



# LIVE HAPPY

Creating great experiences

April 2025

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# 1. Overarching aim

‘We will keep people at the heart of everything we do – listening and acting to build positive, respectful relationships with customers, communities, partners and colleagues.’

Live Greatwell+ corporate plan 2025-28, page 14



To work and live well together, we must understand what a great experience means to our customers, communities, partners and colleagues. We gather insight and feedback to help develop accessible homes and services that work for people and meet their individual needs.

This enables us to build strong relationships, agree standards and use the right resources, technology and data to deliver greater satisfaction. We appreciate that customers will judge us not just by what we do and say, but by how we respond if something goes wrong and they have cause to complain.

**Live happy** is also about us being an employer of choice so that we can attract motivated and talented people to join, work and stay with us. We will continue to develop leaders who help teams to work well and strengthen our culture as a great, inclusive place to work that promotes diversity, treats people fairly and creates opportunities to grow.



# 2. Objectives and key results



Objective	Key result
<p><b>Listen to customers' views and act upon them</b></p>	<p>80% of customers satisfied that we listen to their views and act upon them</p> <p>Change a minimum of 50 services as a result of customer feedback</p> <p>Maximise customer satisfaction with our approach to handling complaints so that we're in the top 25% of performers each year, according to the Regulator of Social Housing's <b>Tenant Satisfaction Measures</b></p>
<p><b>Be an employer of choice</b></p>	<p>More than 75% of colleagues would recommend us as an employer</p> <p>More than 90% of colleagues feel they have adequate leadership to enable them to be fully effective</p>
<p><b>Make our offer as a landlord and employer fair and equitable to meet the diverse needs of customers and colleagues</b></p>	<p>Aim to ensure that the composition of our Board and workforce reflects the communities in which we operate, measured against the National Housing Federation annual diversity survey</p> <p>Support the '<b>Stop Social Housing Stigma</b>' campaign by completing their 'pioneer traveller' process by March 2028</p> <p>Improve the accessibility of 450 properties through development, aids and adaptations and planned maintenance</p>

# 3. Live happy in action

## What we have done

### Customer Assistance pot

In 2022, we created and set aside a sum of money to help customers experiencing financial hardship due to cost-of-living pressures. In its first year, the Customer Assistance pot provided:

- More than **300** families with help
- School uniform vouchers for **130** families
- Over **70** warm home packs.

This kind of support saw:

- The rent account balances improve for over two thirds (**67%**) of customers within 13 weeks of them getting help from the Customer Assistance pot
- An estimated **£1.36** of social value created for every £1 from the pot.



This is an example of the difference we can make by listening to customers and tailoring extra support where it's needed.

*“The Customer Assistance pot has been so well received, we’re delighted to be able to continue this initiative for Live Greatwell+.”*

*“Many customers have told us the support we’ve provided has really helped them to make their house a home.”*

**Katherine Goodwin**, Housing and Income Services Manager who leads the Customer Assistance Pot initiative on behalf of Greatwell Homes



# What we intend to do

## Understanding and meeting diverse needs

We're creating a new approach to collecting, storing and analysing information about who our customers are and how we can best meet their needs. Good quality data and insight play a vital role in delivering homes and services that are fit for purpose and prepared for the future. Tailoring contact and support to people's individual circumstances helps us to comply with regulatory standards and continuously improve customer satisfaction.

*"As someone with three children who all have additional needs, I wanted to write to express my gratitude towards the team that has been conducting our cladding and insulation work. I was very worried about having people here but the understanding and patience of the team has been above and beyond.*

*"From the initial visit, they explained thoroughly what was going to happen and the actual daily check-ins have been outstanding. The workers were patient and cautious and made an effort to let me know when noise was going to be a trigger to my children.*

*"My home is my everything to me. It has been treated with love and care and left in a good standard of cleanliness. I have felt heard, listened to and cared for in ways I can't even begin to explain."*

Feedback from customer who received improvement works to their home







To find out more about our **Live happy** strategy and how you can support it, please get in touch:



[greatwellhomes.org.uk](https://greatwellhomes.org.uk)



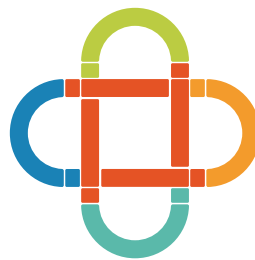
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