



Alpha Living's Annual Complaints Performance and Service Improvement Report

Governing Body's Response 2025

The Board welcomes this important report and values the opportunity to reflect on how Alpha Living is managing customer complaints. It is clear from the findings that while there have been notable improvements over the past year, there remains significant scope for us to do better.

We are encouraged to see a reduction in the number of formally recorded complaints, from 25 in 2023/24 to 13 in 2024/25. However, we acknowledge that this may not represent a true decrease in resident dissatisfaction but rather highlight that some issues are being resolved informally or not formally captured. This gap in complaint recognition reinforces the importance of improved training and clearer guidance for all colleagues in identifying and recording any expression of dissatisfaction at first contact.

The Board notes the consistent theme across all complaints: the need for better communication. Whether related to repairs, anti-social behaviour, staff conduct, or service confusion, the failure to keep residents informed has had a clear impact on customer satisfaction. This must be addressed as a top priority.

We are reassured by the actions already taken in response to these findings, including:

- Achieving 100% of complaint acknowledgements within 5 working days and significantly improving complaint resolution times (92% resolved within timeframe, up from 72% the previous year).
- Regular performance and complaints meetings to ensure teams are informed and responsive.
- Continuing the bi-annual Planned Property Maintenance (PPM) inspections to proactively manage repair needs, including issues like damp and mould.
- Strengthening engagement with third-party service providers to reduce delays in responses to residents.

Looking ahead, we fully support the planned service improvements for 2025/26, including:

- Introducing complaint and concern tracking within Civica CX.
- Enhancing the classification and monitoring of complaints via a new dashboard.
- Expanding the scope of complaint capture to include informal and first contact fixes to ensure that any increase or decrease in dissatisfaction is recorded and represented in any data reported to both members and the Housing Ombudsman.

- Delivering training across all roles to ensure a shared understanding of the complaints process.
- Reviewing the Compensation Policy in light of resident and scrutiny panel feedback.
- Launching a campaign to encourage residents to share dissatisfaction as part of our “Living Well; Ageing Well 2025” strategy.

These steps show a strong commitment to continuous learning, transparency, and service enhancement. They also demonstrate alignment with the expectations of the Housing Ombudsman’s Complaints Handling Code and the broader goals set out by the Social Housing (Regulation) Act 2023.

We would like to thank all residents who have shared their experiences both formally and informally, and the staff who are working to deliver better outcomes. Your feedback is essential and helps us make real, meaningful change.

The Board remains fully committed to overseeing these improvements and ensuring Alpha Living becomes ever more responsive, transparent, and accountable to those we serve.

Lorri Holding

Lead Member for Complaints

On behalf of the Alpha Living Board