

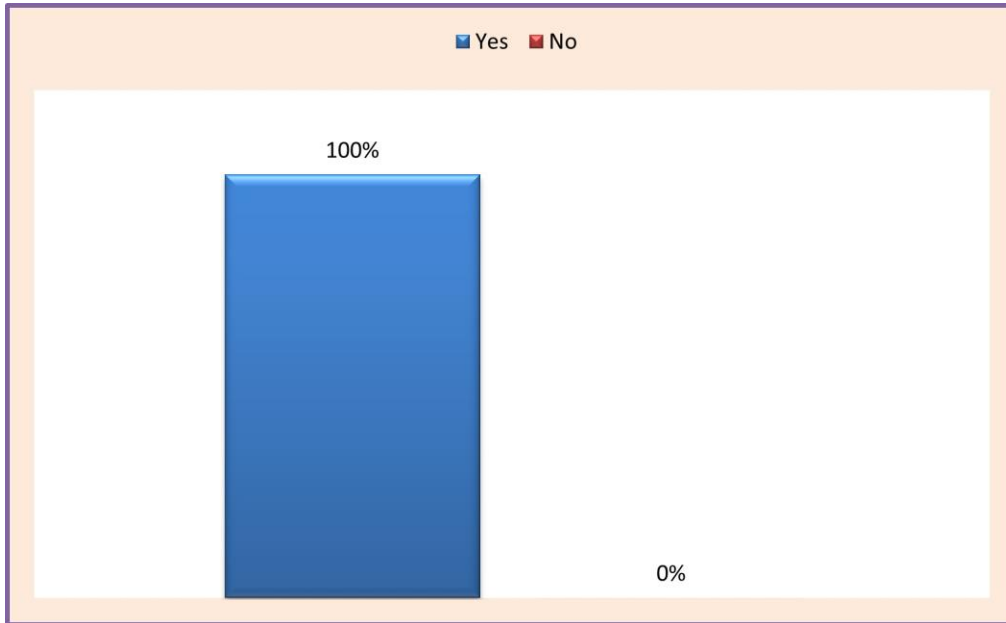
Summary of Annual Report 2024 reader panel review

The consultation was sent by hard copy and email to tenants on our Reader Panel with a total of 32 hard copies and 123 emails sent.

A total of 13 responses were received giving a response rate of **8.4%** overall. This included responses via email, of which the feedback has been added to the end of the summary.

The consultation took the form of four questions, the results of which are summarised below.

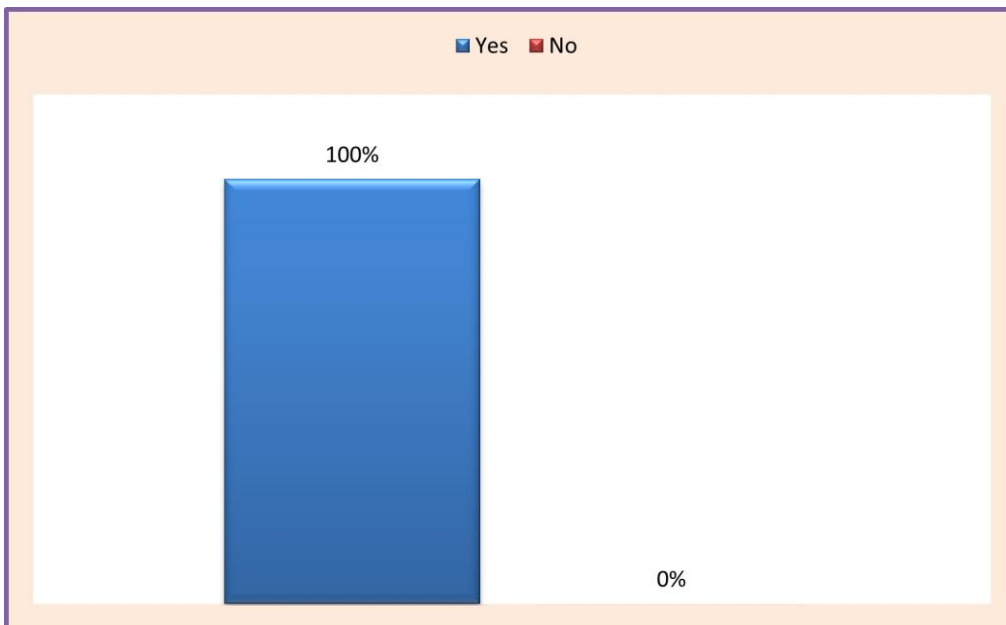
Q1 Is our new annual report clear and easy to read?



If no, tell us what we can do to improve the design and layout

- Not too much information to take in but the layout is clear and concise. Well presented.

Q2 Do you understand how we would like to improve our performance based on the statistics and text we have provided?



If no, what could we focus more on in the next edition?

There were no responses.

Q3 Do you have any further thoughts on the overall content and design?

Answered: 9 Skipped: 3

Responses:

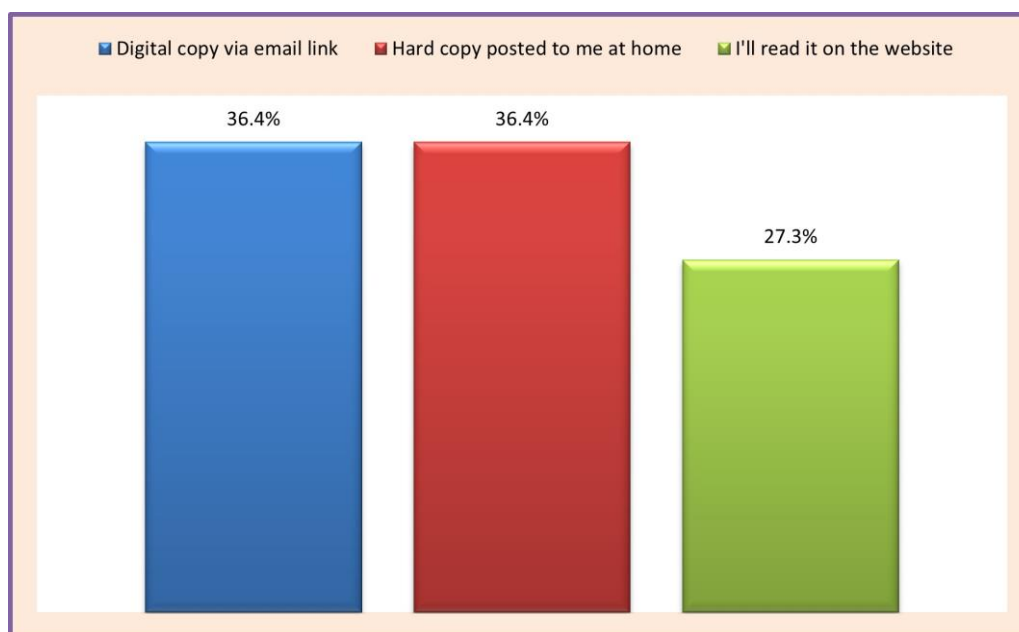
- My only criticism is the use of so many colours - 9 - when 2 or 3 may be more harmonious - and possibly more cost effective; as would be the use of economy paper, perhaps eco friendly?
- No, everything is fine and clear
- No
- Very good
- Very clear and simple to understand. Good job!
- It is well laid out and very easy on the eye. Well done to all involved
- I think if too much information is presented then the reader does not take it all in. It is a case of getting the right balance and I think that this has been achieved.
- Good mix of text and photos and statistics.
- Well designed, and good to hear it's now in-house. Well done to all

Additional feedback via email:

- Well, I am happy to say in my opinion it better designed and layout that the previous one. I had no problems reading it and the colours were spot on the red was a bit glary but that a small point. Well done to all involved in putting this new style together.

Q4 We welcome your feedback and will try and make any suggested improvements, however if we can't, we will look at making changes next year.

In the meantime, please let us know how you would like to receive your annual report this year by selecting your preferred option below. Then leave your name and address so we can update your preference in our housing management system.



Summary

All respondents were happy that the publication is clear and easy to read, with only two comments on use of colours throughout the report. No suggestions were made for major changes or improvements to the report.

Question two asked whether our intentions to make improvements was clear from the performance information present in the report. 100% of readers said 'yes' it is clear with no comments about how we could improve this.

Question three was open, asking for any further feedback on content and design. There was a very positive response to this with all stating they are happy with the report in general along with compliments on design, layout, and the fact that we are now designing and producing the report in-house.

Outcome of survey

Having received reader approval, we were able to move forward with our final edits. The report was then published on 14 October 2024. We also took note of the comments regarding the colours used in the report and will work with tenants in 2025 to make sure they are right next time.