

2025 - 2026

TAFF

Tenant Engagement Annual Report

For the year ended 31st March 2026



TAFF

Welcome from the Executive Director of Operations

I'm pleased to introduce Taff's Tenant Engagement Annual Report for 2025–2026, which shares the progress we've made over the past year in listening to our tenants and working together to improve the services we provide.

At Taff, we believe that every conversation with our tenants matters. This report reflects the many ways tenants have shared their views, experiences and ideas and, importantly, how those voices are helping to shape the decisions we make and the services we deliver.

Over the last year, we've continued to strengthen opportunities for tenants to get involved, from shaping our Customer Voice Strategy to contributing to service improvements and community initiatives. Whether through our Strategic Panel, local engagement events, or one-to-one support, it's clear that when we work together, we can make a real difference.

This report highlights not only what we've achieved, but also what we've learned. It shows how feedback has led to tangible changes - from improving services and communication, to supporting tenants through wider challenges such as the rising cost of living and digital access.

I'd like to thank all the tenants who have taken the time to get involved this year. Your input, honesty and commitment are invaluable, and they continue to help us build better services and stronger communities.

As we look ahead, we remain focused on making sure every tenant feels heard, valued, and able to influence the services they receive.

David Pettitt
Executive Director of Operations



Remembering Sue Carleton

It is with a heavy heart that we remember and pay tribute to Sue Carleton who sadly passed away in the year. For 16 years, Sue was part of the Taff community. During that time, she became an active and respected member of the Tenant and Resident Association, the Have Your Say Group, the Disability Awareness Group, and the Strategic Panel, and also served as a Board Member.

Sue was a strong advocate for tenant voice and consistently gave her time and input to help ensure tenants' views were heard and represented. She cared deeply about fairness and about people being properly heard. If she felt something wasn't right, she would say so, always because she wanted things to be better for others. Sue was also a dedicated advocate for people with disabilities, working to raise awareness and promote better understanding across the organisation and the wider community. She was an active member of the Knitters and Knatters group, supporting fundraising efforts and helping to knit hats and clothing for newborn babies. This work supported many families and was a meaningful example of community-led care and generosity.

In March, we held a memorial event for Sue, attended by her family, friends and Taff colleagues. It was a chance to remember Sue's sense of fun, her dry sense of humour, and her willingness to get involved in the things that mattered to her.

We also learned more about Sue's wider life, including her love of skiing and her enjoyment of social events.

In recognition of Sue's contribution to tenant engagement, and as a way of acknowledging her legacy, Taff will name a new housing development in her honour: Carleton Court.





Our Vision

In 2025 we launched our new Customer Voice Strategy

The strategy is built on a simple idea: every interaction with our customers matters. Our Customer Voice approach aims to be representative and effective, supporting the delivery of a positive customer experience. The strategy sets out how we listen to our customers and understand their experiences.

We will ensure their voices inform and influence our decisions, priorities, and improvements. This approach helps us design and develop services that are relevant, inclusive, and designed around the people we serve.

The key themes of the strategy are:



Knowing our customers



Making every contact count



Acting upon customer feedback



Develop qualitative feedback



Demonstrate the difference we make

Our Values

Listening to customers is central to how we work and how we improve services. To support this, we have set out clear objectives for our Customer Voice activity.

The table below summarises these objectives and highlights examples of evidence included in this report. These examples illustrate how customer feedback is gathered, used, and acted upon across different areas of our work.



Objective	Description	Evidence
Empower Residents	Enable customers to influence decisions at all levels.	Co-production of the Customer Voice Strategy; complaints secret shopper exercise
Improve Services	Use customer feedback to support continuous improvement.	Tenant satisfaction survey results; reviews of complaints and referrals to the appropriate departments.
Ensure Accountability	Show how customer input leads to action and change.	Co-designed a colleague induction video on Customer Experience with customers and colleagues; reviewed and improved wait times with the customer service desk
Promote Inclusion	Engage with a wide range of voices, including reaching underrepresented groups.	Pop up events engagement events; community events ;Digital Inclusion Project

Strategic Panel Group

The Strategic Panel Group plays a key role in feeding tenant feedback into the organisation to support continuous improvement of our services.

Tenant Involvement - Strategic Panel	
They said:	Taff needed to address the lack of tenant involvement at a strategic level to ensure tenant voice is heard in all key decisions.
We did:	We revised and enhanced our tenant engagement group structure. This included establishing a Tenant Strategic Panel Group, which plays a key role in reviewing major business decisions and ensuring tenant perspectives are considered at a strategic level.

Tenant Participations - Training and Resources	
They said:	The tenant group asked for additional support and resources, including access to laptops and training, to support their participation in group meetings.
We did:	Laptops and training were provided to support access to digital platforms, participation in meetings, and effective engagement with services.

Group meetings	
They said:	Regular Strategic Panel meetings provide a structured space for open discussion, feedback, and collaboration between tenants and staff. They wanted their voices to be heard in order to improve services.
We did:	The newly established group meetings have been successful, with tenants actively contributing to service improvements and formally presenting reports to the Board to ensure their voices are heard. The group have been involved with consultation on Customer Voice Strategy, active participants in Secret shopper, No access and Complaints.



Strategic Panel Activity

A review of the governance arrangements at the end of 2024 identified Taff had broad range of tenant groups. During 2025, this was strategically realigned to create a more streamlined and effective structure. Throughout this period, the group has been actively engaged in a wide range of activities that have supported improved oversight, engagement, and outcomes for tenants.

The following examples highlight some of the key areas of work undertaken and are not exhaustive.

- Delivered four reports to the Board, including work on No Access (this is an ongoing piece of work into 2026/27) with recommendations and actions -for improvements to our housing services
- Involved in the consultation and design of the Customer Voice Strategy 2025-2030
- In January 2026, the Strategic Panel attended the Board's Strategic Planning Day, reinforcing its role as a strategic partner and supporting the integration of tenant insight into the organisation's strategic direction.
- Supported user testing of Ask Porta, a new app that was designed to provide a digital self service for repairs requests - while this did not go forward it was a great opportunity to test the Strategic Panels digital skills.
- Reviewed customer complaints information, which will be available in a number of community languages

Safeguarding training was provided to members of the Strategic Panel Group to ensure they have a clear understanding of safeguarding responsibilities and strengthened awareness of potential risks, reporting procedures, and the importance of maintaining safe and supportive environments.



Have Your Say Group

Our Have Your Say group is made up of tenants who raise issues that are important to them with colleagues, senior management, and Heads of Service. The group also provides feedback on strategic documents, offering insights that reflect community needs and lived experience.

They said:	The group requested updates on a number of issues, including: • Staff approach to decanting tenants • Updates on the retrofit programme • Self-evaluation and return to the Welsh Government • Service charges and rent • IT strategy
We did:	We arranged monthly meetings with the relevant Heads of Service to discuss the issues raised. Feedback and insights from the HYS group were shared and taken into account to inform ongoing work and service planning.





Community Pop-Ups

Community Pop-Up events form part of the delivery of our Customer Voice Strategy.

Aim of the Pop-Ups

To engage with tenants face to face and gather feedback about Taffs housing services, including concerns, insights and issues raised by tenants, so these can be addressed.

Community Pop-Ups provide a valuable opportunity to meet tenants where they live. They create an informal and accessible space for tenants to talk directly with staff about what matters most to them, the issues affecting their community, and the services they would like to see improved. By being present on site, we can listen, build trust, and better understand tenants' experiences in context. These conversations help us reach a wider audience and ensure tenants' voices continue to shape our services, priorities, and community-led change.

This year, Community Pop-Up activity has included:

- 10 Pop-Up events delivered to improve tenant engagement and offer support
- Organised by Taff in partnership with organisations including local councillors, police, Keep Wales Tidy, Into Work, and others
- Direct engagement with over 55 issues, identified and addressed
- Key concerns raised included car parking, repairs, and fly-tipping



Bringing communities together

Taff hosted a series of children's celebrations during the year, creating opportunities for families in our community to come together and mark important moments.

Our community events brought children and families into safe, welcoming spaces filled with fun, laughter and inclusive activities.

The celebrations included a wide range of activities such as face painting, glitter tattoos, crafts, henna, music, dancing, and food, with goodie bags ensuring every child left with something to enjoy. The events were well attended and received very positive feedback from parents and carers.

In total, 60 children and young people took part in these events, helping to strengthen connections between families and creating shared moments of joy across our communities.

"A lovely enjoyable community event for the families"

"Thank you for a lovely day. The children event was well organised"

Little Wish Project

Since 2020, Taff colleagues have organised the Little Wish Project to support families facing financial pressures during key celebration periods.

The project provides free gifts to children and young people living in Taff homes, helping ensure that every family can take part in celebrations and create positive memories.

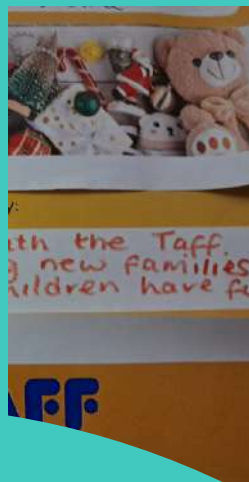
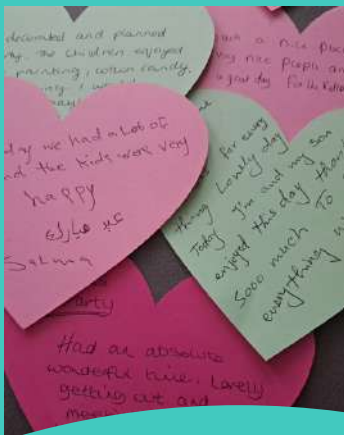
The donations from this year's appeal have provided a total of

68

people with
a gift for
Christmas

71

people with
a gift
for Eid



Tenant Voice

Celebrating tenant leadership and influence in shaping our services

Congratulations to Keith Abdi, who was honoured at the 2025 TPAS Cymru Awards for His outstanding contribution to Tenant Influencing and Decision Making.

Keith has consistently played an active role in shaping and improving Taff services, using his experience and insight to ensure tenant voices are heard. His commitment to working collaboratively and constructively has helped drive positive change and strengthen how we engage with tenants

The TPAS Cymru Awards recognise individuals who use their lived experience to influence decisions, improve services, and develop innovative solutions. Keith's dedication and passion make this recognition thoroughly well deserved.

Reflecting on the award, Keith said:

"I feel incredibly proud and grateful to receive this TPAS Tenant Award. This wouldn't have been possible without the support and teamwork from the participation group and everyone involved. Thank you for recognising our shared efforts."





Community Allotment

The Taff Allotment continues to be one of tenants' key wellbeing activities and has gone from strength to strength over the year. The allotment provides a welcoming outdoor space where residents and members of the wider community can spend time gardening, enjoying the fresh air, and connecting with others. It has become an important place for social interaction, promoting both physical activity and positive mental wellbeing.

We were pleased to welcome our local MS, Mark Drakeford, who visited the allotment to see first-hand the positive impact it is having on residents' health and wellbeing. The visit highlighted the value of community-led green spaces and the role they play in bringing people together and supporting healthier communities. We would like to thank everyone involved for their continued commitment and hard work.

During the year, Taff also organised a clear-out day involving both colleagues and tenants. The day proved to be highly productive, with participants sorting through items, decluttering shared spaces, and creating more room for planting and future growth. This activity not only improved the allotment space but also strengthened collaboration between tenants and staff, reinforcing a shared sense of ownership and pride in the allotment.



Supporting digital access

This year, funding through the Welsh Government's Digital Living Standard has supported 32 people across our communities to improve their digital access and confidence.

This initiative aimed to bridge the digital divide by offering training sessions on using technology effectively, helping individuals navigate online services, and ensuring that they have the necessary tools and resources. By focusing on enhancing digital skills, the support enabled tenants to better manage their daily tasks, access important information, and stay connected with broader community resources. This effort not only empowered individuals but also fostered a more inclusive and digitally-savvy community.

The impact

- Increased confidence in using digital services independently
- Improved ability to manage Universal Credit and financial evidence online
- Gained skills in using a banking app and accessing documents
- Developed awareness of online safety and data protection
- Successfully applied for a bus pass, improving mobility and independence
- Maintains regular contact with family using digital tools
- Uses the NHS app to manage health appointments

"I couldn't understand how to use online banking or communicate with the Job Centre or Cardiff Council, but thanks to your help, I've now been able to do all of this digitally"

"Thank you so much for your support and kindness. You've been incredibly helpful. I really appreciate everything you've done, and I will miss you."

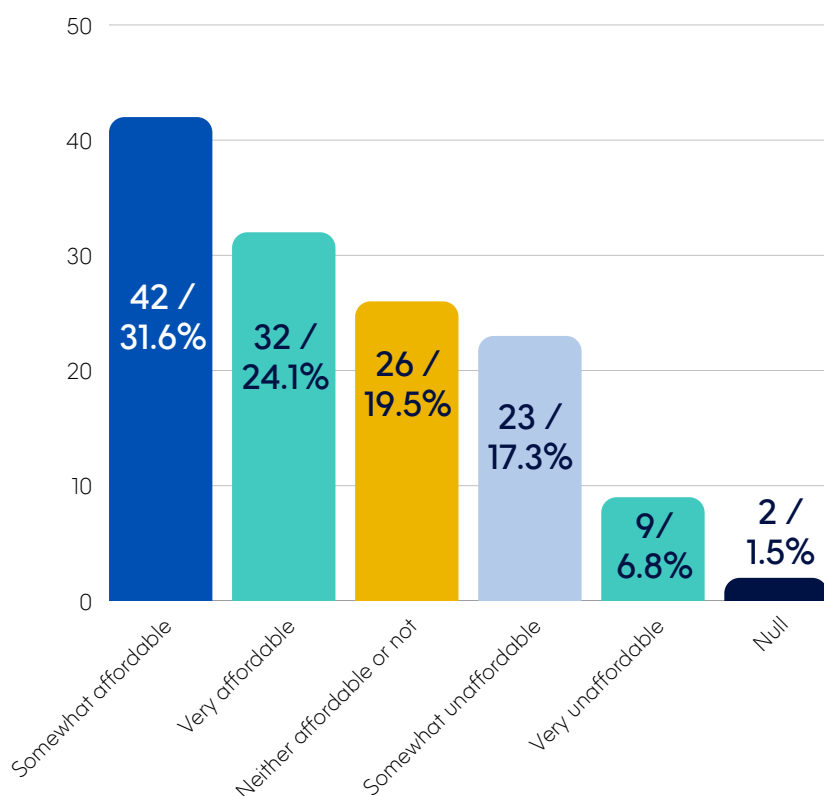


Using data to improve our services

We gather feedback from tenants to better understand their experiences and ensure our services reflect what matters to them.

Each year, we carry out a consultation to understand how affordable rent is for our tenants and to make sure it remains fair and manageable. This gives tenants the opportunity to share their circumstances and helps us identify where additional support may be needed.

This year, 25% of respondents told us they had concerns about affordability. In response, we provided a range of support, including tailored advice, signposting to financial assistance, and one-to-one follow-up for those who needed extra help.



We have also used these insights to strengthen our approach through the Community Inclusion team, ensuring that support is accessible, targeted, and responsive to the challenges tenants are facing. This year:

Our money advisor has supported **150** tenants, helping to secure £164,000 back in tenants pockets

Our Community Inclusion Coaches have supported **232** tenants experiencing hardship due to the ongoing cost of living.

The team issued **107** Trussel Trust food bank vouchers and **122** Fuel Bank Foundation vouchers to tenants experiencing food insecurity and energy crisis.

Helping our Customers with digital offerings

Housing Perks for Taff Tenants



Tenants Can Get Discounts

With Over 100 Brands
With A New Free Discount App

Search Housing Perks on your app store and enter your tenancy reference

currys Sainsbury's
PRIMARK ASDA
Morrisons TK Maxx
Argos M&S

Taff
HOUSING PERKS

Scan me

This year, we launched Housing Perks, a new online discounts giving our tenants access to saving across shopping, dining, leisure and more.

The platform brings together a wide range of offers from well-known brands and retailers, helping tenants access discounts on everyday spending as well as treats and days out. With the cost of living continuing to affect many households, we know that small savings can make a big difference and Housing Perks is one of the ways we're working to provide practical benefits that support our tenants

Housing Perks is available online and on mobile, making it easy to browse offers and redeem discounts whenever it suits. New offers are added regularly, meaning there are always new ways to save.





Customer experience & complaints

We are keen to drive a culture that is receptive to feedback from our tenants and service users about their customer experience.

Tenant Satisfaction

Tenant Satisfaction surveys provide us with valuable feedback on our services and performance. Ensuring we listen to the voices of our tenants allows us to identify areas for improvement and learn from their experiences. By gathering this data, we drive continuous improvement, ensuring that the needs of our tenants and communities are met. We are committed to making sure all voices are heard, with tenants playing a central role in shaping the services we deliver.

This year, 7 out of 11 of our satisfaction metrics improved, while 4 remain areas where further improvement is needed.

Customer satisfaction levels	Satisfied	Neither	Dissatisfied
With the service provided overall	83%	8%	9%
Overall quality of your home.	76%	12%	11%
The way we deal with repairs and maintenance	78%	9%	13%
With their neighbourhood as safe place to live	71%	15%	13%
Rent provides value for money	71%	19%	9%
Service charges provide value for money	56%	30%	14%
We listen to their views and act upon them	68%	18%	14%
Provides a home which is safe and secure	85%	6%	8%
The way we deal with anti-social behaviour	64%	23%	14%
Opportunities given to participate in decision-making processes	67%	28%	6%
Given a say in how services are managed	62%	29%	10%
Trust Taff	74%	17%	9%

Notably, satisfaction with the overall service, the safety and security of homes and maintenance and repairs continue to be strengths for us. Areas needing further attention include value for money from service charges and rents. These areas have higher levels of neutral or dissatisfied responses, highlighting the need for ongoing focus. We also note that while 68% of tenants feel listened to, and 67% feel they have opportunities to participate in decision-making, there is still a significant proportion who are neutral or dissatisfied. This suggests further work is needed to ensure all tenants feel their voices are heard and acted upon.

You said, we did

You said	We did
Repair should be quicker and easy to manage	• Fixing more repairs first time • Reducing waiting times • Improving how repairs are booked, tracked and updated • Making it easier to see progress on your repair • Sharing clearer timescales for planned work • Catching up on kitchens, bathrooms and other replacements
Communication needs to be clear and consistent	• Developed easy-read updates using simple language, short sentences, and clear headings to make information more accessible • Regular communication updates via email and text
Feeling safe in your home and neighbourhood is important	• Improving how we respond to anti-social behaviour • Strengthening our processes following a recent review • Developing a clear Hate Crime policy • Making sure concerns are handled fairly and consistently
You want clearer information and confidence that your money is well spent - improving how we explain service charges	• Reviewing services to make sure they deliver value • Improving estate services • Making better use of resources
You want more ways to be involved and stay informed	• Improving our digital services so you can access information about your home and tenancy • Making it easier to track repairs and planned work • Offering more ways to get involved, including different formats and languages • Reaching residents who don't often contact us • Improving how and when we update you • Using better systems for clearer updates and reminders • Supporting staff to provide more consistent service • Working towards Customer Service Excellence accreditation

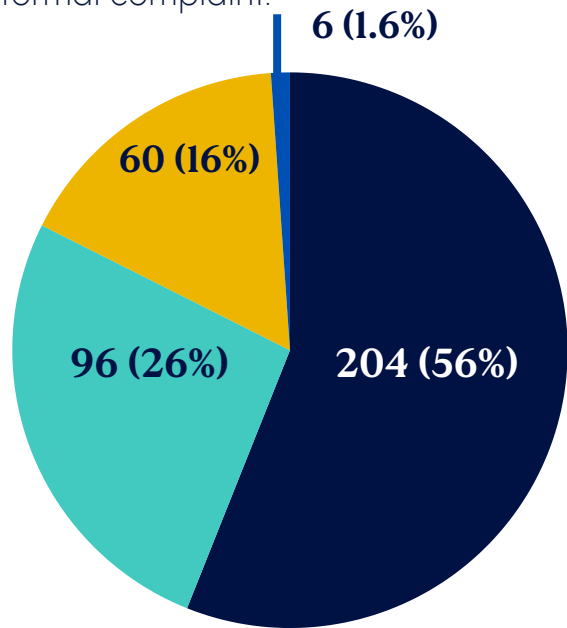


Complaints Data

We value complaints as an opportunity to learn, improve, and deliver better services. Our colleagues receive training from the Public Services Ombudsman Wales to equip them to handle complaints in a manner that best serves our tenant and service users.

During the year we received **370** complaints from **266** complainants, **65** of which complained more than once

279 of these informal complaint were a stage 1. 85 of the complaints progressed into a stage 2, formal complaint.



91%

of complaints were resolved within the timescale
2024/2025: 99%

Overall, 204 complaints (56%) were upheld, 96 (26%) were not upheld, and 60 (16%) were discontinued. 6 complaints were referred to the Public Services Ombudsman for Wales. In four cases the Ombudsman decided that an investigation was not warranted and two at the time of this report are still currently open.

- Upheld - Agree with
- Not Upheld - Disagree with
- Discontinued
- Ombudsman - Investigation



Looking Ahead: 2026–2027

As we move into 2026-27, we will continue to strengthen our approach to customer voice, building on what we’ve learned and responding to the needs of our communities. Our focus remains on creating meaningful opportunities for tenants to influence services, while supporting strong, connected and resilient communities.

Our Vision:

To empower tenants to shape the services they receive and to support the development of strong, inclusive communities where everyone feels heard and valued.

Our priorities	• Increase tenant participation • Improve communication and transparency • Build trust through meaningful engagement
Key actions	• Strengthen tenant voice in decision-making • Expand digital and hybrid engagement opportunities • Deliver more inclusive and accessible outreach
Community focus	• Support and grow tenant groups • Deliver community events and strengthen partnerships
Focus for the year ahead	• Supporting tenants through the cost-of-living challenges • Improving digital inclusion and access