

6-Month Update: CUSTOMER ENGAGEMENT REVIEW 2025

If you would like this report in any other format or language, please contact ateb

August 2025



Thank you for your support

If you'd like to discuss with staff and other ateb customers, the progress that's made in terms of carrying out these improvement steps, or any other aspects of these surveys and reports, you are welcome to come to our Survey Planning Group, which is held on the second Tuesday of most months.

Keep an eye on our website for [what's on the horizon](#).

If it matters to you, it matters to us

Thank you for all your support over the last 6 months

This document is letting you know about improvements ateb is making/has made to a service, following what you told us in a past survey.

Please find below our **Update Report** on the following survey:

➔ January and February 2025— **Customer Engagement Review 2025**

Customer Engagement Review 2025

Purpose of the theme:

To look at how we can continue to expand & improve our **Engage** offer; to check how well **Engage** is working; to find out what you, our customers, want to see us improving in 2025 & beyond.

By completing that survey, you helped us to see if we are meeting your needs. Where the survey shows that we are not, our aim is to change our ways to give you a better experience.

When did we undertake the survey?

January and February 2025

For the original, full report on this survey, please [click here](#)

What have we learned 6 months on?

The Survey Planning Group (SPG, made up of customers & staff & currently open to all ateb customers) analysed the results from this Engage survey on 11/03/25 and no specific actions were identified. This was because nothing new had cropped up. However, it was recognised that there remains the ongoing need to engage more customers. Customers at the session pointed out various ways to address this, by picking out trends apparent in the survey responses. Since that SPG meeting, Engage has been working on those various ways.

These are the various ways:

Cater for the hinterlands, not just Milford Haven & Haverfordwest

The following is a list of events, showing the variety of *locations* used, since March 2025:

Future Care Planning events:

- 23/04/25, Hanover Court, Tenby
- 21/07/25, Williams Court, Narberth

Estate walkabouts:

- Parc Maen Hir, Letterston
- Ocean Drive, Roch
- One in the pipeline for Swn y Mor, Tyddewi

Community events:

- Stover Avenue, Sagestson

Carry out different types of events, such as estate walkabouts

The following is a list of events, showing the variety of *types of events* held, since March 2025:

- Future Care Planning events - 6
- Estate walkabouts — 13
- Outdoor community events — 2
- Indoor gatherings — 1
- Customer Community Group meetings with a member of Engage staff - 4
- Online sessions such as Customer Forum & Survey Planning Group — 6

Hold events out of working hours

Of all of the above, 7 were held 'out of hours' eg started at 16:30 or 17:00 and went on until 18:30 or 19:00.

Hold smaller events with fewer numbers of people

All the estate walkabouts were small events, where customers had the opportunity to talk to staff on a 1:1 basis.

Hold family friendly events

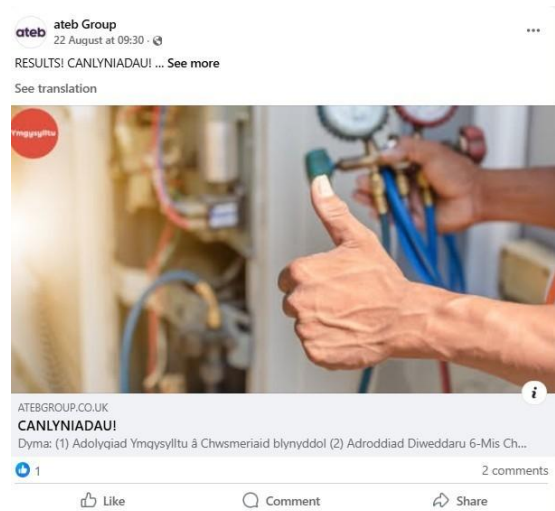
The Stover Avenue, Sageston & the Three Meadows, Haverfordwest (with one in the pipeline for Pembroke Dock — February 2026) events were/will be family friendly events. They all did/will provide food, drinks and children's activities eg wood-craft where people can take home what they make eg a spoon or a key ring. Late last year, a Halloween event was held, encouraging families to come together and cook using budget, healthy recipes whilst the Customer Gathering in May was happy to host a customer wanting to attend with 2 children under the age of 5.

How we have identified new interest

- Customers using the Engage page of ateb's website have come through to us via a form on this page inviting them to get in touch, should they be interested in getting more involved.
- All event evaluation forms & some consultation surveys have an invitation for customers to provide their contact details, should they be interested in getting more involved.
- The Annual Engage Review also has this invitation.
- The Housing Solutions Team refers newly housed customers to Engage if they express interest in getting more involved.
- Any ad hoc occurrences, such as judging the Garden Competition, have been used to chat to customers about further engagement.

Increase Facebook Promotion

Here are some examples of Facebook posts posted by Engage during the period. Also, through liaising with the Communications department, it's been recognised by Engage that Engage needs to make more videos for FB (because videos get a lot more views than static posts) & a budget has been requested for "boosting" posts because this too is a way to get posts seen.

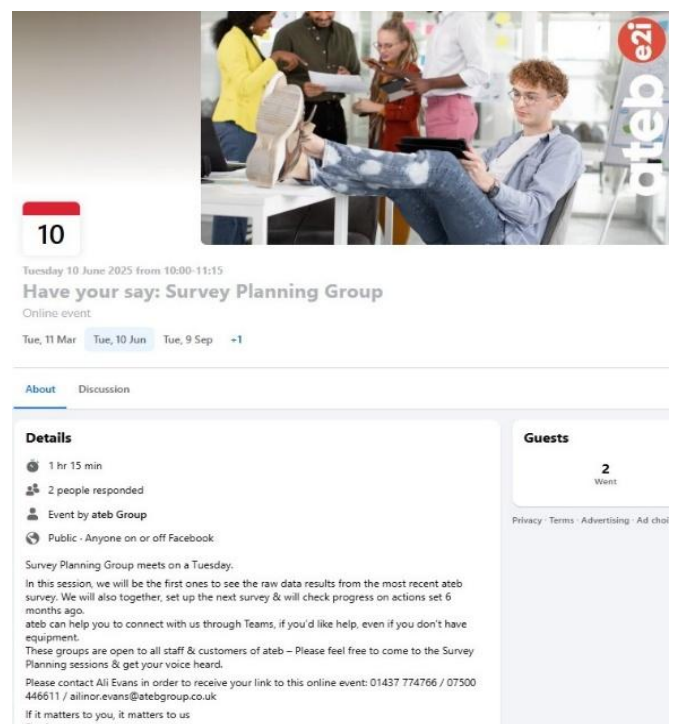


ateb Group's post

ateb: Cost Rhent a Thaliadau Gwasanaeth/The Cost of Rent & Service Charges 2025/26
SICRHEWCH FOD EICH LLAIS YN CAEL EI GLYWD YMA 📌 <https://www.atebgroup.co.uk/ateb-cost-rhent-a-.../>...

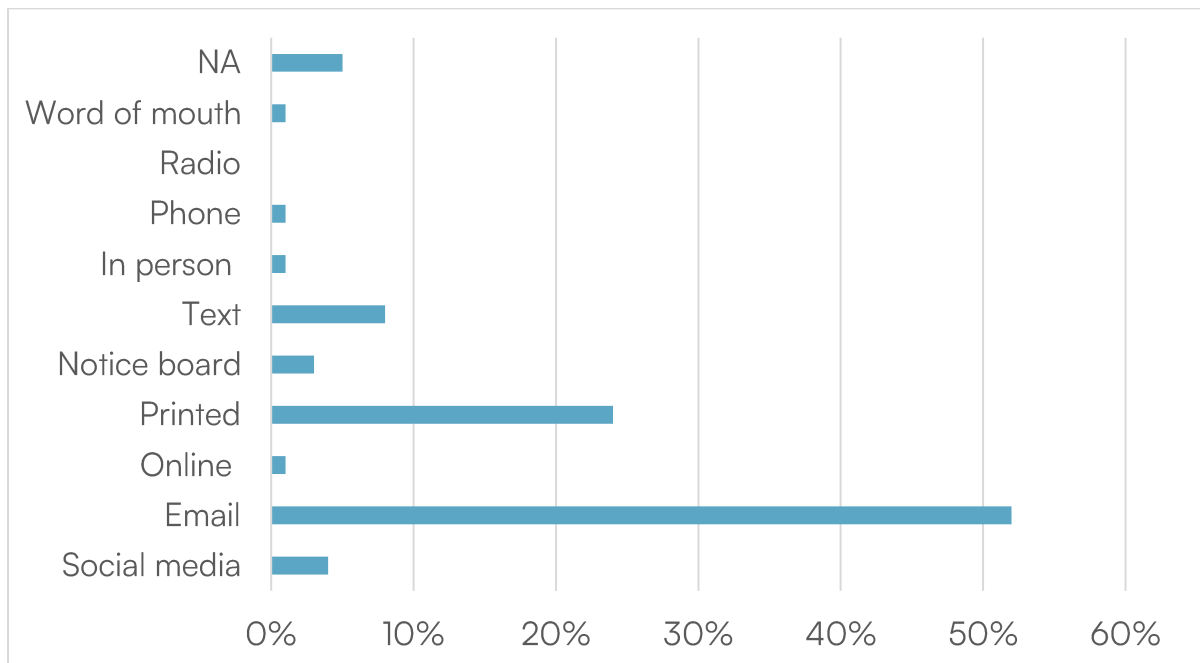
Raffi gwobr o £100: Gafael ar y cyfle heddiw
GET YOUR VOICE HEARD HERE 📌 <https://www.atebgroup.co.uk/ateb-the-cost-of-rent-.../>
£100 prize draw: Grab your chance today

See translation



Customers asked to be let know via email

But we do not rely only on social media and the website. Many customers told us that they would like to hear about opportunities through email



.... so we send out mails to all ateb customers for whom we have an accurate email address for.

For example, regarding Engage's October 2024 Halloween Cookery Workshop, emails informing customers that this free session, aimed at providing a platform for consultation, successfully reached 2633.

Improvements to the system were made and, for ateb's Wellbeing Gathering 2025 in May, emails informing customers that this free session, aimed at providing a platform for consultation, successfully reached 3083 customers.

Why some people don't want to engage

So that we could further break down any barriers to getting involved & encourage more customers on board, we looked at what was stopping people from engaging with ateb:

“Personally I'm not good in crowd events so surveys like this are fine.”

“Knowing if it's wheelchair friendly.”

“I suffer with anxiety, depression and PTSD, so someone that understands these issues to go to events with would be nice.”

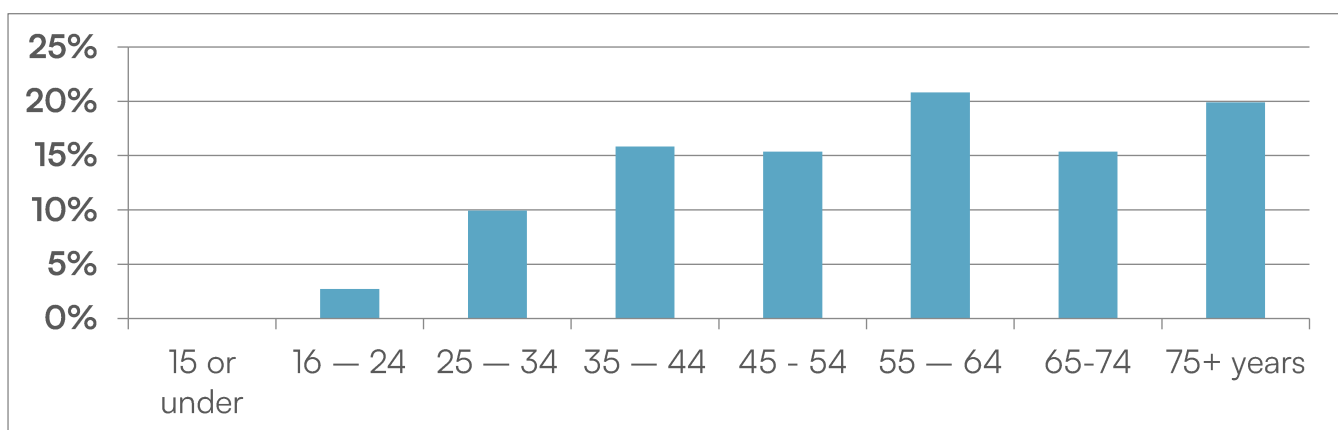
“Support for children with additional learning needs.”

“Sometimes convenient sometimes not... no fault of ateb.”

“At 79 years young, registered blind and deaf, I find gatherings of more than two people very difficult. Though I think your concern for the well-being of the tenants is commendable.”

What ages answered the survey?

And so that we could see whether we were reaching a fair age range, we asked participants to tell us their age:



WHAT WE HAVE LEARNT:

Through running the entire process ie structuring the survey → running the survey → analysing the results → listing areas for improvement → making the improvements → checking out the improvements put in place, we have learnt:

- How, & where, to improve our channels of communication to our customers.
- What sort of preferences ateb customers have, in terms of how, & where, they'd like to engage.
- What sort of barriers are stopping us from reaching some of our customers.
- How well customers understand what opportunities are available to them.
- To keep checking whether current engagement methods are inclusive and accessible.
- To keep checking whether customers feel heard and valued.

What happens next?

We will continue to monitor the progress made towards achieving these goals.

Thank you for your support

We really appreciate all those involved in these investigations.

Need to know more or raise an issue?

Drop us an email: engage@atebgroup.co.uk

Visit our website: www.atebgroup.co.uk

Phone us: 01437 774766 / 07500 446611