

# Customer voice newsletter

Spring 2026



ASTER  
GROUP



At Aster, listening to our customers and involving you in shaping our services is a key commitment for us. We engage with customers in lots of different ways – from surveys and digital testing to customer groups and co-design sessions – to make sure the improvements we make reflect what matters most to you.

Below are some highlights from this quarter, showing how customer feedback has helped influence our services, policies and digital tools.



## Overall engagement this quarter

This quarter, we've continued to work closely with customers to help shape and improve our services. Key activity included:

- **Customer Scrutiny Panel** reviews on damp, mould and condensation, and the Active Disposal Programme, with agreed actions now being monitored.
- **Designated Complaints Panel** deep dives into Heating Services and improving complaint responses, with learning actions in progress.
- **Customer Voice Committee** discussions on performance, complaints, scrutiny activity and future customer voice priorities.
- **Surveys** capturing feedback from over 4,300 customer responses.
- **Consultations** on key policies, including customer engagement, leasehold and freehold, and pests and infestations.
- **Face-to-face engagement** through high-rise building sessions, helping us to hear directly from those who live in our homes.



## Customer Voice webpage

We've refreshed our section of the website to explain more about our customer voice offer, how customers can get involved and how we are using your feedback.

Please visit: [Customer Voice | Existing Customers | Aster Group](#) to find out more.

We've also created a dedicated page for customer to find out more about our performance.

Throughout the year, we carry out a Tenant Satisfaction Measures survey with our customers. It's something all housing providers are asked to do by the regulator. The feedback helps us understand how you feel about our services and where we need to improve. Our dedicated page explains what customers are telling us along with our performance figures.

Please visit: [Our Tenant Satisfaction Measures](#) to find out more.

# Customer Engagement Framework

**Customers are at the heart of our organisation and decision making here at Aster.**

Our Customer Voice work is all about how we listen to your needs and expectations and what we change and improve as a result of this.

Our Customer Engagement Framework has been designed to explain what we're doing to make sure you're listened to at all levels of the organisation and how your feedback shapes our services.

**We asked our interested customers for their feedback and based on what customers told us, we have:**

- 1. Streamlined the content to make the framework more concise and easier to follow.**
- 2. Reviewed the language to ensure this is easy to understand.**
- 3. Reviewed design and layout.**
- 4. Added a front contents page to support easier navigation.**

Some customers asked for more detail on the actions we are taking and how we will communicate progress or outcomes. The purpose of this document is to specifically explain the different ways customers can engage with us and how feedback flows through our organisation. However, we recognise the importance of explaining how insight leads to action. That's why we are currently developing a Customer Voice Strategy. This strategy will set out what we are doing with customer insight, how we act on feedback, and how we will communicate progress back to you.

We also received feedback about accessibility, non-digital customers, and ensuring we capture a diverse range of voices. Over the coming months, we will be focusing on these areas, and we will be inviting wider input from customers to help shape this work.

You can find out more about the [Customer Engagement Framework](#) on our website.

## High Rise Engagement Strategy

**As part of our High Rise Engagement Strategy, we carried out a Building Safety Survey and consultation across five schemes to understand how customers feel about safety, communication, and trust.**

The review included looking at our survey data and on-site conversations to get a clear picture of what is working well and where improvements are needed.

**Overall, customers told us they feel generally safe in their homes, and largely willing to report issues:**



We also tested communication preferences, which showed that while online channels remain popular, many customers, particularly older age groups, value in-person and direct contact for safety-critical updates. This helped us identify the need for a multi-channel, more personalised communication strategy.

Customers were clear, the biggest barrier to trust is the feeling that “nothing happens” after they report a concern. While most customers have no hesitation about reporting issues, confidence drops when they don't receive feedback or see visible action.

They asked for clearer updates, firmer enforcement of safety rules, and more transparency about what has been done and when. Most importantly, it's shaped our next steps so customers feel heard, informed, and confident in what we're doing.



# Policies

We want to make sure our policies and information work for our customers, so we have been sharing these for customer feedback in our customer focus groups.

This includes our Leasehold Freehold Policy and Infestations and Pests Policy. All feedback was taken onboard, and changes were made before publishing.

These included:

- Amending wording and grammar for clarity
- Applied Asters Tone of Voice principles to the policy, to ensure it is as easy to read as possible, whilst retaining critical information and all relevant legislation.

## Customer Annual report

2025/26

Recently, more than 150 customers shared their thoughts on our Customer Annual Report.

Here's what customers told us, and what we're doing as a result as we plan for this years report:

- **You said:**  
You're interested in hearing more about our environmental and sustainability work  
**We will:**  
Work with our in-house sustainability team to share more updates on sustainability, biodiversity and environmental initiatives.
- **You said:**  
You'd like more information about our support for shared owners and leaseholders  
**We will:**  
Continue improving the accessibility of the homeownership section of the report and share more about Tenant Satisfaction Measure results from homeowners.
- **You said:**  
You'd like the report to be easier to navigate  
**We will:**  
Enhance the design to make navigation simpler, including exploring whether a clear "back" button can be introduced.
- **You said:**  
You want more tailored content about your region and local community  
**We will:**  
Provide more localised updates that reflect the key regions where our homes are based.
- **You said:**  
The Customer Annual Report should be accessible to everyone  
**We will:**  
Produce a fully accessible version that follows 'easy read' design principles.
- **You said:**  
Some parts of the report felt complex or full of jargon, while others felt overly simplistic.  
**We will:**  
Publish a version written in plain English that is clear, informative and respectful of every reader's intelligence.

## We also have our customer groups:



### Customer Scrutiny Panel

The **Customer Scrutiny Panel** is an independent panel of customers who provide an objective assessment of our services from a customer perspective.

### Designated Complaints Panel

The **Designated Complaints Panel** oversees Aster's performance, culture approach, compliance and learning in relation to complaints handling and challenges Aster on how they manage their complaints.

### Customer Voice Committee

Our **Customer Voice Committee** is a committee which forms part of our governance structure.

The group is made up of our customers, senior executive and non-executive directors. We work collaboratively and have a central role to play in the key decisions Aster makes.

## Here are a few things they have been looking at this quarter

### Customer Scrutiny Panel

We're pleased to share that three new members have recently joined our **Customer Scrutiny Panel**, and we would love to welcome even more customers. If you're interested in finding out more about the panel's work or getting involved, please contact [customervoice@aster.co.uk](mailto:customervoice@aster.co.uk).

## A more flexible approach to scrutiny

We've been trialling a new, more flexible way for customers to take part in scrutiny and help shape our services. With support from Tpas, we introduced Scrutiny Bootcamp sessions - half-day workshops where customers and colleagues come together to review a service, have open and honest conversations, and agree recommendations for improvement.

As CSP membership is currently low, we opened these pilot sessions to all customer panel members. It was encouraging to see customers from across our groups getting involved.

#### Recent sessions focused on:

- **February 2026:** Damp, Mould and Condensation
- **March 2026:** Active Disposal Programme.

#### Each session included:

- An overview of the service, including performance and customer feedback
- Background information shared in advance
- Group discussions around key themes
- Open conversations between customers and colleagues.

The sessions were a real success. Customers asked insightful questions, shared honest feedback, and helped identify practical actions for improvement. The hybrid format - combining in-person and online attendance - also made it easier for more people to take part.

Feedback from both customers and colleagues has been very positive, and we're already using what we've learned to improve how future scrutiny sessions are run. All agreed actions are being tracked so we can monitor progress and delivery, and we'll continue to share updates.



## Focus on damp, mould and condensation

**One recent session saw customers take a look at how we manage damp, mould and condensation in homes. The discussion was open, constructive and collaborative, with customers playing a key role in shaping the actions we are now taking forward.**

Customers were joined by the teams responsible for carrying out works in homes, who explained the support available. Together, the group explored where the service works well and where it could be improved.

### **Customers told us they found the session valuable:**

“ It was very valuable, and excellent to have experts in the field of damp and mould to explain both the problems and the efforts to remedy them. ”

### **Another customer shared:**

“ The Scrutiny Session was a really insightful opportunity to better understand damp, mould and condensation, and the measures Aster colleagues are taking to resolve them. ”

Key areas highlighted for review included the customer survey used to share information about issues in the home. Customers asked for this to be accessible to those who aren't confident online and for some questions to be reviewed so people feel comfortable responding openly. We also want to understand more around our data, specifically for damp and mould to understand silence and the impact this may have on customers who have damp and mould in their home.

Improving communication was also a priority. Customers want clearer, more consistent information about damp, mould and condensation across our website, MyAster, and other channels. Other discussions covered updating procedures, trialling new inspection methods, reviewing recurring issues, and strengthening colleague training to ensure a consistent customer experience.

Your feedback is central to this work, and we'll continue to keep you updated as improvements are delivered.

You can find out more about the [Customer Scrutiny Panel](#) on our website.



# Designated Complaints Panel

The Designated Complaints Panel recently carried out a detailed review of the heating service, speaking directly with customers who had made complaints and with colleagues involved in resolving them.

This work has helped us identify practical improvements, particularly around clearer communication, quicker updates, and better information about who to contact in urgent situations. Alongside this, customers and colleagues took part in a learning circle focused on ensuring complaint responses are clear, thorough and easy to understand. This feedback is already shaping changes such as using clearer language, setting out actions and timescales more clearly, and improving how we keep customers informed when things change.

## Actions include:

- **Repairs** - Improve proactive customer communication and make progress visible to the contact centre so they can update customers
- **Grounds maintenance** - More connectivity between neighbourhood inspections and the alerts or actions raised as a result with the Grounds Maintenance team
- **Heating** - Improve alternative contact information available to customers when using the customer portal
- **Clear on timelines and Service Level Agreements** ensuring us and our subcontractors work to that and update customers (specifically grounds maintenance, complaint commitments and repairs)
- **Improve proactive communication and visibility for customers**, including the information available on both MyAster and our website and regular update points in a journey.

All the actions from this work are being tracked so we can monitor progress and make sure learning leads to real improvements.

Here more about the Designated Complaints Panel and meet the chair of the panel: [Helping customers be heard: meet Lisa, chair of the Designated Complaints Panel](#)

- **Customer Voice Committee** discussions on performance, complaints, scrutiny activity and future customer voice priorities
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# Customer Voice Committee

We're delighted that the Customer Voice Committee welcomed a new customer chair and member.

The panel continued its work to make sure customer feedback is influencing decisions across Aster. The group reviewed service improvements, business planning, asset and disposal plans, complaints learning, performance, and procurement. Members challenged how feedback is used, asked for better communication back to customers, and supported upcoming scrutiny work so customer voices continue to shape services and priorities.

You can find out more about the [Customer Voice Committee](#) on our website.

# Get involved

If you would like to find out more about our activities or get involved, you can use one of the following options:



Fill out the enquiry form on our website:  
[www.aster.co.uk/contact-us](http://www.aster.co.uk/contact-us)



**0333 400 8255**  
to speak to our **customer voice** team.



[customervoice@aster.co.uk](mailto:customervoice@aster.co.uk)