

## Message from the chair

The following pages contain our report on our performance during the period 1 April 2021 to 31 March 2022 and details the progress we have made in relation to our vision to make a positive difference to homes, lives and communities.

Although the impact of the COVID-19 pandemic continued to place restrictions on the way that we could work, we quickly adapted to the fast changing environment and responded to the challenge with a range of creative and flexible solutions, which allowed us to maintain our operations and services. Whilst this resilience of performance owes much to the quality and dedication of our excellent staff, we would like to thank you for playing your part by following our COVID-safe guidelines, which allowed us to undertake essential safety checks, carry out repairs, improve our properties and ultimately provide much needed homes.

Following the harmonisation of our landlords, November 2021 saw the successful launch of Homes Plus, which will enable us to provide you with more streamlined and efficient services.

Our overall results this year will be measured against the ambitions and principles which define us as a 'not for profit' organisation – the difference that we make to homes, lives and communities. With that in mind, I encourage you to read the following pages carefully and to please let us have your feedback by completing our online survey.

**Jason Burt**  
Chair, Homes board



## Message from Julia

I am delighted to have been closely involved with the look and feel of this annual report and with the way that the information is presented.

The first difference that you will notice, is more emphasis has been put on how our rent is spent. Having been a tenant for 24 years, the last eight of these as an involved customer, I know how important that is!

You should also find the report easy to understand, with there being less to read and a strong focus on what you want and need to know.

Video and cartoons bring the numbers to life.

Facts and figures are clear to see and there are links to learn more about areas that interest you.

This is a report to us, the 19,000 customers of Homes Plus. I hope it gives you a real understanding of how well our landlord is performing.

**Julia**  
Involved customer



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# How your rent is spent

Just like any household, we have to budget carefully. Because the majority of our income comes from the rent paid by customers, we have a duty to get the best possible value for money when we reinvest that income into homes and services.

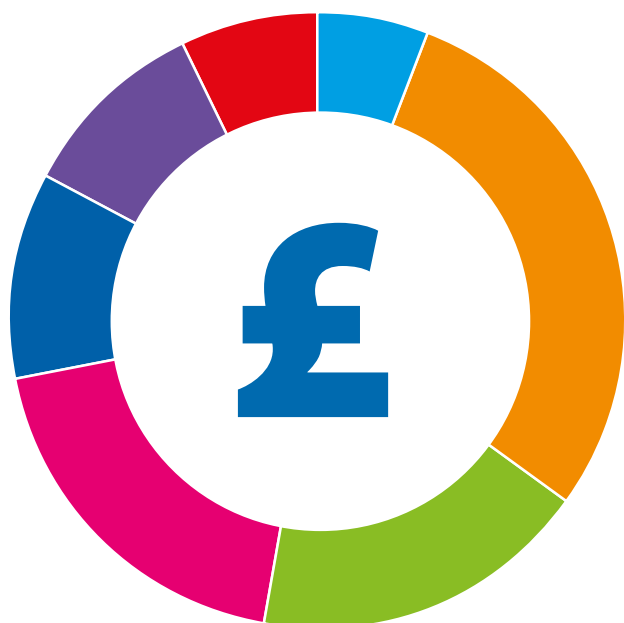
This year, we spent **£22.8m with local suppliers**, supporting 266 businesses providing employment in the areas where we work.

With the support of customers, we launched Homes Plus. As one landlord, we delivered **savings of £1.4m**.

And when energy costs were very low, we fixed gas and electric contracts until October 2024. This has meant that our offices and the communal areas for which customers pay service charges, are receiving energy bills significantly below current rates. Fixing at a time of low cost **saved £900,000** this year.

Negotiating a new contract for the materials used in our home repairs and improvements has also made savings. We cut the cost of boiler and heating components by **£123,000** this year too and achieved a **saving of £10,000** on electrical materials. (Savings are reinvested in homes, lives and communities.)

## How each pound of your rent is spent



Money spent on repairs & maintenance  
**£30,445,894**



Money spent on home improvements  
**£9,271,338**

## Value For Money (VFM)



Money spent with local suppliers  
**£22.8m**



Suppliers in Shropshire & Staffordshire  
**266**



Customers feel rent offers VFM  
**88%**



Customers feel service charge offers VFM  
**74%**

- Investment in new homes: **6p**
- Staff cost and overheads: **29p**
- Interest on our loans: **18p**
- Repairs and maintenance: **19p**
- Building safety & compliance: **11p**
- Improvements to your home: **10p**
- Services to your home and communal areas: **7p**



## Top award for homes and maintenance

*"Despite supply chain issues relating to COVID-19, we successfully delivered 99.5% of home improvements planned this year."*

**Steve Hall**, Group planned programme manager

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## Customer satisfaction



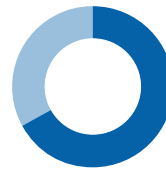
Compliments received

**399**



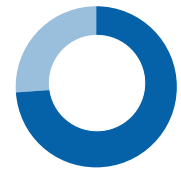
Complaints received

**1,069**



Overall customer satisfaction

**67%**



Complaints responded to within 10 days

**74%**



Average complaints response time

**12 days**



Complaints resolved at stage 1

**85%**

## Outcome of complaints

- Upheld: 57%
- Partially upheld: 26%
- Not upheld: 17%



## Nature of complaints



Failure to complete repair (262)

**24.51%**



Lack of communication (130)

**12.16%**



Staff attitude and behaviour (91)

**8.51%**



Delay in starting the repair (77)

**7.21%**



Failure to resolve damp and mould (68)

**6.36%**



All other categories (441)

**41.25%**

You said

You told us that you were unhappy with the way we handle complaints.

We have increased the number of dedicated officers, to reduce the time taken to respond to complaints and to improve communication.

We did

Satisfaction with complaint handling rose to 67%, compared to 43% for 2020/21.

# Homes

This year we made a positive difference by **maintaining and improving homes**. We **developed new homes** to help meet the need for affordable housing. And our Plus services helped customers experiencing financial difficulties to keep a **secure home**.

We also provided the peace of mind of **safe homes** with a wide-ranging programme of safety checks and enhancements.

## Your tenancy



Keep rent arrears under 3%  
**1.75%**



Homes let  
**1,242**



General needs homes let  
**966**



Retirement living homes let  
**276**



Communal area fire safety inspections  
**3,759**



Starter tenancies & follow-up calls  
**750**



Tenancy agreement changes  
**250**

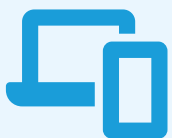
## Customer services



Calls answered  
**149,027**



Customer emails answered  
**16,911**



Views of our website pages  
**273,534**



Customer satisfaction  
**90%**



## New homes



New homes completed

**376**



New homes for rent

**299**



New homes for shared ownership

**77**



Customers satisfied with their new home

**100%**



New homes in Stafford

**146**



New homes in Telford & Wrekin

**84**



New homes in Shropshire

**73**



New homes in South Staffordshire

**73**

## Your home



Spend on improvements, maintenance and repairs

**£39,717,232**



Electrical repairs completed

**9,515**



Repairs carried out

**40,561**



Repairs completed within target

**90.31%**



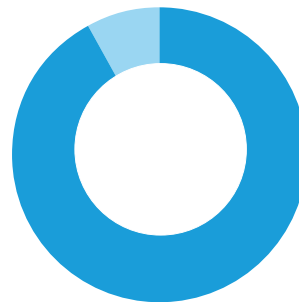
Home improvement waste recycled

**99.15%**



Tonnes of landfill waste prevented

**1,144**



Customers happy with repair service

**92%**



**Plus services help customers save £2.78m**

*"Our Plus services supported customers who were finding it hard to make ends meet."*

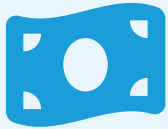
**Richard Potter**, Head of income

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## Improving homes



Money spent  
improving homes  
**£9,271,338**



New kitchens  
**437**



New bathrooms  
**731**



New wetrooms  
**87**



New composite doors  
**434**



New boilers  
**935**



Property rewires  
**401**



Homes benefitted from  
minor adaptations  
**246**



Homes with disabled  
facilities grant work  
**70**



Money secured from  
the Social Housing  
Decarb Fund  
**£1.2m**



Grant funding for  
energy efficiency  
improvements  
**£167k**



Homes improved with  
this grant funding  
**107**

## Keeping you safe



Safety inspections  
completed  
**46,668**



Compliance with  
statutory checks  
**99.70%**



Gas heating services  
completed  
**16,148**



Gas reactive jobs  
completed  
**12,258**



Fire door inspections  
completed  
**3,804**



Electrical inspections  
completed  
**4,068**



Asbestos surveys  
completed  
**3,182**



Building safety  
site tours  
**597**

**You said**

**That we do not provide help with trees that are causing problems within customers' gardens.**

We are developing a new process for managing problem trees in a customer's garden, where they pose a risk to the property and/or the people living at the property.

**We did**

# Lives

Continued restrictions imposed during the pandemic meant that we were not able to spend as much time in our retirement living communities as usual. When we couldn't be there in person though, we kept in touch with residents through regular telephone calls. We were also able to carry out repairs and safety checks.

We changed the lives of people and families by supporting customers into employment and applauded some of our amazing residents with our Local Hero celebrations.

## Retirement living



Retirement living communities

**57**



Retirement living customers

**2,172**



Customers supported to maintain independence

**396**



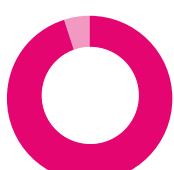
Customers who took part in wellbeing activities

**27,935**



Wellbeing activities offered

**3,829**



Retirement living customer satisfaction

**95%**

## Domiciliary care



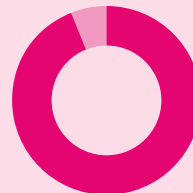
Hours of care and support

**103,222**



Hours of domiciliary care per week

**2,438**



Care and support customer satisfaction

**94%**

## The Sandford Nursing Home



**100%** of residents feel the care they receive is satisfactory or excellent



**100%** of residents feel involved in decisions made about their care



**100%** of residents feel they are treated with dignity and respect



### Our care and support services change lives

*"At The Sandford Nursing Home, 100 per cent of residents feel that they are treated with the dignity and respect that is so important to all of us."*

**Tracy Smith**, Registered manager at The Sandford

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## Telecare service



Critical calls received  
**53,564**



Enhanced telecare assessments done in 48 hours  
**100%**



Critical calls answered in 60 seconds  
**97.3%**



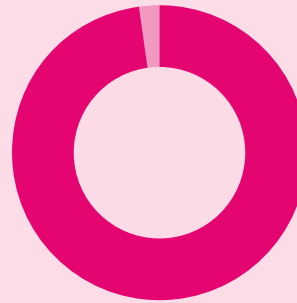
Installations completed within 5 days  
**99.2%**



Telecare customer satisfaction  
**96.8%**



Customers feel telecare offers VFM  
**96.7%**



Customers who would recommend telecare  
**98%**

## Customer support



Money savings for customers due to support  
**£2,783,344**



Customers helped by Plus services  
**1,271**



Debt counselling saved our customers  
**£55,236**



Customers supported with specialist debt advice  
**60**



Customers helped into employment  
**34**



Utility bill advice saved our customers  
**£8,314**



Customers supported by Community Hubs  
**297**



Customers supported by Prince's Trust  
**11**



Customers supported by Building Better Opportunities (BBO)  
**67**

**You said**

**That customers are not given enough time to decide on the home being offered to them.**

We are developing new processes to inform customers of decision deadlines, with confirmation in writing – either by text message or email.

**We did**



# Communities

Our **Homes Plus My Community Fund** supported great projects run by charities, voluntary groups and our own customers. Grants were awarded to initiatives benefitting communities right across Staffordshire and Shropshire.

We support communities in other ways, too. As one of the area's leading employers we are proud to employ 63 of our tenants.

As part of our Early Careers programme, we developed stronger relationships with schools and colleges. We employed **17** apprentices during 2021-22 and used apprenticeships to upskill our workforce. Some of those completing their training during this year, attended an apprenticeship graduation event in Stafford.

**Our commitment to supporting safer communities was recognised with a national award** from Resolve ASB, the UK's leading organisation specialising in effective solutions to antisocial behaviour. In surveys carried out during this year, we were pleased to see increased satisfaction with this part of our work.

## Our communities



Employees living in our communities  
**91.52%**



Total customers employed  
**63**



Suppliers based locally  
**45%**



New apprentices from our communities  
**17**

## Involving and empowering our customers



Involved customers recruited  
**80**



Total involved customers sharing their views  
**380**



Customer surveys carried out  
**6,400**



Hours volunteered by Scrutiny Group  
**392**



Actions from their recommendations  
**18**

## Anti-Social Behaviour (ASB)



New ASB cases resolved  
**286**



Cases resulting in legal action  
**30**



Injunctions  
**13**



Estate issues e.g. fly tipping etc. resolved  
**147**

## The Homes Plus My Community Fund



Community organisations who received funding  
**23**



Total funding awarded  
**£23,362**

You can find out more about the Homes Plus My Community Fund at [www.homesplus.co.uk/the-my-community-fund](http://www.homesplus.co.uk/the-my-community-fund)



### The Homes Plus My Community Fund

*"My Community Fund means we can back great projects making a positive difference in the neighbourhoods where our customers live."*

**Sam Allcott**, Director of housing

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You said

**You told us that you want safe, clean and tidy communal areas.**

We are reviewing which communal areas are cleaned and where there is no cleaning in place, we will consult with customers to implement the service from April 2022.

We did

Learn more about our plans going forward at

[www.homesplus.co.uk/annual-report](http://www.homesplus.co.uk/annual-report)

## How did we do?

**Share your feedback on our annual report to be in with a chance of winning a £25 shopping voucher.**

What did you think of our annual report? Your feedback will help us improve the way we present this information in the future and could even win you a £25 shopping voucher.

Simply complete the survey online by **28 October 2022** on our website: [www.homesplus.co.uk/annual-report](http://www.homesplus.co.uk/annual-report)

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