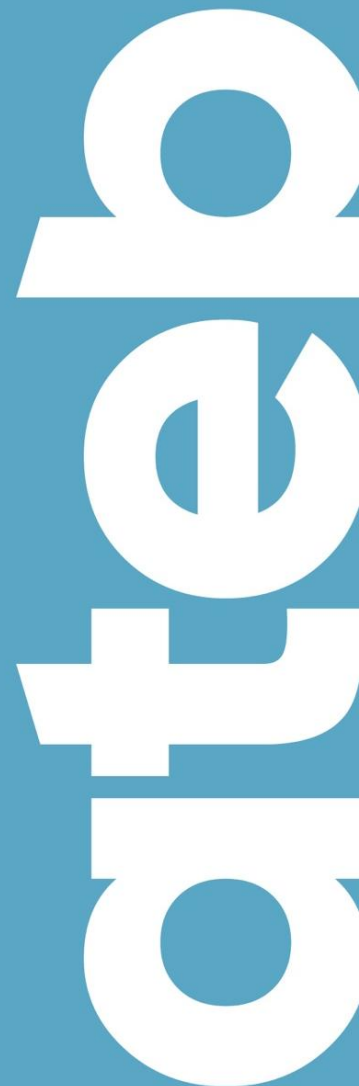


Customer Engagement Framework

January 2025



Introduction

This framework details the different ways customers can get involved, through groups, events, conferences, surveys or digital channels.

The purpose of this framework is to ensure that customer voices are not just heard but drive change. Customer experiences will directly shape services, improve accountability, and help ateb focus on what matters most to our communities.

Feedback and insights captured through Customer Engagement activities will be fed back into Customer Committee. Committee will review what customers are saying and set the main areas of focus for ateb to work on, and help guide future activities, discussions and projects.

It will be a continuous feedback cycle.



Customer Committee

The purpose of Customer Committee is to provide customer insight and scrutiny on strategy, policy, performance, business planning and customer engagement activities, supporting the ateb Board to make the right decisions for customers.

Members of Customer Committee are approved by the ateb Board following a rigorous recruitment process and will be appointed for a term of up to 1 year, with the possibility of an extension.

The Committee will consist of at least 5 members and is led by a Chair. An ateb Board member is also a member of the Committee, supporting the Committee and reporting its activities to the Board. The Committee meets at least 4 times a year.

The Customer Committee has the following responsibilities.

- Scrutinising strategy
- Scrutinising and recommending operational policy for approval
- Scrutinising compliance with regulatory standards
- Reviewing budget and business plan proposals
- Reviewing performance in key customer service areas
- Directing customer engagement activities
- Analysing customer feedback including STAR survey results
- Approving ateb Trust expenditure
- Consulting with customers



Engage to Improve (e2i)

e2i is our engagement initiative. Its purpose is to engage with many people, but on a few key issues, rather than a few people, trying to engage on lots of issues.

The initiative puts our customers at the heart of our service improvement process.

Survey Planning Groups — this is where we examine a specific *improvement topic*, e.g. Repairs, through customer surveys. ateb customers and team members meet and discuss, plan and analyse improvement topics. All ateb customers are welcome to attend.

Customer Committee has oversight and can delegate topics for exploration.

Customer Feedback — ateb customers can use our website, social media or telephone to tell us what they think about ateb services. ateb teams will ask for feedback about a specific service a customer of ateb may have received.

There are also formal mechanisms for raising compliments and complaints.

There is regular reporting to Customer Committee on all feedback received.

Community Events — we run events in our communities where customers can meet ateb teams informally and let us know what they think about where they live and the services received.

Customer Gatherings — we hold a formal customer gathering a minimum of annually where customers can come along and talk to us about how we can improve the services ateb delivers or hear about changes to legislation and/or regulation that would matter to them. These events are attended by the ateb team and external partners.



Customer Partner Network

We encourage customers to be involved in a range of activities at ateb to support ateb team members in making the right decisions for our customers. We maintain a register of all customers who have expressed an interest in taking part in the following activities.

Recruitment — customers are encouraged to join recruitment panels for customer facing roles at ateb. It is important that people wanting to work at ateb have the right DNA and customers can help us to assess that during the recruitment process.

We will offer training for customers so that they know what to expect.



Procurement — customers are encouraged to be involved in procuring services that are delivered on behalf of ateb by external contractors and suppliers to our customers.

Task and Finish Groups — where ateb is undertaking a specific piece of work relating to the services we deliver, we welcome customers to work alongside the ateb team on the delivery.

Associations and Groups Network

There are several groups and associations customers can form or attend to provide feedback to ateb or support the community you live in.

Tenants and Resident Associations — can be a social group or a group where you come together as a community to promote community togetherness. ateb will provide financial support to formally constituted groups of up to £500 per annum, and groups can seek further support for their community through the ateb Trust.

Customer Forum — meets regularly and is open to all ateb customers. It is an opportunity to share with ateb what matters to you, what ateb is doing well and where ateb can improve. Topics discussed at Customer Forum are shared with Customer Committee and helps to inform and focus the work of the Committee.

There are also several partner organisations that provide specialist input and support.

TPAS Cymru has supported social housing tenants and landlords across Wales to develop effective participation in Housing for over 30 years.

As a member, ateb customers can take part in their training and events for free or reduced cost paid by ateb.

They also have Tenant Voices Cymru Forums, that give tenants an opportunity to engage directly with Welsh Government officials, Senedd representatives and housing sector decision makers to share their views on issues which affect them.



ateb Trust

At ateb, we believe that *better living starts with a place we can call home*. But a home is more than just four walls — it's a safe, secure foundation from which people and communities can thrive. The ateb Trust was created to help make this vision a reality by supporting projects that enhance wellbeing and create opportunities for those who need them most. It is a grant-giving initiative, designed to fund ideas and projects that empower communities and improve lives in the areas we serve. We aim to support those who share our purpose: creating better living solutions for all.

Grants of up to £1,500 are available for projects that align with one or more of the following goals:

- Helping communities become self-sufficient and resilient
- Regenerating neighbourhoods through social, economic, environmental, and wellbeing initiatives
- Supporting older and vulnerable people to remain in their homes and communities

Customer Committee will consider applications and approve grants up to 3 times a year.

Why the ateb Trust Matters

We understand the importance of supporting projects that:

- Inspire positive change in communities
- Help people feel secure, supported, and empowered
- Deliver sustainable, long-term impact

Whether it's a community garden, wellbeing workshops, or initiatives that connect people, the ateb Trust is here to fund ideas that truly make a difference.



Creating
better
Living Solutions