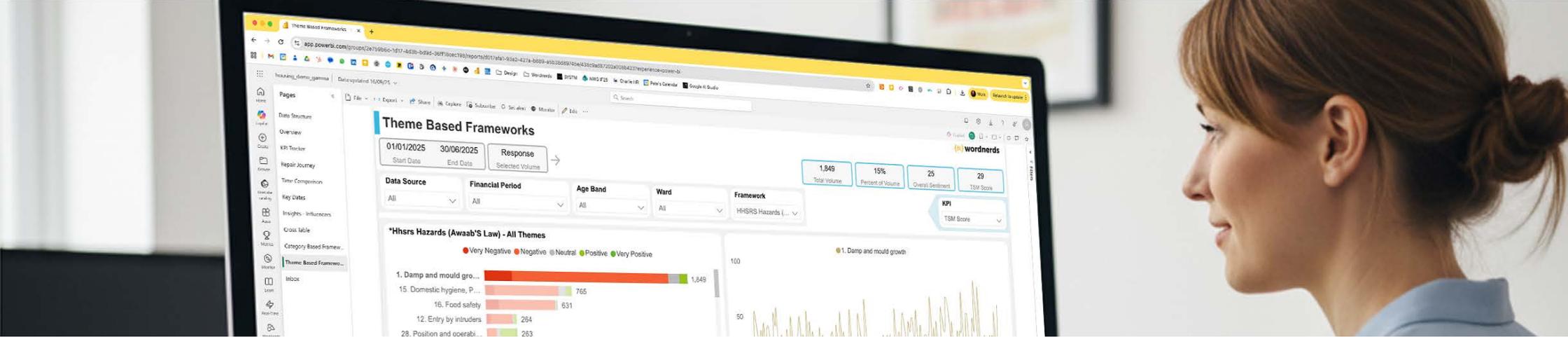


## Awaab's Law

Identify HHSRS Hazards  
Instantly and Prevent Escalation

Your Practical, Future-proof Framework to  
Understand and Comply with Awaab's Law  
for Welsh Housing Associations



## Implement a Proven Framework to Comply with Awaab's Law

This practical guide takes you through a complete journey from understanding Awaab's Law to acting on and documenting tenant hazard alerts.

Each section builds on the last to give you everything you need for comprehensive understanding, enabling you to make a plan and comply successfully with the legislation from day one.

### 1 Preparing for Awaab's Law

The operational reality of multi-channel hazard detection and strict timeframes you need to be prepared for.

### 2 What this Means for Social Housing Teams

How different teams face unique challenges, and why you need a unified compliance framework.

### 3 The Inner & Outer Loop Framework

How successful organisations separate immediate response from strategic prevention, ensuring both work together effectively.

### 4 Critical Compliance Requirements

What makes Awaab's Law different? The emergency response requirements and what all 29 HHSRS hazards mean for your team.

### 5 Demonstrating compliance

Understanding your reporting obligations under the WHQS and the data capabilities you'll need.

### 6 Compliance: a Team Sport

Mapping stakeholder requirements—from front-line teams needing instant alerts to strategic insights for leaders.

### 7 Case Study

Showcasing The Guinness Partnership's proven HHSRS framework and implementation strategy, with tangible results.

#### Next Steps

Your immediate actions: how to baseline your current position and implement the framework, including a **special offer** for reading this guide.

**If you're in need of a practical solution to keep you aligned with Awaab's Law, take a look at [page 13](#).**

# 1 Preparing for Awaab's Law

**N**amed in memory of Awaab Ishak, Awaab's Law signifies a total evolution in how you must now respond to hazards in your properties to ensure your tenants have safe homes to live in.

In Wales, the requirements come into effect on 1 April 2026 through the WHQS 2023 Addendum. All 29 HHSRS hazards from day one. No phasing.

## "All Available Information"

You must capture hazard mentions from ALL communication channels, not just formal complaints. Whether it's mentioned in a survey, live chat, social media post, or Google review, as soon as it's mentioned the compliance clock starts ticking.

## Critical Timeframes

Emergency hazards require action within 24 hours. Significant hazards must be investigated within 10 working days, with a written summary plan issued within 5 working days if the hazard can't be resolved immediately, and repairs beginning within 5 working days of the investigation's conclusion.

“You must capture hazard mentions from ALL communication channels, not just formal complaints”





## 2 What this Means for Social Housing Teams

**Y**ou're drowning in feedback from multiple channels—complaints, surveys, calls, emails—but have no systematic way to identify hazards when they are reported.

The volume of feedback makes manual analysis time consuming and Copilot summaries are vague and unreliable. Either approach increases your chances of missing hazards or not finding them in time.

### Data Analytics Teams

Data is scattered across silos. How do you unite it in an early warning system that will automatically update you when a hazard is raised in any feedback channel? How do you go from counting complaints to identifying what's urgent? You need to bring together disparate data and turn it into clear, actionable intelligence.

### Operational Teams

You might only get 2-3 hazard mentions a year in some categories, but how do you jump on them immedi-

ately and log them in a system that creates an audit trail?

### Customer Experience Teams

You are every bit as accountable for contractors' work as you are for your own. You need to understand what their work quality is like through tenant feedback.

### Business Improvement

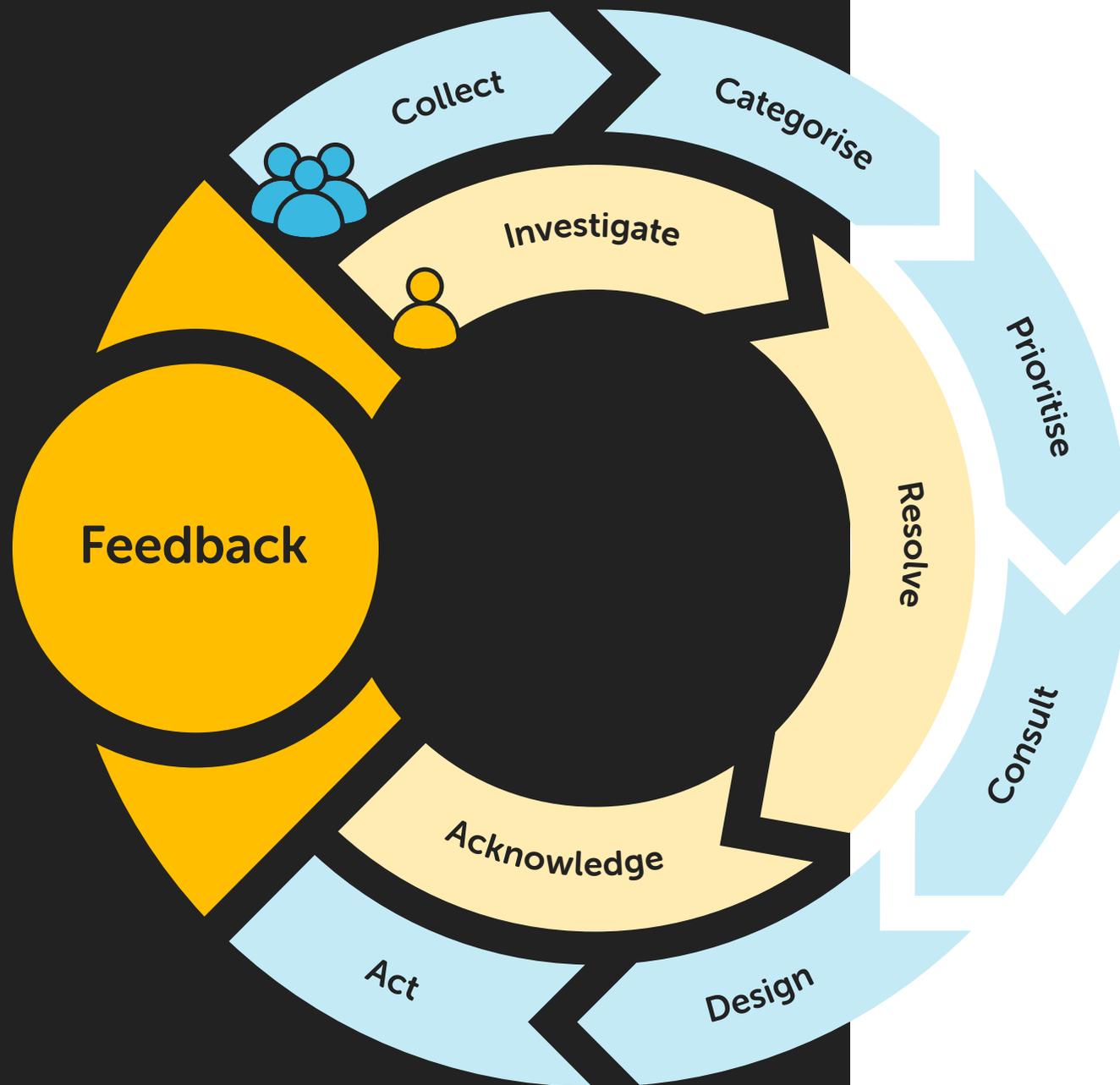
How do you use data proactively, act on customer feedback and build systems and processes that make compliance a no-brainer?

### Don't worry!

If this feels like you, don't worry. The good news is that it isn't difficult to set up a system that ensures you're compliant from day one in as short a period of time as a month.

This guide gives you a practical compliance framework that will run on both historical data and future tenant feedback.

This is not a made-up system, it's actual learning from successful Housing Associations who are already using tenant feedback to identify real-time hazards and act.



## 3 The Inner & Outer Loop Framework

This framework comes from complaint handling best practice developed by Bain & Company (creators of NPS), but it's particularly critical for Awaab's Law compliance.

Think of compliance as two interconnected systems working together.

### The Problem of Noise

Day-to-day operations can be so overwhelming that it's hard to look at the bigger picture. This happens even at the largest housing associations, where urgent issues constantly demand immediate attention, leaving little time for the strategic prevention required to deliver real change.



Individual Case Management



Structural Improvements



## 3 The Inner Loop

Your front-line response teams are where the rubber meets the road. When Mrs. Johnson calls about condensation in her bathroom, or when a survey mentions “musty smells,” your inner loop kicks into action.

### Team Make-up

**Contact Centre Staff**—First point of contact for phone calls and live chat

**Housing Officers**—Managing tenant relationships and property visits

**Repairs and Maintenance**—Coordinating immediate response work

**Health & Safety Officers**—Assessing and categorising hazard severity

**Customer Experience Teams**—Processing surveys, feedback, reviews, webchat, emails and complaints

**Social Media Managers**—Monitoring and responding to online mentions

### Team Responsibilities

**Multi-channel Capture**—Feedback from phone calls, emails, social media, surveys, casual comments—everything

**Real-time Categorisation**—Against all 29 HHSRS hazards, using AI that understands context, not keywords

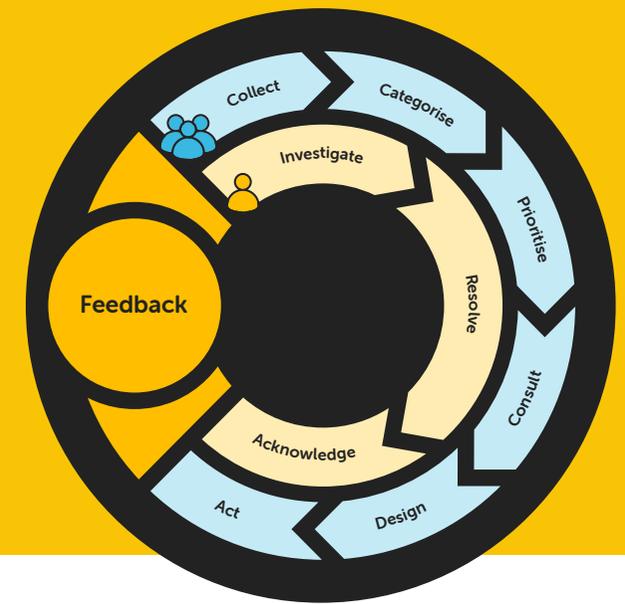
**Immediate Alerts**—Alerting health and safety teams with priority flags

**Strict Response Timeframes**—24 hours for emergencies, different timelines for significant hazards

**Audit Trails**—Linking feedback to specific properties and people for compliance evidence

### Why it Matters

Every piece of customer feedback could contain a hazard mention. Miss it, and you’re not just failing a customer, you’re failing compliance. Under the WHQS requirements, the clock starts ticking from the moment a tenant mentions an issue, not when it’s formally logged.



## 3 The Outer Loop

While your front-line teams are fighting fires, your strategic teams are working out why the fires keep starting and what can be done to prevent them from ever happening again.

### Team Make-up

**Senior Leadership Team**—CEO, Directors setting strategic direction

**Compliance and Risk departments**—Managing regulatory requirements and audit trails

**Asset Management teams**—Long-term property planning and investment decisions

**Data and Insights Analysts**—Identifying patterns and trends across all feedback

**Policy and Procedure Teams**—Developing organisation-wide standards and processes

**Strategic Maintenance Planning**—Preventative programmes and resource allocation

**Quality Assurance Departments**—Monitoring performance and improvement initiatives

### Team Responsibilities

**Pattern Recognition**—Geographic, seasonal, property type specific and demographic insights

**Root Cause Analysis**—Identifying systemic issues invisible in isolation

**Preventative Action Plans**—Cross-functional teams developing improvement roadmaps

**Executive Reporting**—Translating patterns into business intelligence for senior leadership

**Continuous improvement**—Setting metrics, measuring impact, refining approaches

### Connecting the Loops

Your Inner Loop feeds intelligence to your Outer Loop, which creates the strategies that make your Inner Loop more effective. You probably have bits of this, but few housing associations have both loops working together seamlessly. Don't panic: this is a journey for everyone!

## 4 Critical Compliance Requirements

**B**eyond understanding the framework, you need to grasp the specific regulatory requirements that make Awaab's Law different from traditional compliance approaches.

These aren't just operational considerations—these are legal obligations that determine whether your approach will succeed or fail when tested.

“Traditional keyword matching fails because your tenants describe problems in their own words: “freezing,” “like a refrigerator,” or “can see my breath indoors” for excess cold.

### Emergency vs. Significant Hazard Classifications

Understanding the distinction is crucial because it triggers different response timeframes:

**Emergency Hazards**—Require action within 24 hours

**Significant Hazards**—Must be investigated within 10 working days and made safe within 5 working days

**All Hazards**—Must be identified from any communication channel

### The Scale Challenge

Manual approaches simply cannot keep pace with Awaab's Law requirements. You cannot have staff reviewing every piece of communication looking for potential hazards.

Traditional keyword matching fails because your tenants describe problems in their own words: “freezing,” “like a refrigerator,” or “can see my breath indoors” for excess cold.

### Covering All 29 Hazards From Day One

In Wales, there's no phased approach—you need frameworks for all 29 HHSRS hazards from 1 April 2026. There's no option to start with damp and mould and build from there. This delivers strategic advantages for you:

- Consistent processes across all hazard types
- Protection against missing issues that cross categories
- Historical data ready for WHQS compliance returns
- Evidence to demonstrate a proactive approach if challenged
- A framework you can build on, not rebuild every time guidance changes.

These requirements lead us directly to one of the most important aspects of compliance—demonstrating to the Welsh Government that you have the systems and data to back up your approach.

## 5 Demonstrating Compliance

Under the WHQS Addendum, you'll need to demonstrate—through your annual compliance returns—that you have a system for identifying, investigating, and resolving hazards across all channels. The Welsh Government's Housing Regulation Team will be looking for evidence, not just assurances.

### Regulatory Reporting

The WHQS compliance return will include new mandatory fields for hazard data. You'll need to report:

- Number of hazard investigations initiated within 10 working days
- Emergency hazard response times
- Hazard categorisation across your stock
- Evidence of systematic identification (not just

### The Rent Withholding Risk

Under the Renting Homes (Wales) Act 2016, tenants can withhold rent if their home is unfit for human habitation. If a significant hazard isn't addressed within the mandated timeframes, the home is demonstrably unfit—and rent is not payable. The 2024 High Court ruling in *Coastal Housing Group v Mitchell* confirmed this principle. This creates a direct financial incentive to have robust, demonstrable systems in place.

### Mandatory Reporting Capabilities

You must be able to provide meaningful geographical and demographic breakdowns:

- Filter hazard data by estate, block, street, or postcode
- Compare issue rates across different property types or age categories
- Analyse whether vulnerable tenant groups are disproportionately affected
- Track patterns against building characteristics like ventilation systems

### The Metadata Framework

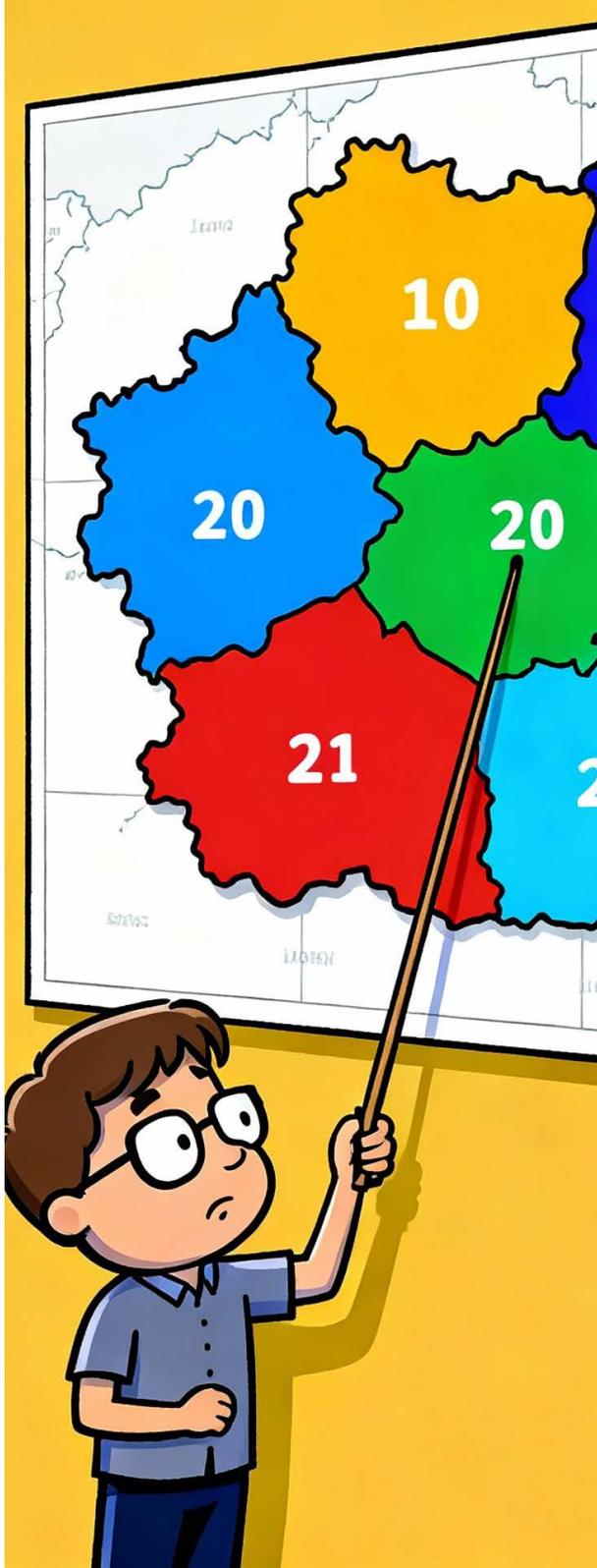
To enable this reporting, you need comprehensive metadata—"data about your data":

- **Property characteristics:** Age, type, size, construction method
- **Location hierarchies:** Region, estate, block, unit
- **Tenant demographics:** Where appropriate/legally permissible
- **Maintenance history:** Previous interventions and outcomes
- **Building systems:** Ventilation, heating, structural details

### From Reactive to Proactive

You can't scramble when requests arrive. You need proactive information readiness. The most successful providers are implementing systems now that turn compliance reporting into strategic insight for preventative maintenance planning.

Understanding these reporting obligations helps clarify why you need robust data systems—but who exactly needs access to this information, and



# 6 Compliance: a Team Sport

Compliance isn't just about ticking boxes—it's about sharing crucial data with the right people to demonstrate that you're listening and acting on tenant feedback. Here are the three groups of people who all need different things from your data and whom you must consider in this process.

## Your Operational Teams

“Show me what needs fixing today”

Your front-line teams need instant alerts when hazards are mentioned. You need case management systems that don't make them hunt through spreadsheets. You need to know exactly who said what, when, and what property it relates to.

**What you need**—Real-time notifications, clear escalation pathways, and bulletproof audit trails.

## Your Leadership Teams

“Show me our compliance position and what it's costing us”

Your executive team needs the helicopter view. Which hazards are trending up? Where are your biggest risks? How much is remediation costing, and is your prevention strategy working?

**What you need**—Executive dashboards that translate customer feedback into business intelligence.

## Customers & Stakeholders

“Show you're taking this seriously”

Under the WHQS Addendum, compliance must be demonstrated—not just achieved. From April 2026, you'll need to show you're identifying, tracking, and fixing issues systematically, with data systems ready for compliance returns and Welsh Government scrutiny.

**What you need**—Proactive communication capabilities and comprehensive data analysis systems ready for interrogation.



### From Theory to Practice

Now you understand the framework, the legal requirements, and who needs what information. But how does this actually work in practice?

Let's examine how one housing association—The Guinness Partnership—has successfully implemented everything we've discussed.

## 7 How The Guinness Partnership Built Their HHSRS Framework

Here's the thing about compliance frameworks: most are built in theory. The Guinness Partnership's was built in practice and we couldn't wait to share their story of how they built the framework using the Wordnerds platform.



### Their Systematic Approach

Guinness didn't just implement Awaab's Law compliance—they built the blueprint you're now following. All HHSRS hazards, mapped, tested, and proven to work at scale using Wordnerds' context themes and alerts.

**Beyond Keyword Matching**—The system understands context. When someone mentions “damp” they might mean condensation, rising damp, penetrating damp, or just a slightly humid bathroom. The platform can be trained to recognise the difference. And think of ‘lead’—older tools would interpret this as ‘lead’ like ‘leading the way’ or ‘dog lead’, not lead poisoning hazards. The English language can be tricky.

**Perfect Example of Context Recognition**—A tenant saying “my walls are black” wouldn't be flagged as mould based on keywords alone, but the system recognises this as someone expressing a potential

mould hazard in their own words. AI-powered context themes capture all the ways customers say things - they might all be describing the same issue, but in completely different ways.

**Specialised Survey Strategy**—As well as transactional and tenant satisfaction surveys, Guinness provides a dedicated D&M (damp and mould) survey focusing on resolution confidence. This is less about satisfaction, and more about whether the job has been completed and will not reoccur.

**Closed-Loop System**—When tenants indicate they're not confident in resolution, the system automatically reopens cases and alerts case owners. This creates a closed-loop system to ensure all damp and mould problems get resolved. No issues slip through the cracks. This approach has positioned Guinness well ahead of Awaab's Law requirements.



**Seamless Integration**—Daily data pulls via API into Microsoft Fabric, enriched with property-specific details, enabling 24-hour response.

**Historical Data Application**—The system can classify themes across all different data sources and apply this analysis historically, giving you insights into patterns you never knew existed.



## Cross-Referencing Data

The system enables you to cross-table data to see if particular issues are more prevalent across:

- Certain areas, regions, or wards
- Different age groups
- Vulnerable residents
- Residents with health conditions
- Property types or construction methods

This cross-referencing capability transforms scattered feedback into strategic intelligence about where problems cluster and which populations are most affected.

## Proven Results

- Monthly reporting shows hazard frequency patterns alongside tenant verbatims
- Quantitative and qualitative insights drive preventative maintenance
- Positioned well ahead of Awaab's Law requirements
- Actually reduced overall response workload through better first-time resolution
- Model being adopted by other forward-thinking housing providers

## Key Benefits

- Automatic hazard detection across all 29 HHSRS categories in natural language
- Historical analysis identifying patterns invisible to manual review
- Always-on monitoring across surveys, complaints, social media, casual conversations
- Future-proofing for hazards not yet on your radar
- Instant escalation when hazards are mentioned anywhere in your communications

## Getting Started

Manual tagging falls apart at scale. You can't manually review every piece of feedback looking for hazard mentions. But you can't afford to miss them either. You've now seen the complete

picture—from regulatory requirements to practical implementation. The framework exists. It's been proven at scale, and it's available for you to use. Here's how to get started...

# Next Steps: Your HHSRS Hazard Report

**B**efore implementing any framework, you need to understand your current position.

What hazards are already being mentioned in your data?

Where are the patterns you can't see manually?

Which properties and channels are most at risk?

## What You Get

We'll take your tenant feedback—complaints, repairs, surveys, calls—and run it through the same hazard categorisation framework used by Guinness Partnership. You'll get back:

- **HHSRS hazard report**  
Every hazard identified across your tenant feedback, with the size of each hazard, which channels it's appearing in, and whether it's growing or shrinking.
- **Tenant satisfaction drivers**  
What's driving satisfaction and dissatisfaction beyond hazards. A baseline so when the board asks "are things getting better?", you'll have the numbers.
- **Power BI dashboard**  
Visuals your leadership team can actually use. Filterable, explorable, and built to come back to.
- **Workshop with your team**  
We'll walk through the findings, where to focus, and how to use the framework going forward. Included with every report.

## Costs & Timescales

- **Launch offer:** £4,900 + VAT (usually £5,775 + VAT)
- **Timescale:** 30 days from receipt of data

## Why This Matters Now:

- All 29 HHSRS hazards come into scope on 1 April 2026—no phasing
- You'll know exactly where you stand before the first WHQS compliance return
- You'll have evidence for the board and a framework your team can use going forward
- You'll be building on a proven approach already in use by English HAs, not starting from scratch

## Register Your Interest

Fill in the form [here](#) and we'll be in touch. No sales pitch—just a conversation about your setup and whether we're the right fit. If we're not, we'll say so.

[Register Your Interest](#)

