

Category Based Frameworks

01/01/2025 Start Date 30/06/2025 End Date
Response Selected Volume
All Selected Content
Age Band All
Ward All
Framework TSM Drivers

TSM Drivers - Categories

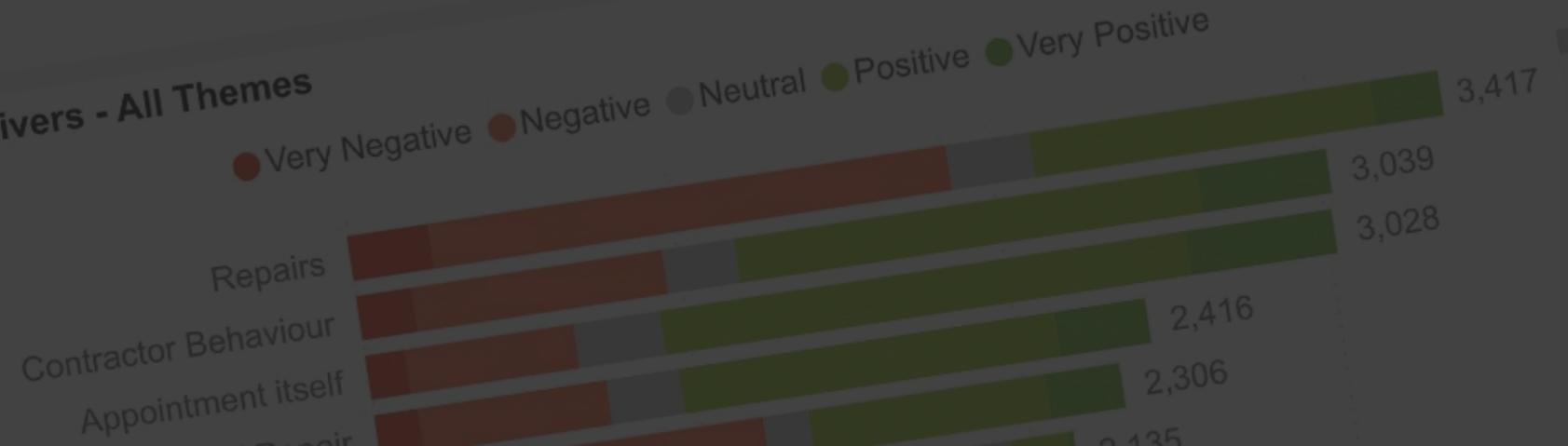


HHSRS Hazards

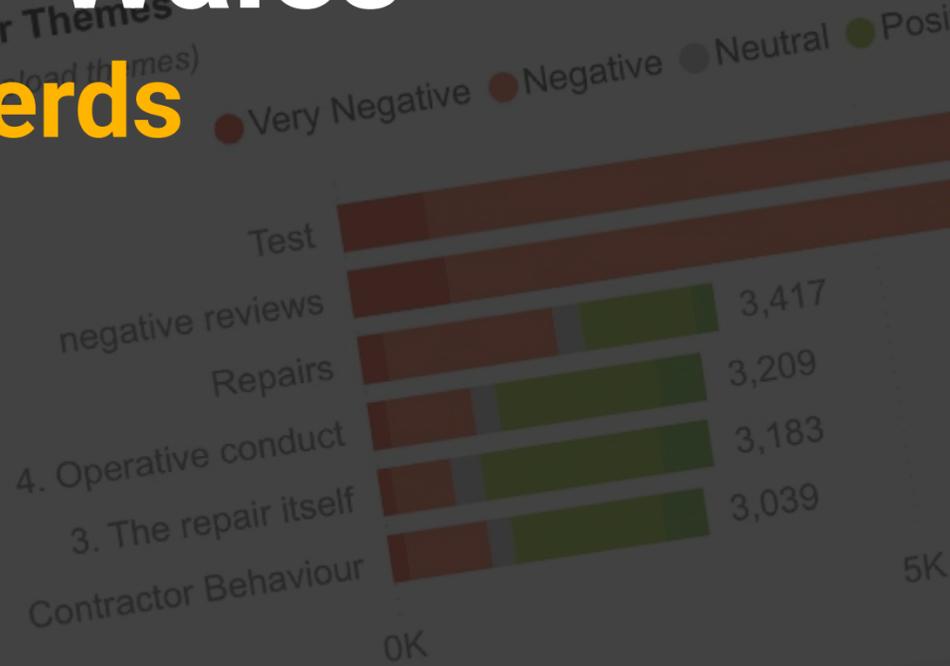
Learnings from Awaab's Law for Wales

Community Homes Cymru x Wordnerds

TSM Drivers - All Themes



Crossover Themes



Nerds

{=} wordnerds



Sarah Wilson
Senior Account Mgr.

{=} wordnerds



Zoe Wilson
Customer Success Mgr.

{=} wordnerds



Steve Erdal
Chief Scientific Officer

Who are we?

{=} wordnerds



SOVEREIGN



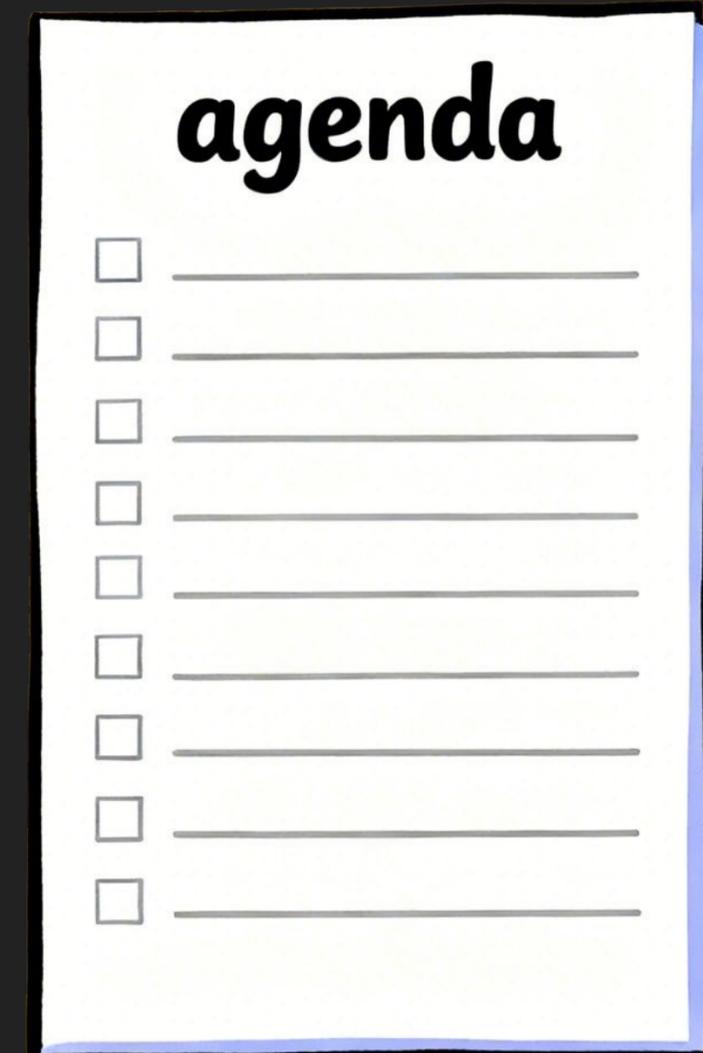
What you'll get from today

Agenda

1. What Welsh HAs are facing right now — and why April matters
2. How Guinness Partnership covered all 29 hazards: the framework in practice
3. What to tell your board — and what to do next

Q&A - 15 mins

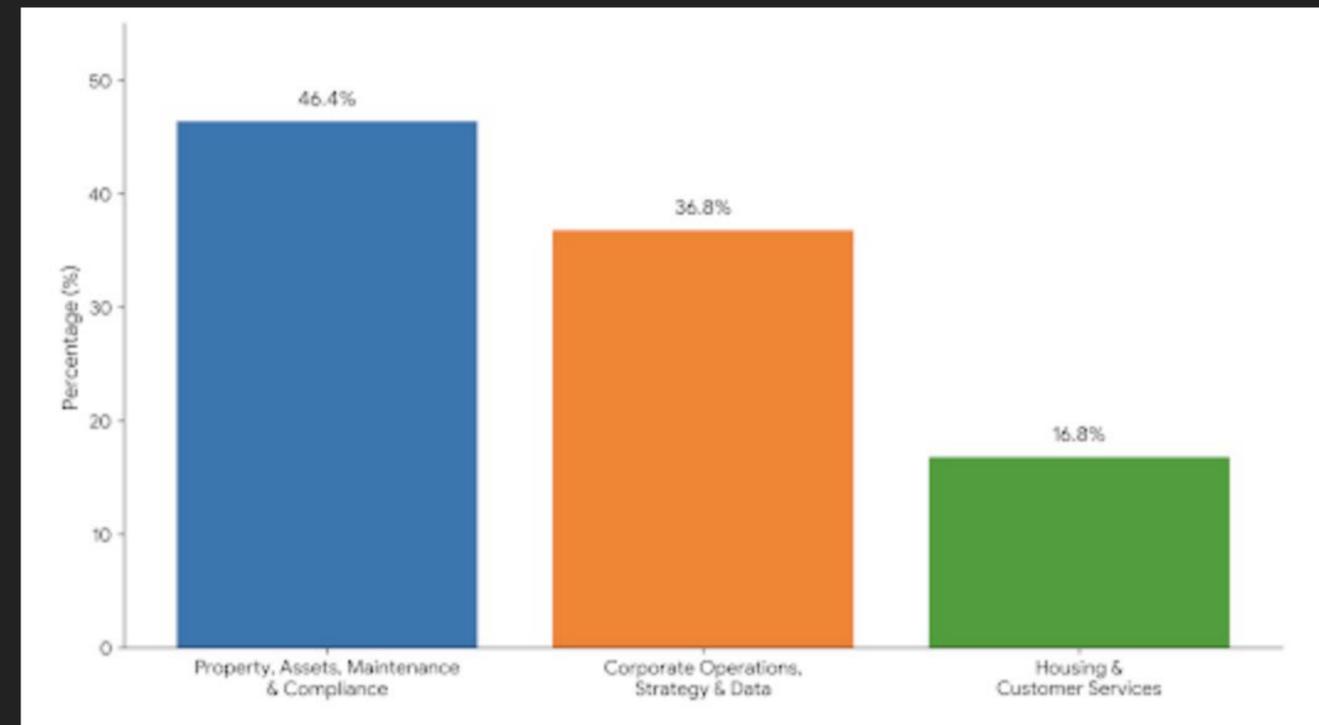
Recording & Guide to follow



The Situation

April is closer than you think.

And the worst regulatory situation is a hazard that was sitting in your data and nobody caught it.



The Struggle

The Scenario

A tenant calls about cold rooms in week one. Sends a survey response mentioning damp in week two. Emails about a mouldy wall in week three. Three different channels. Three different inboxes.

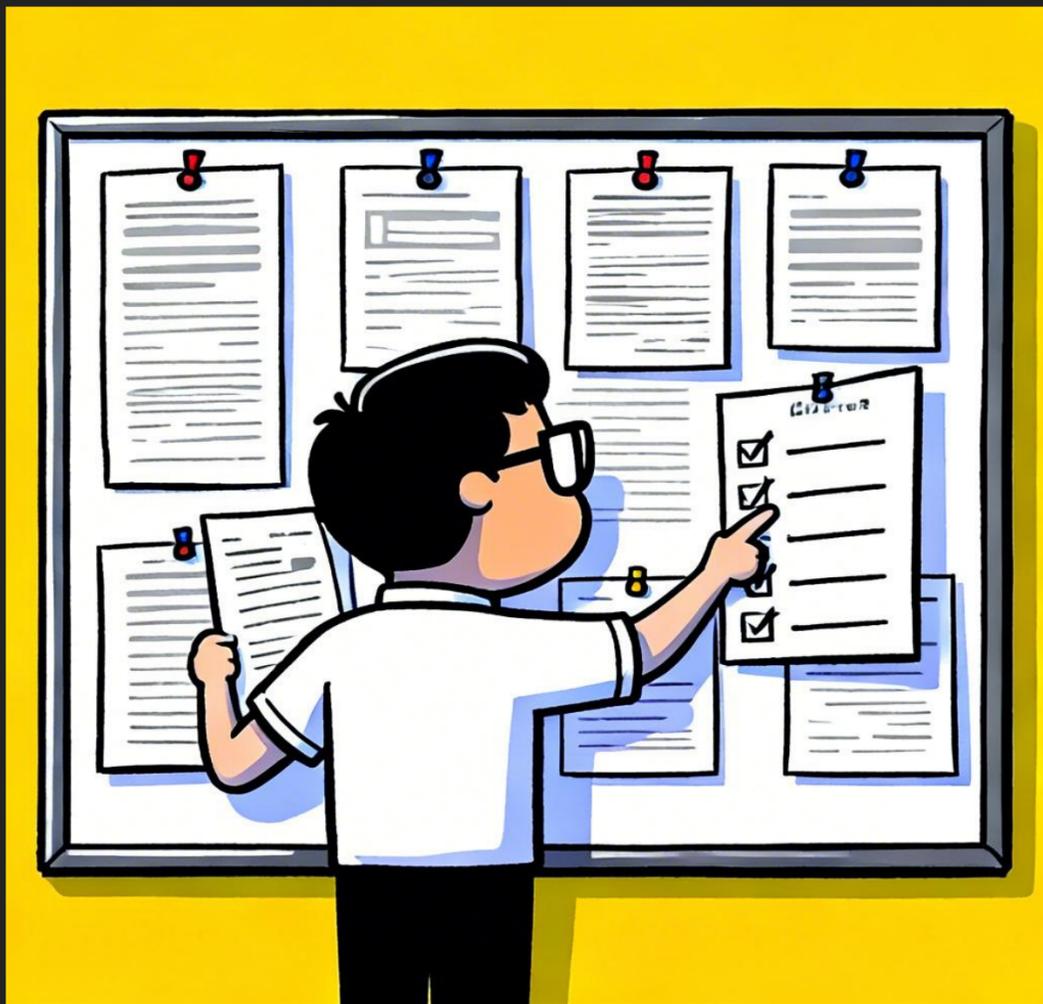
Nobody joins the dots.

The clock on your hazard response duty is already ticking.



The Answer

You'll learn



- How Guinness covered every hazard from the start — and what you can replicate
- How to spot hazards before they trigger time frames — across repairs, calls, and surveys
- What a working hazard framework actually looks like in day-to-day operation

You need CPR!

Categorise

Capture Feedback

- Monitor every channel
- No channel left behind
- Formal and informal

Categorise according to the 29 Hazards

- Customers might use very different language

Prioritise

Routing & Resolution

- Compliance clock starts
- Immediate team alerts
- Prioritise by severity

Identify Patterns

- Spot trends
- Find correlations
- Uncover key influencers

Report

Prevention Planning

- Address root causes
- Property-wide interventions
- Cross-functional response

Continuous Improvement

- Continuous feedback loop
- Track and measure success
- Document for compliance

Categorise

Manual Tagging

- Should absolutely be a part of your Hazard Response programme
- Your first line of defence, will pick up most issues

But

- Can be issues with consistency.
- With 29 different hazards, they deserve a safety net



Categorise

GenAI Tagging

- Easier to scale

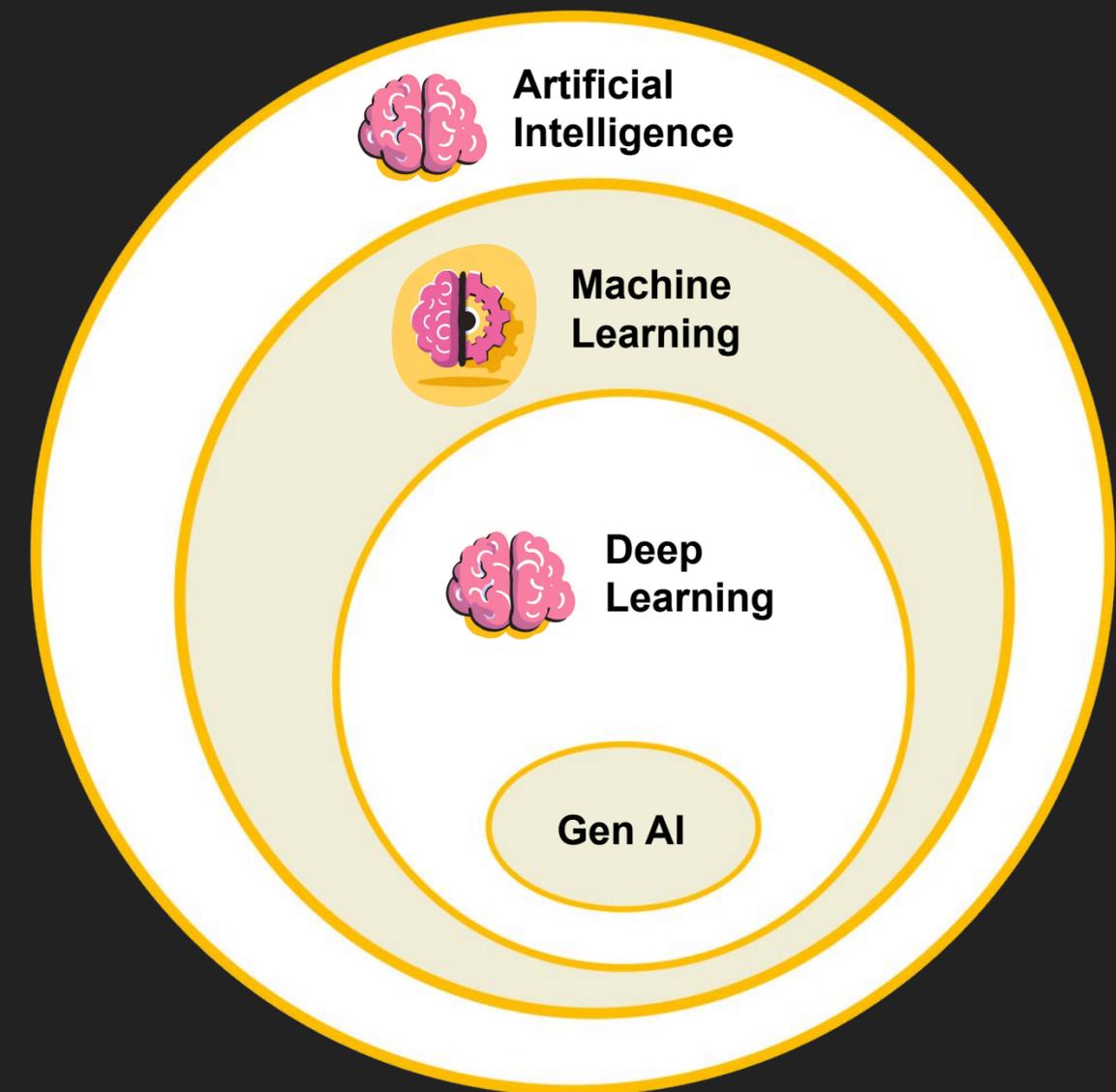
BUT

- Different every time
- Famously unreliable
- If you want to do it properly, eye-wateringly expensive



Using AI Smarter

- Bringing together Gen AI with more traditional machine learning.
- Train a smaller, custom model using a large AI (like Gemini) to do the job for a fraction of the cost.
- Ensures you always get the same response from the AI every time, so you can quantify all the hazards



The categorisation challenge

Excess cold in human verbatim

My child sits shivering

It's impossible to keep the flat warm

I can see my own breath.

There's constant drafts through old windows so it's always freezing

It's like a refrigerator in my home

Excess Cold

2. Excess cold

Definition: Feedback and complaints from residents regarding the inability to maintain a healthy indoor temperature, evaluating landlord compliance with Awaab's Law extension concerning heating repairs and thermal performance.

* Sentiment: ALL

* Includes: Heating repair logs and energy efficiency complaints.

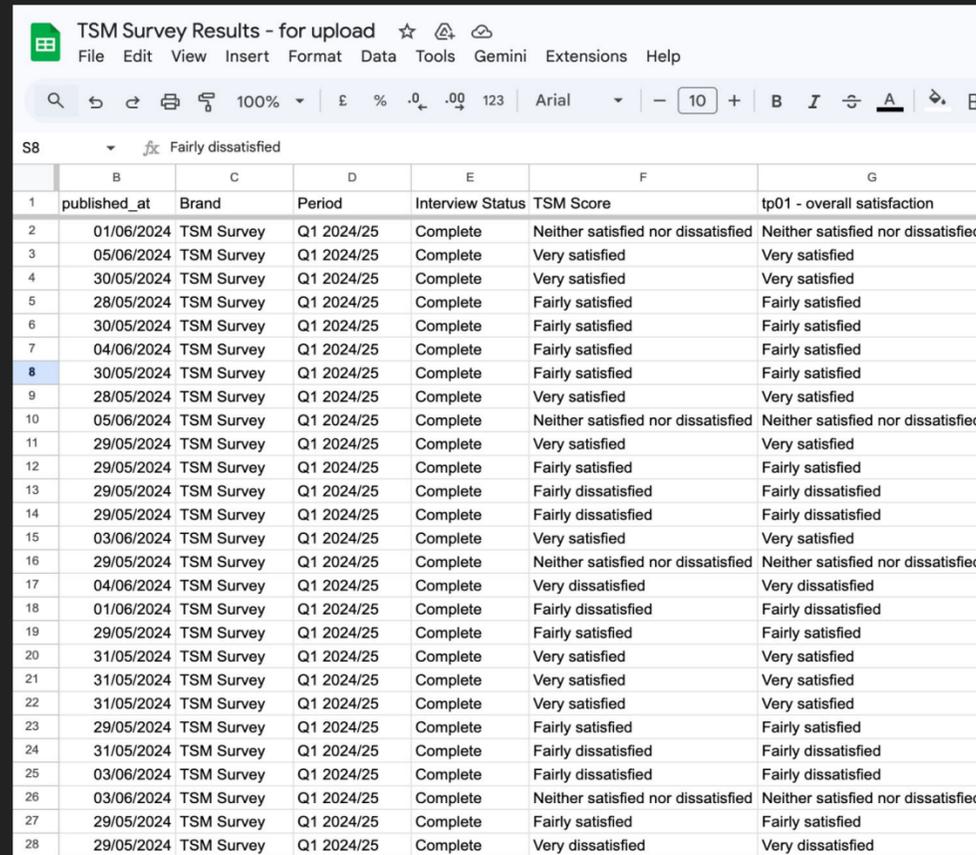
* Includes: Reports of total boiler failures or broken storage heaters.

* Includes: Complaints about poorly fitting windows, thin doors, ...

The Guinness Partnership approach

HHSRS framework application for hazard categorisation and tracking

IN

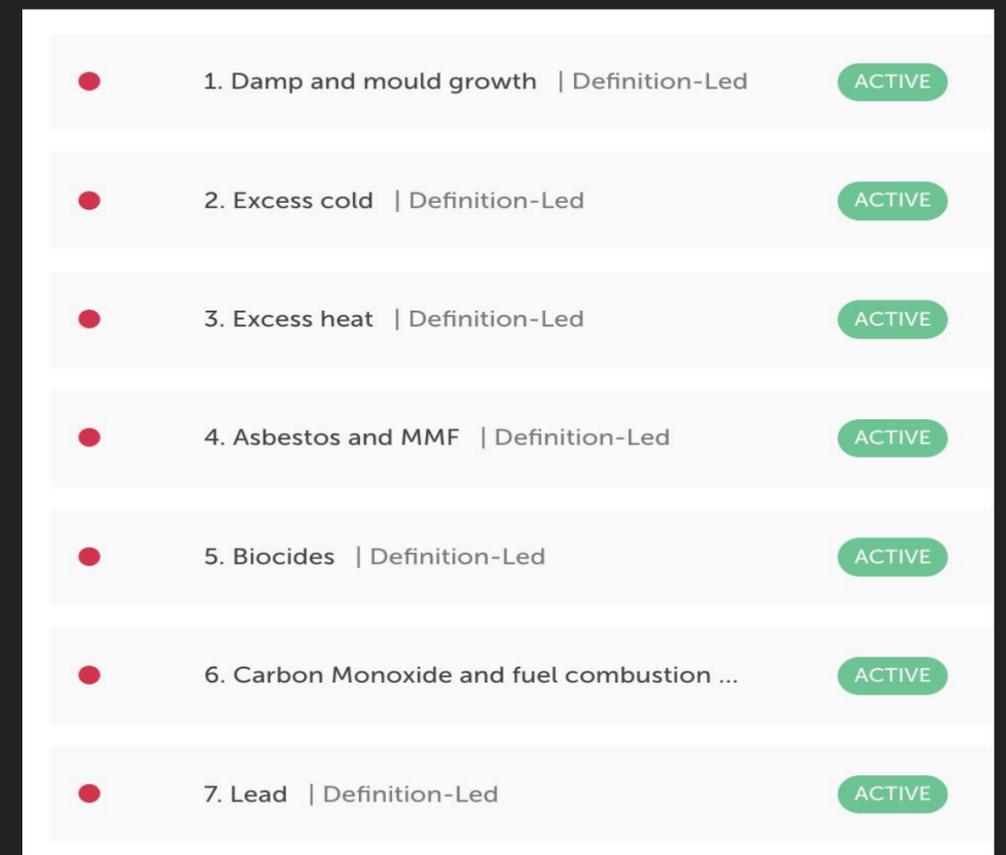


| | B | C | D | E | F | G |
|----|--------------|------------|------------|------------------|------------------------------------|------------------------------------|
| 1 | published_at | Brand | Period | Interview Status | TSM Score | tp01 - overall satisfaction |
| 2 | 01/06/2024 | TSM Survey | Q1 2024/25 | Complete | Neither satisfied nor dissatisfied | Neither satisfied nor dissatisfied |
| 3 | 05/06/2024 | TSM Survey | Q1 2024/25 | Complete | Very satisfied | Very satisfied |
| 4 | 30/05/2024 | TSM Survey | Q1 2024/25 | Complete | Very satisfied | Very satisfied |
| 5 | 28/05/2024 | TSM Survey | Q1 2024/25 | Complete | Fairly satisfied | Fairly satisfied |
| 6 | 30/05/2024 | TSM Survey | Q1 2024/25 | Complete | Fairly satisfied | Fairly satisfied |
| 7 | 04/06/2024 | TSM Survey | Q1 2024/25 | Complete | Fairly satisfied | Fairly satisfied |
| 8 | 30/05/2024 | TSM Survey | Q1 2024/25 | Complete | Fairly satisfied | Fairly satisfied |
| 9 | 28/05/2024 | TSM Survey | Q1 2024/25 | Complete | Very satisfied | Very satisfied |
| 10 | 05/06/2024 | TSM Survey | Q1 2024/25 | Complete | Neither satisfied nor dissatisfied | Neither satisfied nor dissatisfied |
| 11 | 29/05/2024 | TSM Survey | Q1 2024/25 | Complete | Very satisfied | Very satisfied |
| 12 | 29/05/2024 | TSM Survey | Q1 2024/25 | Complete | Fairly satisfied | Fairly satisfied |
| 13 | 29/05/2024 | TSM Survey | Q1 2024/25 | Complete | Fairly dissatisfied | Fairly dissatisfied |
| 14 | 29/05/2024 | TSM Survey | Q1 2024/25 | Complete | Fairly dissatisfied | Fairly dissatisfied |
| 15 | 03/06/2024 | TSM Survey | Q1 2024/25 | Complete | Very satisfied | Very satisfied |
| 16 | 29/05/2024 | TSM Survey | Q1 2024/25 | Complete | Neither satisfied nor dissatisfied | Neither satisfied nor dissatisfied |
| 17 | 04/06/2024 | TSM Survey | Q1 2024/25 | Complete | Very dissatisfied | Very dissatisfied |
| 18 | 01/06/2024 | TSM Survey | Q1 2024/25 | Complete | Fairly dissatisfied | Fairly dissatisfied |
| 19 | 29/05/2024 | TSM Survey | Q1 2024/25 | Complete | Fairly satisfied | Fairly satisfied |
| 20 | 31/05/2024 | TSM Survey | Q1 2024/25 | Complete | Very satisfied | Very satisfied |
| 21 | 31/05/2024 | TSM Survey | Q1 2024/25 | Complete | Very satisfied | Very satisfied |
| 22 | 31/05/2024 | TSM Survey | Q1 2024/25 | Complete | Very satisfied | Very satisfied |
| 23 | 29/05/2024 | TSM Survey | Q1 2024/25 | Complete | Fairly satisfied | Fairly satisfied |
| 24 | 31/05/2024 | TSM Survey | Q1 2024/25 | Complete | Fairly dissatisfied | Fairly dissatisfied |
| 25 | 03/06/2024 | TSM Survey | Q1 2024/25 | Complete | Fairly dissatisfied | Fairly dissatisfied |
| 26 | 03/06/2024 | TSM Survey | Q1 2024/25 | Complete | Neither satisfied nor dissatisfied | Neither satisfied nor dissatisfied |
| 27 | 29/05/2024 | TSM Survey | Q1 2024/25 | Complete | Fairly satisfied | Fairly satisfied |
| 28 | 29/05/2024 | TSM Survey | Q1 2024/25 | Complete | Very dissatisfied | Very dissatisfied |

 wordnerds



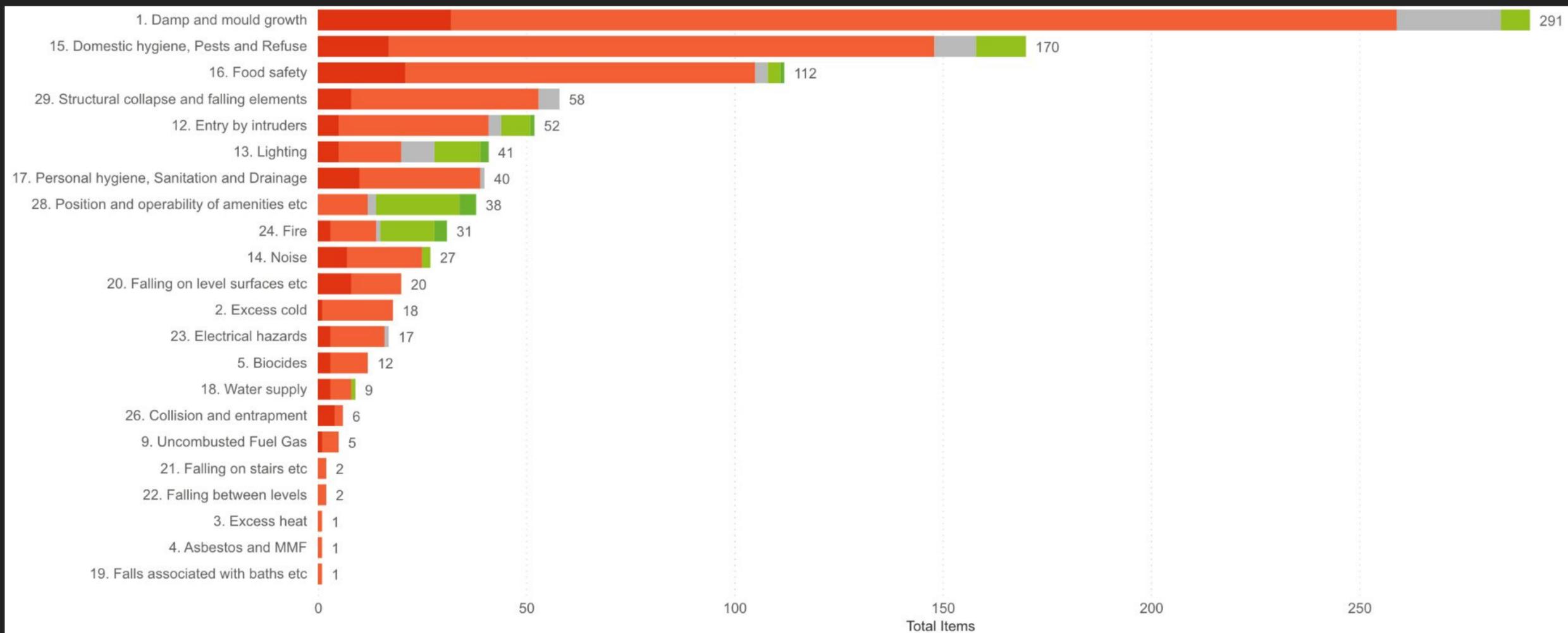
OUT



| | | |
|---|--|--------|
| ● | 1. Damp and mould growth Definition-Led | ACTIVE |
| ● | 2. Excess cold Definition-Led | ACTIVE |
| ● | 3. Excess heat Definition-Led | ACTIVE |
| ● | 4. Asbestos and MMF Definition-Led | ACTIVE |
| ● | 5. Biocides Definition-Led | ACTIVE |
| ● | 6. Carbon Monoxide and fuel combustion ... | ACTIVE |
| ● | 7. Lead Definition-Led | ACTIVE |

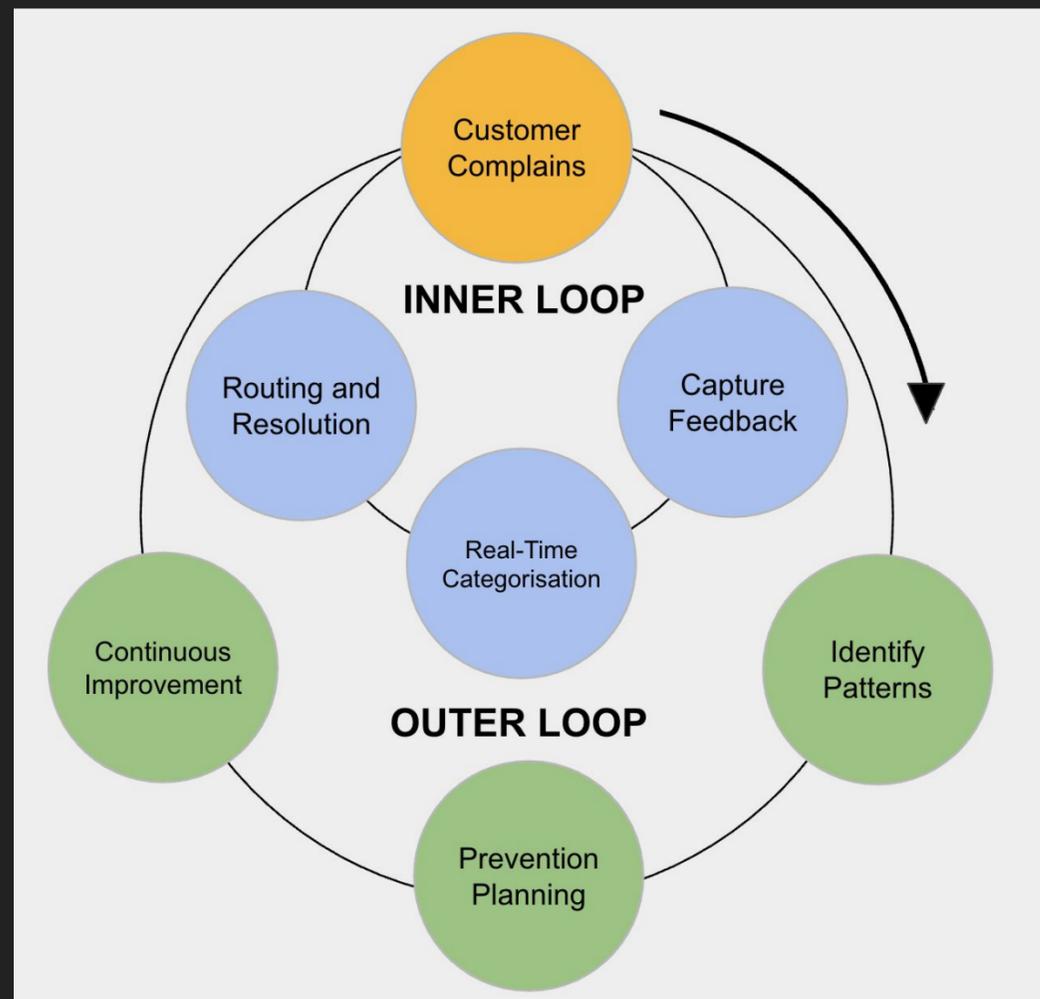
Categorise

A framework of 29 Hazards



Prioritise & Report

The Two Loops



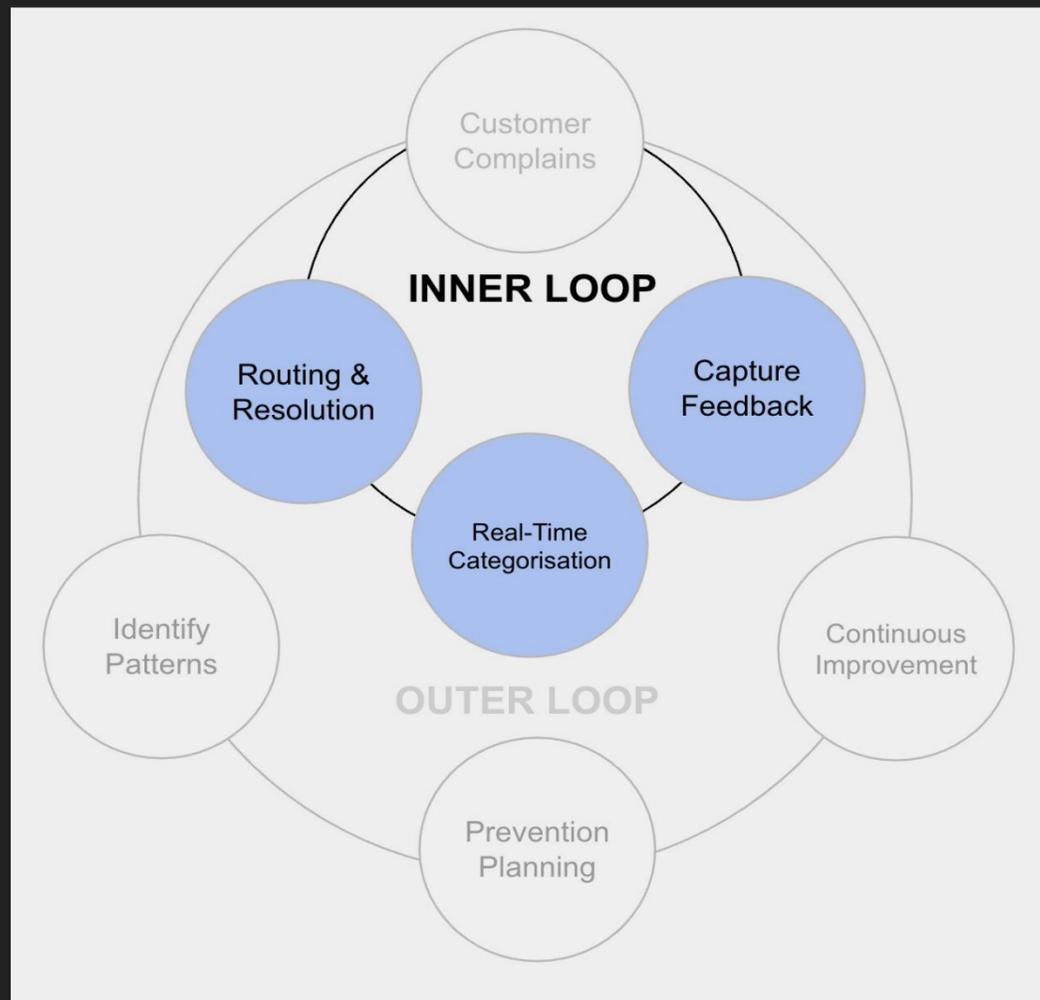
The Inner Loop:

- Individual and team learning
- Connection with customers
- Autonomy

The Outer Loop:

- Identification and implementation of structural improvements
- Service, process, policy

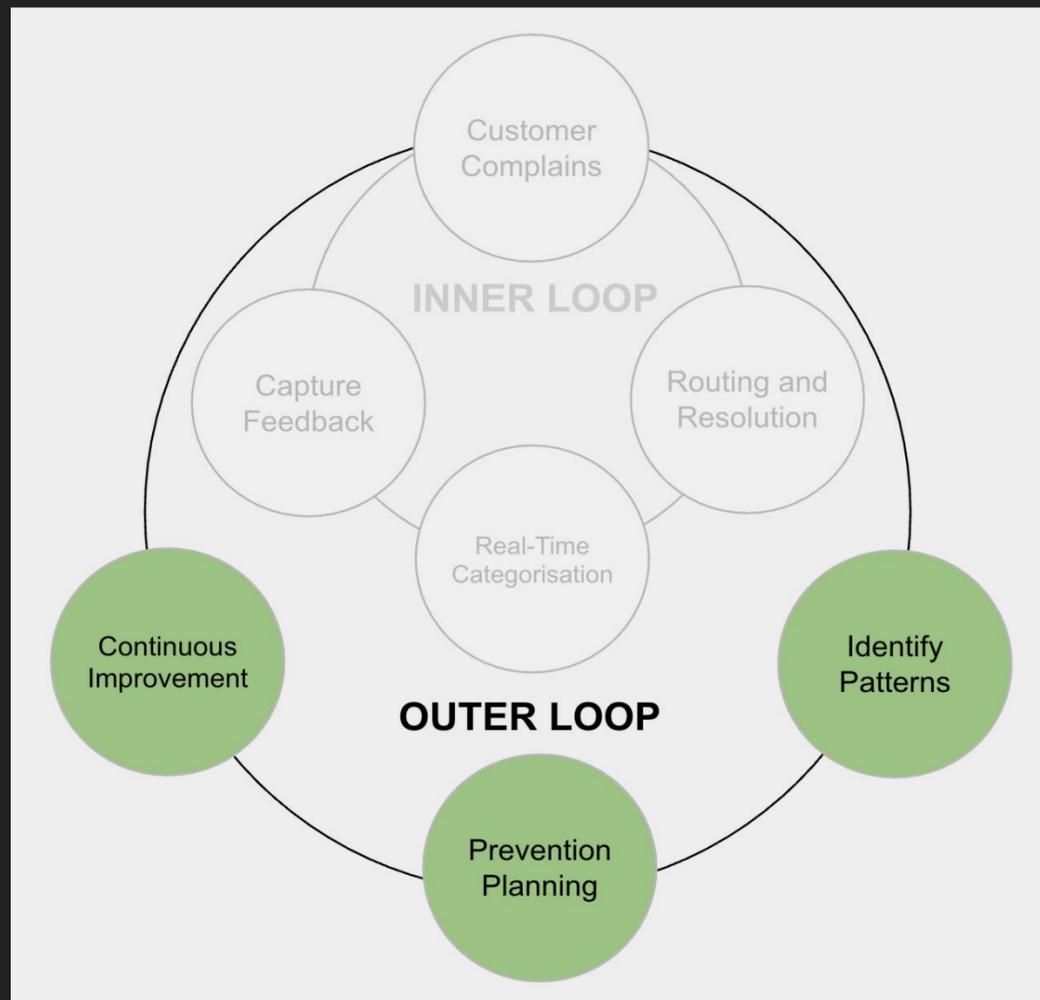
Prioritise



The best Inner Loop has:

- Timeliness
- Specificity
- Follow-up

Report



The best Outer Loop has:

- United datasets
- Multilevel analysis
- Transparency

The Guinness Partnership approach

Damp & Mould Resolution

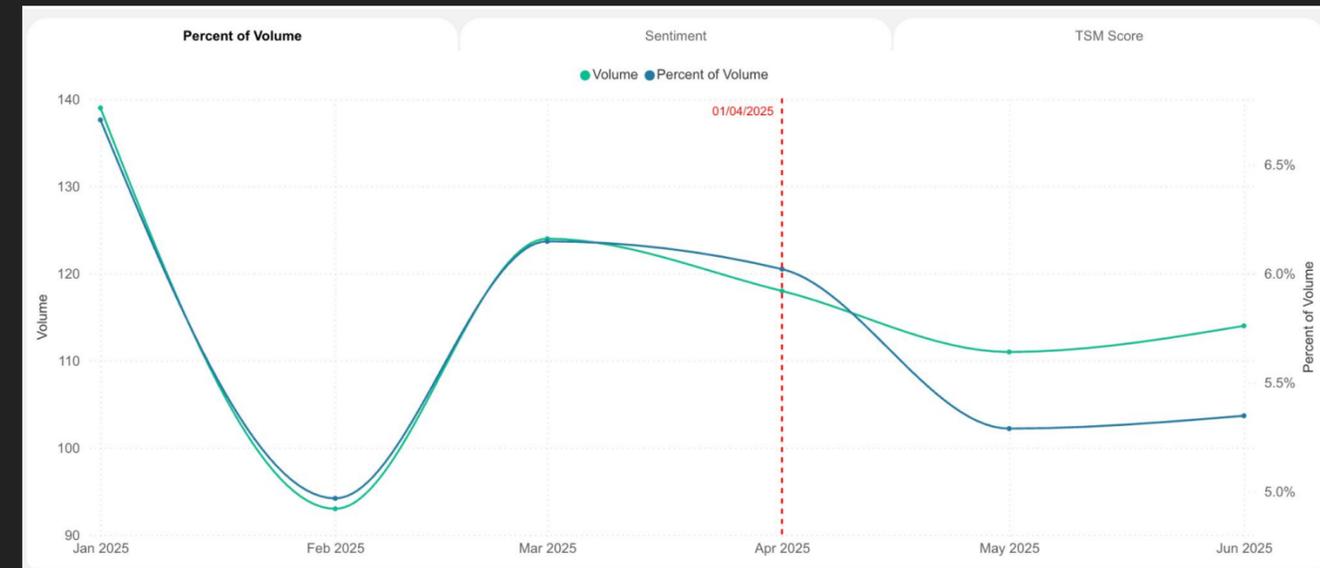


- **Dedicated D&M survey** focusing on resolution confidence
- CRM integration for **case reopening**
- Daily API data flow to Microsoft Fabric for **rapid response**

Prioritise

Identifying trends and tracking impact

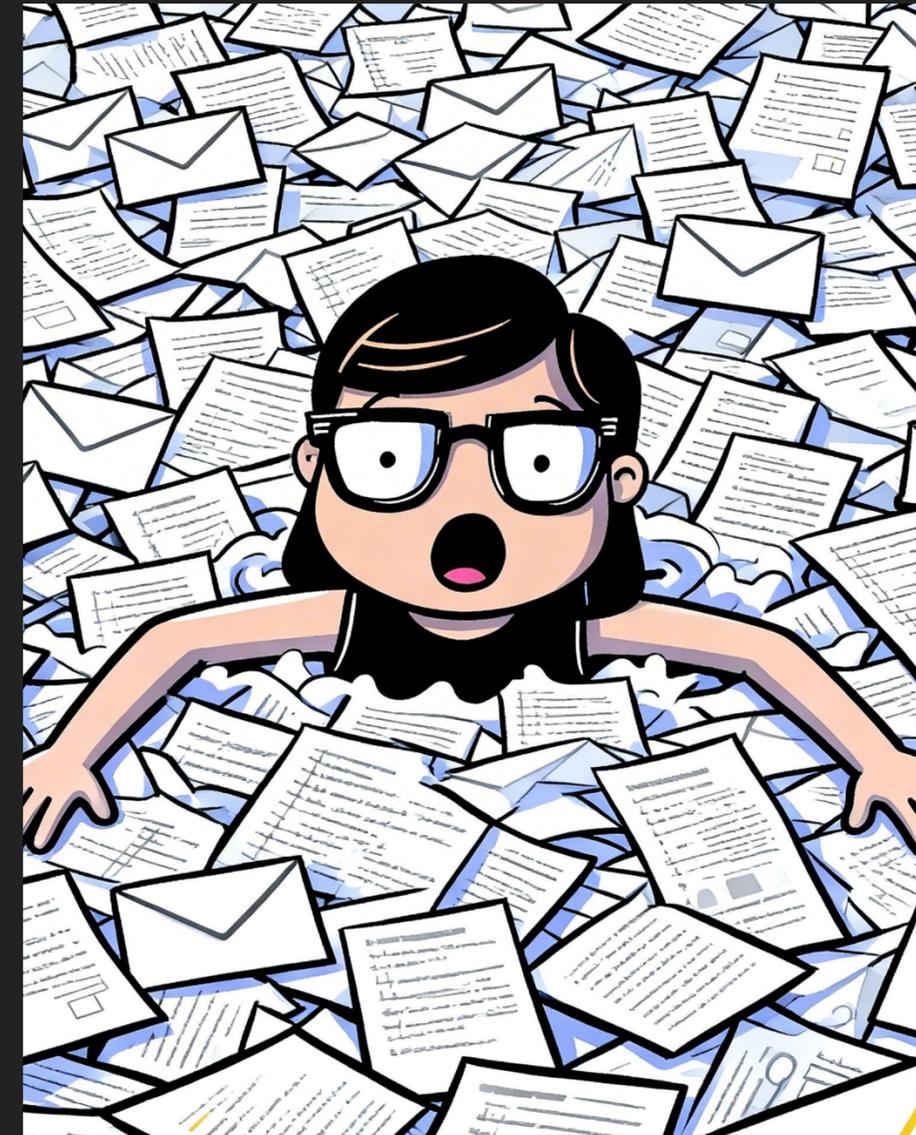
| | East | North | South | West | Total |
|---|--------|--------|--------|--------|--------|
| 1. Damp and mould growth | 11.75% | 13.10% | 11.78% | 25.64% | 15.21% |
| 2. Excess cold | 1.21% | 1.38% | 1.27% | 1.72% | 1.38% |
| 3. Excess heat | 0.03% | 0.16% | | 0.15% | 0.08% |
| 4. Asbestos and MMF | | 0.07% | 0.03% | | 0.02% |
| 5. Biocides | 0.38% | 0.79% | 0.71% | 1.06% | 0.72% |
| 6. Carbon Monoxide and fuel combustion products | 0.10% | 0.16% | 0.06% | 0.04% | 0.09% |
| 9. Uncombusted Fuel Gas | 0.19% | 0.20% | 0.25% | 0.29% | 0.23% |
| 11. Crowding and space | | 0.03% | 0.06% | 0.07% | 0.04% |



But how do you actually do this?

Three Honest Blockers

1. **Data silos** — feedback is spread across repairs systems, survey tools, complaint logs, call centres. It's not in one place.
2. **Internal will** — getting buy-in across teams and leadership to change how feedback is handled
3. **Tech knowhow** — "we don't have the in-house capability to build something like this"



But how do you actually do this?

- You don't need perfect data. You need *a* data source to start with.
- You don't need organisation-wide buy-in. You need one team willing to try it.
- You don't need to build anything. We do that.
- **Start with a Proof of Concept** — 4 weeks, your data, your hazards, your report.



What you get today

Yours Today

- The HHSRS hazard response duties in Wales. Guide to what's required, what the timelines are, and what 'systematic monitoring' means in practice.
- Recording of today's webinar — shared with all registered attendees



Special Offer

Want to know exactly where you stand before April?

HHSRS Hazard Report

£4,900 +VAT Launch offer (Normally £5,775)

1. An HHSRS hazard report covering every hazard in your data
2. Tenant satisfaction drivers across your feedback
3. A Power BI dashboard you can take straight to the board
4. A workshop with your team to walk through the findings

Register by **16th March**

