

Annual Report

Stockport Homes 2022-2023

YOU SAID

WE DID

ENGAGEMENT



Over 80
customers filled
in a survey



Collaboration
with Customer
Scrutiny Panel



Analysis of
last years'
report

Providing feedback on:



Content



Style & Format



Type of Performance
Information









How it would be shared

REPORT CONTENT

Survey - 'Your Home' most popular theme

But we noticed a shift in customers' interests from last year:

Theme	Level of interest in 2022/23	Change from 2021/22
 My Home	41%	20% 
 My Community	28%	12% 
 Everyday Support	29%	6% 

From this feedback we...



Reduced the number of chapters and presented this as **themes** throughout the video to make the report more customer **friendly and engaging**

Building on last years' report the customer-led themes for the Annual Report were agreed as:



Life at Home



Life in the community



Lives transformed

Annual Report

Stockport Homes 2022-2023

YOU SAID

WE DID

FORMAT OF REPORT

The top three formats were:



Written information,
case studies and
bullet points



Photos
and images



Staff and
customers talking

Statistics, numbers and figures were less popular content.

We...

- ✓ Kept statistics to a minimum and where possible put them into context
- ✓ Included a mixture of photos, video clips and people talking throughout the report.
- ✓ Created a downloadable infographic of the report with key information
- ✓ Offered a version without background music

VIDEO



2-5 mins
was the most
popular time

Last year people stopped watching the video report at approx. 5.58 minutes

We...

- ✓ Kept the 2022/23 video shorter - 6:44 minutes in length.
- ✓ Gave more time and focus to themes which were most important to customers

SHARING

- ✓ Video format
- ✓ Downloadable summary
- ✓ Note on Rent Statement and contact for requesting in a different format
- ✓ Paper copy on request
- ✓ AV Screens in Reception and tower blocks foyers