

March 2026

VOICE OF THE CUSTOMER REPORT

Every Voice Matters



HOW CUSTOMERS RATED US THIS YEAR



89%

Overall Satisfaction with
Pioneer
Holding steady
Target 85%



91%

Satisfied home
is safe
Holding steady
Target 77%



49%

satisfied with complaint
handling
down 10% since Qtr 3
Target 50%



Keeping properties in good repair

Satisfied with the repairs
service **82%**
Holding steady
Target 77%

Satisfied with the time
taken to complete your
most recent repair **82%**
Holding steady
Target 75%

Satisfied your home is
well maintained **91%**
Holding steady
Target 77



Respectful and Helpful Engagement

Satisfied we listen and act
on your views **79%**
Target 73%

Satisfied we keep you
informed about things that
matter **81%**
Holding steady
Target 78%

Satisfied that we treat you
fairly and with respect **90%**
Holding steady
Target 86%



Responsible Neighbourhood

Satisfied communal areas
clean and well maintained
78%
Target 77

Satisfied we make a
positive contribution to
neighbourhood **83%**
Holding steady
Target 83%

Satisfied with how we
handle anti-social
behaviour **71%**
up 1% since Qtr1
Target 69%

YOU SAID

You wanted to see more recognition of volunteers in our community.

We needed to improve our approach to handling anti-social behaviour (ASB).

Our rent review letters were poorly written and didn't feel clear or respectful.

It was not clear which repairs we classed as emergency repairs.

Our website was difficult to navigate and information was hard to find.

WE DID

We launched our new Heart of the Vale Awards to celebrate individuals who go above and beyond for their communities. The awards will now be held annually to ensure volunteers receive the recognition they deserve.

Alongside wider improvements already shared, a new ASB reporting app went live on 1 April 2026. This allows customers experiencing ASB to record incidents more quickly and easily, helping us respond more effectively.

Working with our Scrutiny Panel, we rewrote the rent review letters to be clearer, more respectful and easier to understand. The revised letters were issued as part of this year's rent review.

To improve clarity, we included our repairs information leaflets with this year's rent review letters, clearly explaining what counts as an emergency repair and how to report one.

On 31 March 2026, we launched our new website. The Scrutiny Panel was involved throughout the redesign process to help ensure the new site is clear, accessible and easier for customers to use.



HEART OF THE VALE AWARDS

Customers told us they wanted to see greater recognition for volunteers across the Castle Vale community. On 19 March, we came together for an evening of celebration and appreciation at the Heart of the Vale Awards, recognising residents who go above and beyond to support others and strengthen our community.

The awards ceremony took place at Lift Greenwood and opened with a fantastic performance from Centre Stage. The evening was hosted by Trevor Evans from Lift Greenwood, alongside Castle Vale resident Tai Coleman.

Six awards were presented:

- Young Ambassador: Skylar Orme-Joicey
- Unsung Hero: Wayne Haynes
- Volunteer of the Year: Sonia Carr
- Community Connector: Alice Rawlins
- Duty to the Community: Lee Crofts
- Good Neighbour: John Shearer



Each winner was surprised with a short video celebrating their achievements and highlighting the positive difference they have made to life on Castle Vale.

We were pleased to welcome Nationwide Windows & Doors as the event sponsor. Darren Ansell from Nationwide presented each winner with their certificate, trophy and a Castle Vale Community Heart badge.

Residents from across Castle Vale attended, alongside partner organisations including Upcycle, Spitfire Services, and Councillor Ray Goodwin. Switch Radio and Erdington Local were also present, capturing interviews and sharing the stories of our winners.

The evening closed with a stunning performance by Brooke Haynes, who sang Everytime by Britney Spears.

It was a memorable evening, celebrating both our winners and nominees, many of those who make outstanding contributions that often go unnoticed.

COMMUNITY CONNECTORS STRENGTHEN ENGAGEMENT

Over the period, we continued to expand how we listen to and engage with residents, using a mix of events, outreach and regular community activity to better understand what matters most to people living on Castle Vale.

Listening in New Spaces

To reach a broader range of residents, we adapted our approach by attending parent evenings at four local schools. This helped us connect with residents we may not usually hear from, while also strengthening links with local schools.

Through this work, we supported wider community consultation activity and gained valuable insight into what parents and families feel is important for the future of Castle Vale and the services they receive.

Supporting Building Safety Engagement

We also supported consultation activity focused on building safety, working collaboratively with colleagues to gather and review resident feedback. This ensured residents' views were captured and reflected in ongoing building safety work.

Building Digital Confidence

Our digital inclusion sessions at Topcliffe continue to have a positive impact. Regular attendees are growing in confidence, with many now able to work independently for most of each session.

Alongside this, we continued to host regular coffee mornings and resident meetings across our schemes, providing consistent opportunities for residents to share feedback and help shape our services. We also supported Easter activities across Castle Vale, helping bring the community together.

This work reflects our ongoing commitment to:

- Listening in ways that are accessible and inclusive
- Meeting residents where they are, rather than expecting them to come to us
- Using feedback to shape services and priorities
- Building stronger community connections and partnerships

By continuing to evolve how we engage, we are ensuring more resident voices are heard and that our services reflect the needs and aspirations of the Castle Vale community.



EASTER ON THE VALE



We got into the Easter spirit with our Community Easter Egg Trail, bringing families together for a fun, interactive event across Castle Vale. Starting at the Community Environmental Trust allotments, families followed a trail through the neighbourhood, visiting a range of community venues and collecting stamps along the way.

Stops on the trail included Young Stars (hosted by Spitfire Services), Upcycle and Meeting Place Café, Castle Vale Children's Centre, the Skills Hub, and The Sanctuary. Each location added its own Easter fun, with activities for all ages, from a tombola at Upcycle, to creative craft sessions at the Children's Centre, and Easter-themed games at the Skills Hub.

Once all stamps were collected, families headed to The Sanctuary to hand in their completed trail cards and receive a well-earned Easter egg. They were also entered into a free raffle for an extra chance to win prizes.

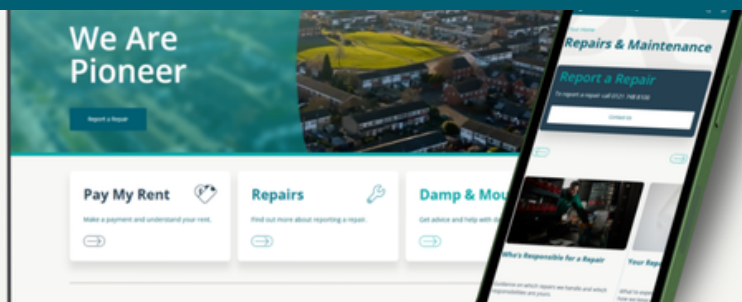
The celebrations continued with a Family Fun Day at The Sanctuary, featuring a balloon artist, free face painting and ice creams, perfectly timed with the warm and sunny weather.

A huge thank you goes to our contractors and partners who generously donated Easter eggs and prizes for the event. In total, over 250 Easter eggs were donated by The Wrekin Housing Group, Morgan Lambert, Lakers, Spurgeons and Spitfire Services, with Nationwide Windows & Doors also kindly contributing a voucher towards the day.

It was a brilliant way to bring residents together, enjoy the sunshine and make lasting memories during the final days of the Easter holidays.



OUR NEW WEBSITE



We're pleased to share that our new website is now live, giving customers a simpler, clearer and more accessible way to find the information and services they need.

Over the past few months, we've been working behind the scenes with our developers, BlueChilli, to redesign the website with customers in mind. The new design focuses on making key information easier to find, improving accessibility, and creating smoother journeys across the site.

Customer feedback has played a vital role throughout the project. We worked closely with colleagues and customer panels, including the Scrutiny Panel, attending monthly meetings during development. Panel members helped shape the website, test content and challenge accessibility, ensuring it works for as many people as possible.

A big thank you to everyone who supported the project by creating, reviewing and updating content for their service areas.

What's new?

Alongside a refreshed look and feel, the new website includes a range of improvements designed to make things easier for customers, including:

- An events calendar, so residents can easily explore upcoming activities across Castle Vale
- Simpler navigation to key services such as paying rent and reporting a repair
- Expanded information on services based at The Sanctuary and Skills Hub
- Clearer, more accessible online forms for services such as booking bulky waste collections and reporting anti-social behaviour
- Google Translate, allowing customers to translate website content into their preferred language
- Improved security, accessibility and cookie controls to keep customer data protected and meet compliance standards

Following launch, the website has been closely monitored to make sure everything works as it should, with quick action taken to sort early technical issues. This means customers can be confident the site is stable, secure and ready to use.

We'll continue to review how customers use the website and make improvements over time, ensuring it continues to meet changing needs and supports future developments, including the upcoming customer portal.

Listening Hubs

Join us to find out more about the support we offer.



We're here to help with any digital devices you find difficult to use.



Tuesday 10th February
4:30-5:30pm
Castle Pool

Thursday 19th February
10:30am-12:00pm
Spitfire Hub



Friday 6th March
2:00-3:30pm
Upcycle Cafe

**Want to chat one-to-one
with our staff? We have
confidential rooms
available at our Upcycle
sessions.**



The Pioneer Group



Arts and Craft

Connect with a community at our fun,
relaxing, adults arts and crafts session
everyone welcome, booking not necessary

Weekly Classes

Tuesday 1 pm - 3 pm

The Sanctuary - Tangmere Drive - Castle Vale

For more information call 0121 748 8111

HAF Spring Activities

MONDAY 14TH APRIL

Community Room and Castle Room 9.30am - 2.30pm

10.00 - 10.15am

Arrival and sign in

10.15 - 12.00

Indoor Sport
Bunny Pot Planting

12.00 - 12.20pm

Lunch:
Spaghetti Bolognese

12.20 - 2pm

Winston: UK Gymnast
Visiting

JOIN OUR HUGE
COMMUNITY

Easter

WEDNESDAY 8TH APRIL
EGG HUNT

Collect a map and complete all five locations to find the hidden words!

Starting at 11am @ Community Enviromental Trust B35 6DN, then head to...

Young Stars B35 7PR, followed by

Spurgeons Children Centre B35 6DG
and then finally to...

The Pioneer Group
The Sanctuary B35 7PX

Plenty of fun,
activities
and a surprise for
all children with
completed maps!!

**FANCY
DRESS
ENCOURAGED
!!!**

More Information - 0121 748 8111