CUSTOMER INFLUENCE IMPACT REPORT

Customer Annual Report Feedback

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Background

Every year, Accent shares a report with customers on how we are performing and how we are meeting the needs and expectations of our customers.

To help shape this year's report, we also sought feedback from customers on the report itself, including its length, content, tone and overall accessibility. This has helped ensure the final version is clear, relevant and focused on the information that matters most to customers.

Consultation

A short survey was created to gather feedback ahead of the 2026 report being produced, and all members of the Customer Voice Group were invited to take part. The survey opened on Thursday 7 May and closed on Thursday 21 May, remaining open for 15 days. A total of 14 out of 130 customers responded, representing a 10.7% response rate.

'At a Glance' Summary

Overall, customer feedback on the annual report is broadly positive, particularly in relation to its clear design, accessible language, and transparent tone. Customers recognise the effort to present information in a visually engaging and easy-to-understand way, and they value the openness shown around performance and areas for improvement. However, this positive sentiment is balanced with a consistent set of improvement themes.

Many customers feel the report is too long and overly reliant on data, which can make it harder to stay engaged and understand what the information means in practice. There is a strong desire for more authentic and visible customer voice, with feedback suggesting that current content does not always feel representative or genuine. Customers are also asking for greater transparency around challenges, clearer explanations where things have gone wrong, and stronger evidence of what has changed as a result of feedback.

Overall, while the report is seen as a strong and credible document, customers are looking for it to be more concise, more relatable, and more clearly focused on impact and accountability.

Recommendations for improvement:

Accessibility

- Provide a shorter, more digestible version of the report (e.g. one-page summary/easy-read format or video) alongside the full document to improve accessibility and engagement
- Continue to offer and promote alternative formats (e.g. easy read, audio) to support inclusive access

Tone and language

- Improve clarity and consistency of language by using plain English throughout and avoiding a mix of corporate and conversational tones
- Offer clearer explanations of performance information, including what the data means and why it matters to customers

Structure and design

- Reduce overall length and streamline content to focus on the most important messages, avoiding information overload
- Improve structure and prioritisation by focusing on key messages in the main report and signposting additional detail elsewhere
- Continue to improve design accessibility, ensuring layouts, visuals, and formatting work for all audiences
- Use more distinctive and memorable visual design while maintaining clarity

Content

- Rebalance content by reducing reliance on statistics and percentages, and increasing explanation, context, and real-life examples
- Strengthen the use of genuine customer voice by including more real quotes, stories, and lived experiences from a wider range of customers
- Ensure customer voice feels authentic and representative, including better coverage of underrepresented groups such as Independent Living customers
- Better reflect the priorities of the wider customer base by reviewing the balance of topics (e.g. shared ownership vs general needs)
- Provide a more balanced narrative by being clearer and more transparent about what has gone wrong, why, and what is being done to address it
- Enhance visibility of “You said, we did, this is the impact” to clearly demonstrate how feedback leads to action and change

- Show more of the people behind services (e.g. staff) to make the report feel more human and relatable
- Provide evidence of ongoing engagement, including more visibility of face-to-face feedback and local involvement.

What customers told us

Q1. What do you like about the design of the report?

Overall, customers responded very positively to the design of the report, with many highlighting how visually appealing and accessible it is. The use of colour was frequently praised for making the report feel engaging without being overwhelming, while the layout was described as clean and well-structured, helping readers to navigate through the content with ease. Customers particularly valued the balance of images, graphics, and text, noting that visuals were used effectively to break up information and make key messages easier to understand.

A strong theme in the feedback was readability. Many customers commented that the font size, formatting, and plain English style made the report easy to read and follow. Words such as **"clear," "concise," and "easy to understand"** came up repeatedly, suggesting that the report is accessible to a wide audience and does not rely on overly technical or complex language. This is important in supporting transparency and ensuring all customers can engage with the information being shared.

The structure of the report also worked well for most readers. Customers felt that the **logical flow and consistent layout** helped guide them through the content, with the use of headings, diagrams, and images supporting understanding. The inclusion of photos and visual elements was especially well received, as it helped bring the report to life and made it feel less text heavy.

Customers also recognised the strength of the report beyond its visual design. Customers highlighted the **honest and open tone**, particularly in relation to areas for improvement such as complaints handling and repairs. This level of transparency was seen as important in building trust and demonstrating accountability. The inclusion of customer voice, such as Customer Champions and customer-led scrutiny, was also viewed positively as evidence of meaningful involvement and co-production.

In addition, customers welcomed the clear communication around key topics such as Awaab's Law and safety responsibilities. These sections were seen as appropriately prioritised and easy to understand, helping reassure customers that **important issues are being taken seriously**. The report's focus on learning from complaints and Ombudsman findings was also noted as a positive, showing a willingness to reflect and improve services based on feedback.

Q2. What don't you like about the design of the report?

Overall, there were relatively few negative comments about the design, with several respondents stating “nothing” or “all good.” However, where concerns were raised, they tended to focus on the report feeling **too long and overly detailed**. Several customers commented that it is “not a one sitting read” and described the 32-page length as overwhelming. This suggests that while the content is valued, the volume of information may make it harder for some readers to stay engaged throughout.

A related theme was the density of data. Some customers felt the **report relies too heavily on figures, percentages, and statistics**, rather than explaining what the information means in practice. This created a sense that the report is more data-heavy than insight-led, with opportunities to better balance numbers with narrative or real-life context. Linked to this, a few respondents felt that trying to include too much information reduces the overall impact of the design, with one describing a sense of “layout fatigue” as the report progresses.

There were also comments about **structure and prioritisation**. One customer suggested that key information – such as an executive or headline summary – should appear much earlier in the report, making it easier for readers to quickly understand the main messages. Others suggested that sections should focus more tightly on the most important points, with additional detail provided elsewhere (for example, through links or appendices). This reflects a preference for clearer signposting and a more layered approach to information.

In terms of visual impact, a small number of customers felt the design was “**not very striking**” or said they could not clearly remember it, which may indicate that while the design is functional and clear, it could be more distinctive or memorable. There were also accessibility-related concerns, with feedback noting that some design elements may reduce readability for certain audiences and that a simpler, more consistent layout could be more inclusive.

Tone was another area highlighted for improvement. One respondent noted a **mix of conversational and corporate language** throughout the report, suggesting that a more consistent plain-English approach would better reflect a customer-focused and inclusive style. This links closely to the earlier point about accessibility, as clarity of language is just as important as visual design in ensuring the report can be easily understood by all.

Finally, one piece of feedback raised an important perception point: that the report may focus too heavily on positive messages and **not enough on what has gone wrong**. This suggests an opportunity to further strengthen trust by ensuring there is a clear and balanced reflection of both achievements and areas needing improvement, supported by honest and transparent commentary.

Q3. Was the length of the report about right, or did it feel too long or too short?

Feedback on the length and level of detail is mixed.

Most respondents felt the report was “just right” in terms of length and content. However, some felt it was too long and contained too much information, suggesting it can feel overwhelming.

Overall, while the balance works well for many readers, there is a clear indication that some content could be streamlined to improve accessibility and keep engagement high.

Q4. Do you find the performance information in the report clear and easy to understand? If not, please share any suggestions to help us improve it.

Feedback on the performance information is generally positive, but with some important caveats. Many customers found the information clear, easy to follow, and understandable, particularly the written content. However, several comments highlight that this may depend on the reader’s familiarity with statistics.

A recurring theme is that the report relies heavily on percentages and data. While clear to some, others—especially those less confident with statistics—found the **highlighted boxes and figures confusing or overwhelming**. There is also a view that not all customers are interested in detailed performance metrics like TSMs.

Some feedback suggests simplifying the level of detail and focusing more on key messages. Customers would like **clearer explanations alongside the data**, as well as a stronger emphasis on what needs to improve and the actions or commitments being made in response.

Overall, while the information is largely seen as clear, there is an opportunity to make it more accessible, **reduce reliance on statistics alone**, and better highlight what matters most to customers.

Q5. Do you feel there is enough 'customer voice' in the report?

Feedback on customer voice is mixed, with a clear leaning towards there not being enough.

While some respondents felt there was a reasonable balance, many said the report doesn’t include enough genuine customer voice. Several comments suggest the existing sections don’t feel authentic or written by real customers, which reduces their impact.

There is a strong preference for **more direct input from customers**, such as real quotes, stories, and lived experiences. One comment highlighted that “you can never feature too many residents,” emphasising the value placed on personal stories over corporate narrative.

There are also concerns about representation, with one response noting a **lack of voice from independent living schemes**, and another suggesting the report focuses more on highlighting organisational priorities than reflecting customer perspectives.

Overall, the feedback suggests increasing the volume, visibility, and authenticity of customer contributions, with a better balance across different groups.

Q6. Is there any information you wish had been included in the report?

Overall, most customers felt the report already covers the key information, with many saying nothing additional was needed and that the main priorities had been addressed. Several responses described the report as comprehensive, suggesting that the focus should be on refining and presenting information more clearly rather than adding significantly more content.

However, where customers did suggest gaps, these centred on transparency, representation, and accessibility of information. A key theme was the need for clearer explanations **when things have not gone to plan**. One customer highlighted the importance of understanding why promised works were not completed, indicating that customers want more honest and detailed context around delays or missed commitments. This reflects a broader expectation that the report should not just present outcomes, but also explain challenges and what is being done to address them.

There were also concerns about how well the report reflects the wider customer base. One respondent questioned the prominence of shared ownership, feeling it is not relevant to most residents. This suggests an opportunity to better balance content so that it represents the experiences and priorities of the majority of customers. Similarly, another customer highlighted the need for clearer insight into how services are **meeting the needs of diverse and underrepresented groups**, alongside more transparency about how customer insight from these groups is gathered and acted upon.

A related theme was the importance of visibility of customer voice and engagement. One customer expressed a desire for more direct, face-to-face engagement and listening, rather than remote methods. This suggests customers may want stronger evidence within the report of how Accent is **connecting with people at a local level** and using those conversations to shape services.

Some more specific content gaps were also identified. These included a request for a dedicated section on Independent Living schemes, which indicates this is an area of interest that may currently feel underrepresented. Another detailed comment focused on contractor performance, particularly around repairs services, highlighting issues such as missed appointments, poor communication, and inconsistent service quality. This suggests customers would value more explicit reporting on contractor performance, service standards, and actions being taken to improve reliability and accountability.

Accessibility and usability of information also came through strongly. One customer suggested including a **one-page or easy-read summary** of the key messages, performance, improvements, and priorities. This reflects a wider need to make the report **more digestible** for different audiences, particularly those who may not engage with a longer, more detailed document.

Finally, a small number of responses reflected frustration or scepticism, with one customer indicating that additional information would not be helpful if it results in “corporate answers.”

This highlights the importance of ensuring the **report feels genuine, grounded in real customer experience**, and focused on meaningful action rather than high-level messaging.

Q7. Is there anything else you would like to tell us about the annual report?

A key theme was the desire to better demonstrate what happens next. Customers want clearer follow-through on issues raised, particularly how feedback from customers has led to action and tangible change. There is a strong opportunity to include a **more explicit "You said – We did – This is the impact" narrative**, showing not just what has been heard, but what has improved as a result. This would help close the loop and build greater confidence that customer voice drives real outcomes.

Trust and transparency also emerged as an important theme. While some customers felt the report was honest, others questioned whether it **fully reflects the reality of their experiences.** This highlights the importance of continuing to strike a balanced tone, ensuring the report feels authentic and grounded in real customer feedback, including where things may not be going well. Linked to this, there was interest in clearer information on how money is spent, suggesting customers want greater visibility of value for money and investment priorities.

Engagement and accessibility were raised again, particularly in relation to the volume of content. Several customers felt the report contains **too much information, which may reduce the likelihood of it being fully read**. One respondent questioned how many customers actually read or retain the report, reinforcing the need to consider different formats and lengths. Suggestions included a more concise version or summary, alongside the full report, to better suit different audiences.

There were also practical suggestions to improve how and when feedback is gathered. One customer noted that their responses may have been more useful if the survey had been sent closer to when they received the report. This highlights the importance of timing in capturing meaningful and accurate feedback.

Customers also showed interest in making the report feel more human and relatable. Positive comments were made about including **staff photos and names**, with a suggestion to build on this by showcasing more of the people behind the services. This helps **create a stronger connection** and reinforces transparency around who is delivering services and making decisions.

In terms of design and presentation, there were some smaller but useful suggestions, such as refreshing stock images more regularly and continuing to improve readability. While the report is generally seen as visually engaging, there is a risk that some design elements may still limit accessibility for those who need simpler layouts or formats. The **inclusion of alternative formats** (such as easy read or audio) was welcomed, and there is an opportunity to build on this further.

Accent's response to feedback

We welcome the detailed feedback from involved customers, and will use this valuable insight to co-design the upcoming Customer Annual Report. This document has been subject to a series of positive changes over recent years, and we are always looking for ways to improve on a continual basis.

The suggestions made by customers during this consultation will be taken away and considered in detail. Many of the suggested changes are easy to accommodate, such as a shorter length, one-page summary, greater emphasis on real-life customer experiences and stories and the use of plain English language throughout.

This year's Customer Annual Report will be written and designed with a large focus placed on accessibility, building on the changes made to last year's document. The use of colour, graphics and images will continue, and we are looking into new software that will help create accessible documents.

We will follow this through with a mixed distribution model to ensure customers receive the report – email, printed documents and hand-delivery during the Big Local Conversation.

There are some constraints on changes we can make to the communication of performance information. This is a regulatory requirement, and we want to be fully transparent about this how we are performing. We will, however, aim to communicate this in clear and accessible ways and not make it too data-heavy; we can signpost to our new performance web hub for detailed information.

Alice Lomas – Customer Communications Manager