

Asset management strategy customer consultation

October 2025



Customer recommendations



Summary

The focus group review involving six customers, discussed a wide range of key principles that sit within our asset management strategy, such as property investment, repairs, communication, and customer engagement.



Fairness in property investment and repairs

Challenge: Older homes require more repairs and investment, and costs for safety and to comply with regulations.

Customer Suggestions:

- Improve communication about how works are planned and prioritised.
- Create a customer portal to share property age, investment plans, and programme details.
- Inform customers of costs for planned works, especially for communal areas, to raise awareness of investment value.
- Provide information on the life cycle of key elements (kitchens, bathrooms, roofs, windows).
- Use relatable examples to explain spending.

Management Response: We support all the recommendations and have agreed to most of the actions, except those that require a portal. These will be addressed later as part of our planned system upgrades.



Property disposal and community impact

Challenge: Disposing of properties can cause concern and negative perceptions.

Customer Suggestions:

- Be transparent about reasons for disposal, comparing investment costs.
- Communicate with neighbours to prevent misunderstandings.
- Share data and costs of disposals versus new builds to counter negative press.
- Inform local authorities about social housing losses.

Management Response: Many actions are already in place or agreed for further exploration. Some suggestions, like communicating with neighbours may not be feasible.



Supporting customers with energy costs

Challenge: Affordability and energy efficiency are ongoing concerns.

Customer Suggestions:

- Continue to prioritise energy saving upgrades.
- Share best practice information and practical tips.
- Raise the profile of tenancy sustainment and available support.

Management Response: Agreed and to be included in the asset management strategy and communications.



Appointment management and communication

Challenge: Missed appointments are common, despite text reminders.

Customer Feedback:

- Texts are helpful but customers must also take responsibility.
- Initial letters have more impact than texts alone.
- Some customers miss texts or have other commitments.

Suggested Actions:

- Explain how to reschedule in reminders.
- Make appointment flexibility clear.
- Share tips for digital alerts.
- Consider penalties for missed appointments (not favoured by management).
- Enable reply-to-cancel/reschedule services.
- Highlight the cost of missed appointments in communications.
- **Management Response:** Many improvements will depend on future IT upgrades, some suggestions are limited by current system capabilities or resource constraints.



Collecting external contractor feedback

Challenge: Feedback is often delayed (4–6 weeks after completion), reducing its value.

Customer Suggestions:

- Communicate during works, not just after.
- Use estimated completion dates to prompt timely feedback.

Management Response: We will explore feasibility with contract managers.



Other notable points raised

- **Rent Concerns:** Customers worry that improvements may increase rent; management agrees to clarify that this is not the case.
- **Cost Efficiency:** Use in-house repairs team where possible for cost-effectiveness.
- **Positive Impact:** Use case studies and videos to showcase the benefits of planned works.
- **Demolition and Redevelopment:** Customers supported this when properties are non-viable.
- **Consistency in Communication:** Send postal reminders for appointments: With more than 27,000 repairs annually, the postal costs would be too high to send for all appointments.

#YourVoiceMatters #CreatedWithCustomers

If you would like further information on this focus group, please email: makeadifference@selwoodhousing.com