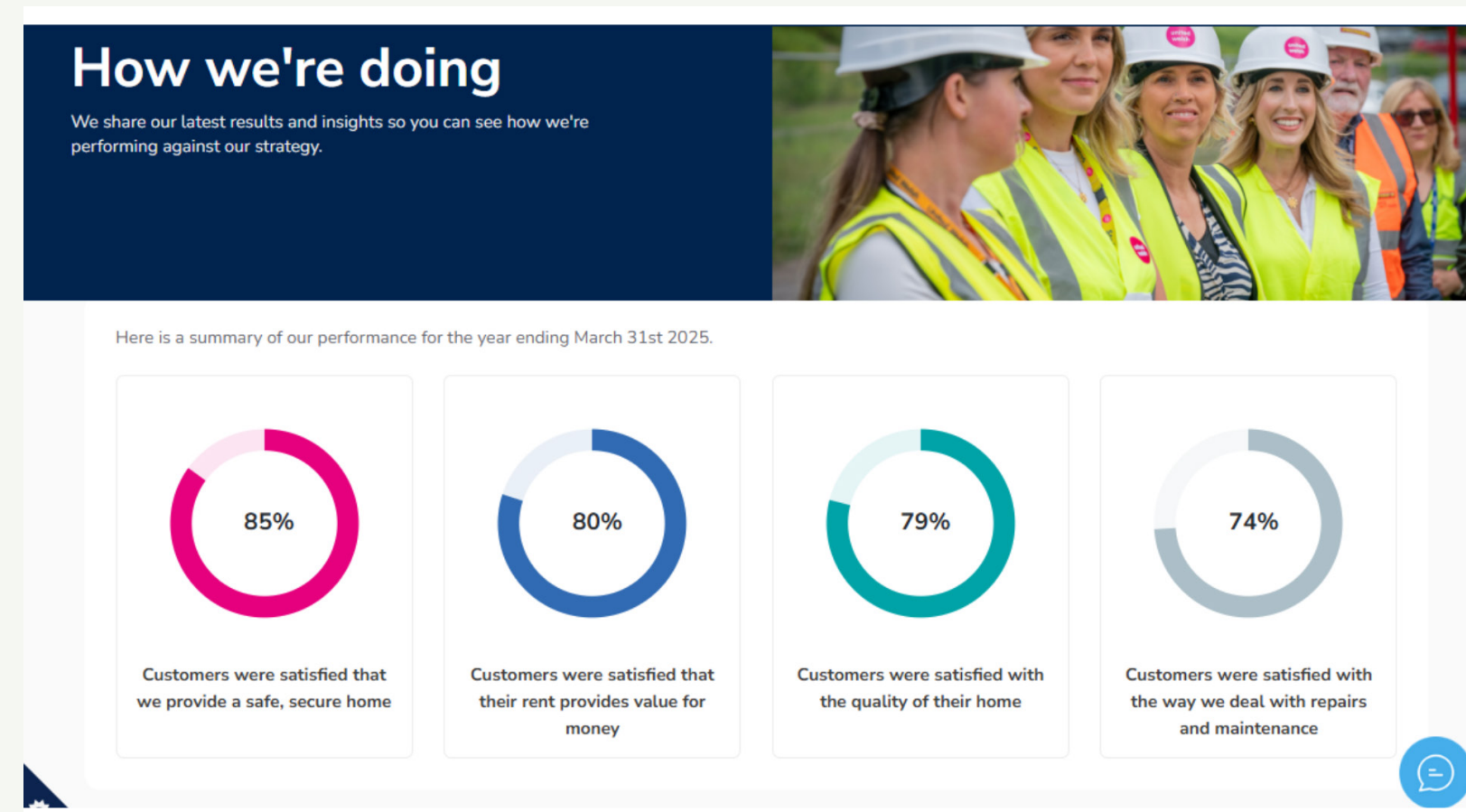


Customer performance summary

At the Discovery Day session, customers were very positive about the information presented in the annual report summary. They said it was **clear, engaging**, and revealed **good results that most customers are likely to be unaware of**.

One proposed idea was to share how many homes United Welsh provides and where, so this was **included in the 2024/25 design**.

Performance information is also included on the new Residents Area on the website, with a call to action for customers to **ask us questions about the information presented** if they want more details or clarity.



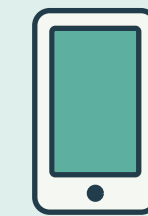
Skills training

At the Discovery Day, customers said they would be interested in doing skills training for filming on mobile phones, so a skills session was organised specifically for this.

Anecdotal feedback on the day showed that customers enjoyed themselves, and at the following consultation workshop (about the website) customers described how they had put their skills to use.

“I went home that night and did videos of my living room and kitchen to practice framing”

“When I watched TV I saw how they were using lower thirds!”



Will took part in the **mobile filming skills training session**. He used his new skills to film content of volunteers at our housing schemes, then Lauren from the Communications team helped Will with editing his footage.

Will's content was shown in a welcome video to start **United Welsh's Volunteering Awards** ceremony in the summer.

Unexpected outcomes

Customer newsletter

The Communications team budgeted for a new postal Customer Newsletter in 2025/26. The newsletter wasn't raised as a feedback focus area at the CCG workshops, but customers spontaneously commented that they would like to receive a newsletter again (the previous customer newsletter postage ended in 2020).

Content ideas raised by customers for social media and the website were included in the first edition in December 2025.



Efficiency savings

Non-cashable efficiency savings

-  Fewer customer enquiries caused by unclear website information
-  Improved self-service through the redesigned website and TED app signposting to resolve queries faster. This may reduce phone calls from customers who prefer services online
-  More streamlined social media content production, re-purposing internal content in line with customer expectations and what they think adds value.

Potential future financial savings

-  Reduced future costs of website redevelopment by co-designing and embedding customer requirements, reducing the risk or need for reworks.

Next steps

Short-term

- Consider how to encourage new people to join the CCG
- Identify if customers want to do more creative skills training
- Complete website user-testing as part of phase two
- Ask customers if they would like to volunteer as content creators, volunteering with the Communications team

Longer-term

- If there is appetite, develop a volunteering plan with the Customer Involvement team to support customers to be voluntary content creators
- Integrate CCG feedback into the communications service delivery plan to inform annual priorities
- Consider how the CCG can support the Customer Insight Group and the Customer Scrutiny Partnership as those forums progress



Thank you

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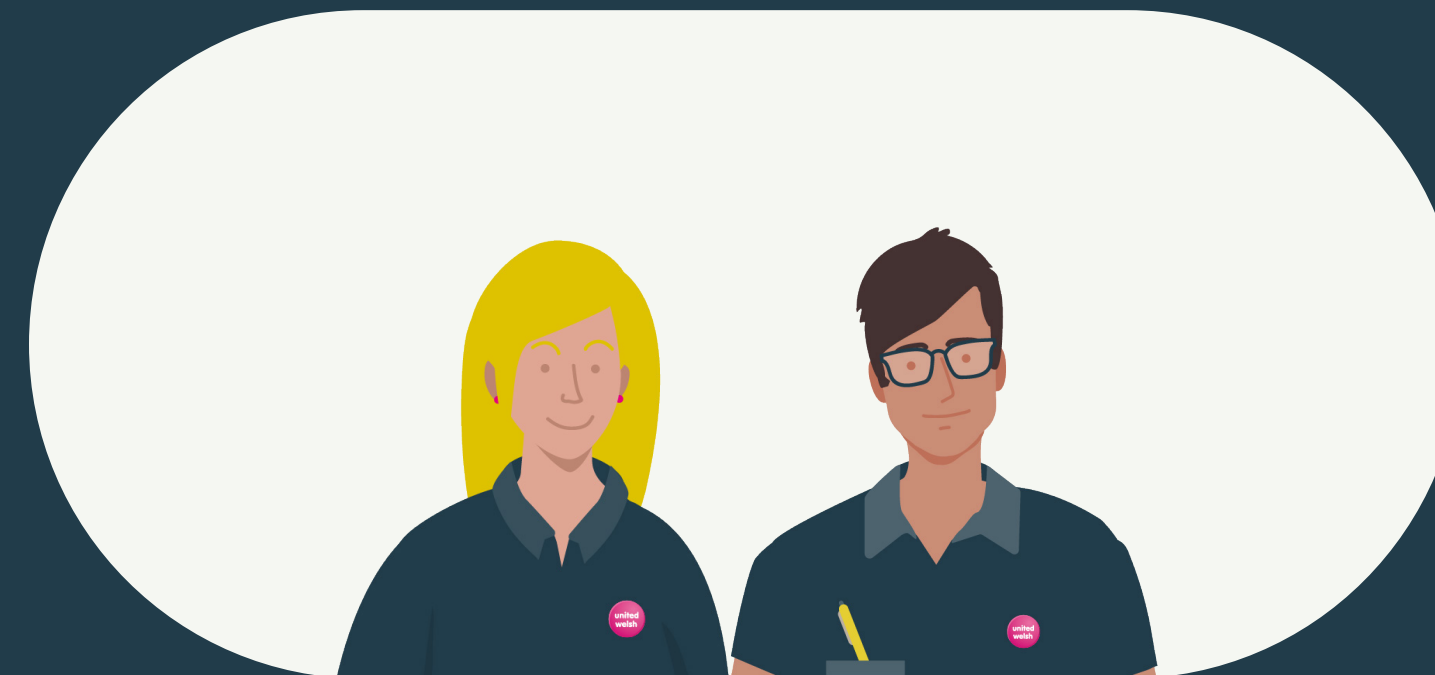
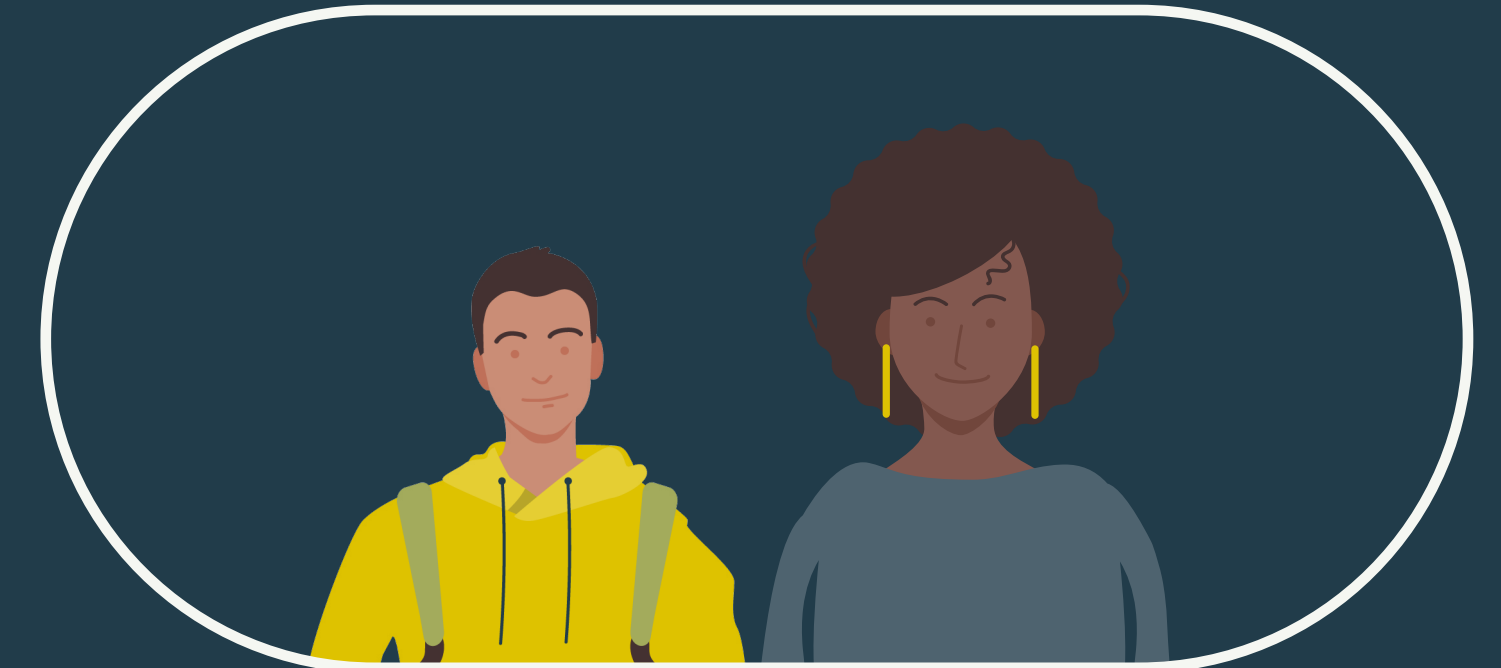
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Proud to be part of the United Welsh Group
We build homes, create communities and transform lives