

**The
year in
review.**



 **staffs housing**

2019 - 2020
Annual Report

Welcome to the 2019/20 Annual Report.

Read on for everything you need to know about the calls we've taken, the repairs we've fixed and the houses we've made into homes.

When you're done let us know what you think. Any comments or questions? Just get in touch.



Thank you to all the customers who have influenced some of the design and content of this report.

C O N T E N T S

A few words from us.

Tim Sheail talks about the year.



House and home.

New homes, lettings, sales & our customers.

Estate management and ASB.

Maintaining our homes.



Maintained and safe.

Repairs, safety & improvements.

We're always here.

Your customer service journey this year.



Your involvement.

How you influence our services.

Sometimes we get it wrong.

Your complaints and how we dealt with them.



Money & value.

The money we made and how we spent it.

What we said, did and plan to do.

An update on last year's report.



Contact us.

Customer Services 01782 744533
Repairs Hotline 0800 00 99 00
Home 308 London Road, Stoke on Trent, ST4 5AB
Hours 8.30 - 5.30 Monday to Friday

Let's get social.

@staffshousing
/staffordshirehousing
/staffshousing



Tim Sheail

Director of
Housing
Services

In our last Annual Report, we told you about the exciting launch of our new brands and showed you what the Honeycomb Group looked like, our values and our promises to you.

A year later and we're still living by our customer promises. They're not just words. They're important to us. They set the standard of what you can expect from us as a Staffs Housing customer.



We're real

Finding and maintaining a home can be stressful. The last thing you want is a "sugar-coated" customer experience. We promise to be ourselves and talk to you person-to-person. We'll be there to laugh with you and to handle tough times, and to make it enjoyable.



We're reliable

Building trust with our customers is our #1 focus. We talk straight, we're honest throughout the process and we always ensure we keep our promises to you. We've got your best interests in mind so you can depend on us.



We're supportive

We're here to help and build a solid platform. Our range of customer support services ensures you've got the tools and advice you need to manage your finances and enjoy your home.



We're current

Your needs are always changing and so are we. We're working hard to ensure you always get the best housing, the best service and the best experience. We're embracing new technology, new solutions and new processes to make life at home better.



We're always looking for ways to improve our processes, procedures and services to ensure you're always at the heart of everything we do. That's why we invested in customer experience training for all staff to ensure we live up to our promises. We learned just how important each member of the team is - it only takes one break in the chain to disrupt or damage your experience as a customer.

As a tenant we always want you to have a good experience with us and if you don't, we want to

know about it. We want our customers to be the main influence on what we do and how we do it.

One of the best things I did in the last year was to sit down with customers and chat about their experiences with us. It reminded me just how important it is for us to get the basics right.

|| There's lots of us involved in the Staffs Housing customer service process and we all need to do our bit to keep our promises to you. ||

On pages 20-21 you'll see how we performed on last year's commitments and what this year's ambitions are on page 22. If you want to get involved contact Katie or Jo, you can find their details on page 14.

In the last few months, you'll have seen so much change as a result of Coronavirus, although this only affected the final month of the period this annual report covers, it will have a big impact on how we work in the future.

We know next year is likely to be a year of challenges as we adjust to further changes. Do let us know where you think we can help and we'll continue to keep in touch with you by phone, email, through social media, on our website and with our newsletters.

Take care and stay safe.

Tim Sheail



A few words from us.

Our homes for rent grew this year.



We let **238** homes

House and home.



In the last year we have managed to grow our property stock by 4%

+128

We've continued to provide a range of affordable housing and low-cost home ownership options. We're working hard to find new development opportunities to increase our number of affordable homes in the future.

95%

average satisfaction score with our lettings process.

19

days was the average time it took us to re-let our homes. An improvement on last year (21 days) - our target is 17 days.

19

homes sold:
14 shared ownership
5 over 50s village leasehold apartments

8

of our shared ownership homes were purchased outright.

10

households exchanged homes through our mutual exchange offer.

34

tenants transferred to another Staffs Housing home.

£950,157

of extra income was generated for customers through the work of our money advice team by:

- completing benefit re-assessments
- claiming grants

10

NEW BUNGALOWS

11

NEW FLATS FOR GLOW AND CONCRETE*

18

NEW FLATS

30

NEW HOUSES

59

HOMES TRANSFERRED TO US

|| *I'm so happy in my new home. All the staff I've spoken to are so great and very caring.* ||



Estate management.

We know that the areas around our homes have a big impact on how you feel about your environment.

That's why we use our own in-house team to maintain communal gardens and landscaped areas around various housing schemes.

We have a trusted team of experienced gardeners who continue to work despite coronavirus and are taking special precautions to maintain social distancing and keep themselves and you safe.

It's been a big challenge and has meant we're not able to do all the work we normally do but we're hoping to catch up with this next year.

MARY - MADISON GARDENS

Me and my husband have been Staffs Housing tenants for over 30 years now and it was the gardens that sold it for us. We're so happy to have a garden especially during the pandemic, we still enjoy the scheme just as we did all those years ago.



Dealing with anti-social behaviour.

This year we've continued to deal with anti-social behaviour (ASB) issues and where needed we've stepped in and taken action to stop it.

Where we felt it was necessary, we've taken out injunctions to stop anti-social behaviour and, in some cases, ended tenancies when behaviour didn't change.

We've helped to prevent anti-social behaviour by increasing security measures, installing CCTV, fencing and lighting.



96
new cases of ASB dealt with

2
injunctions carried out to prevent ASB

3
tenancies ended due to ASB

Maintained and safe.

We're reliable



We've worked hard to maintain and improve homes this year.

We've increased the number of safety checks we carry out on our homes. We now have a target to check every home for electrical safety once every five years, alongside annual gas safety checks and checks to safety equipment, like emergency lighting and fire alarms in different schemes.

We've worked closely with our contractor JPR to ensure consistent standards are maintained across all schemes.

If you see a fault or safety hazard in a communal area - please let us know as soon as you see it.



THIS YEAR WE FITTED

101

kitchens

50

bathrooms

58

boilers

23

level-access showers

69

electric heating systems



THIS YEAR WE SPENT

£1.2m

on responsive repairs

£1.4m

on planned repairs and improvements, such as new kitchens or heating systems

£0.6m

on reoccurring repairs, such as gas servicing, external decorating

£3.2m

on all repairs & maintenance

Health and safety.

All schemes have regular compliance checks to ensure we monitor health and safety risks to keep you safe at home.

In 2019/20 we kept you safe at home by completing:

100% of our fire risk assessments

99.8% of our electric safety tests

97.6% of priority asbestos inspections

99.9% of our gas safety checks





We're here to help.

This is how you contacted us this year. No matter your query, big or small, we have a friendly customer service team who will take your repair details, answer your enquiry or make sure you speak to the best person to resolve your concern.



48k+ calls
to our customer service team.

This year we received an increase in calls due to concerns around Covid-19. We also supported more customers by making sure they had the help they needed.

18.9 secs
average caller wait time.

We have a new and improved customer information system. We can now see your information and contact history when you call us. This means we can provide a quicker and more efficient service.

5 mins
average call length.

On average the length of our calls increased. This is because our customer service team are focused on building relationships with customers to make sure we meet your needs and to check everything is ok at home.

6k visitors
to our head office reception.

We welcomed 6,384 visitors to our head office. Everyone from customers, contractors and local business partners. This is less than last year as many of your issues were resolved at the first point of contact (over the phone, email or through social media) or you were able to find the answer you were looking for on our website.

44k+ emails
received from all customers.

We want to make it as easy as possible for you to get in touch with us and across multiple channels including phone, email, text and social media. We're a little behind on our customer app but we're working hard behind the scenes and expect to launch it in 2021.

792k people reached
across our social media channels and website.

@staffshousing
117k people reached
+309 new followers

@staffordshirehousing
631k people reached
+205 new followers

staffshousing.org.uk
44k visitors to our website
with 370k page views

OUR JOURNEY WITH YOU



We're supportive

Your involvement.

THERE'S ALWAYS ROOM FOR IMPROVEMENT RIGHT?

We're always looking for customers to help us improve our services. Here's some of the ways you made a difference this year.

This year **133** customers got involved

You helped us by:

- Being part of our customer scrutiny panel
- Completing mystery shops
- Testing our websites
- Giving feedback on what matters most to you
- Being a part of our customer assurances group



We arranged **234** Live and Learn courses

- 40** wellbeing courses
- 88** vocational skills courses
- 67** interests & hobbies (photography etc.)
- 39** computer courses



We'd love to hear from you.



WANT TO GET INVOLVED?

Contact Jo or Katie from our customer engagement team:

01782 743859
involve@staffshousing.org.uk

HOW YOU MADE A DIFFERENCE

REPAIRS

Our Customer Scrutiny Panel looked into our everyday repairs and recommended we continue to carry out satisfaction surveys, audits and to make sure all of our contractors go through our customer experience training programme.

CUSTOMER VOICE

We care about what matters to you. That's why our Housing Services Director Tim Sheail, has been speaking to customers to find out what matters most. We're using this information to influence our new Customer Service Standards that will be introduced by 2021.

In the future we also plan to have a customer review group to directly feedback to our main contractor on the responsive repairs service you receive.

EMPTY HOMES

Our mystery shoppers check over our empty homes to help us carry out quality control checks to make sure our homes are ready for the next customer.



COFFEE MORNINGS

Our coffee mornings give customers the chance to see how they can get involved. Our volunteers come along to tell customers how they could make a difference.

FOCUS GROUPS

This year you came along to various focus groups to talk to us about our re-brand, help us put together this annual report and our scrutiny report as well as attending our customer services committee meeting to suggest ways of improving our services.

WEBSITE TESTING

Since we re-branded in September we've been working very closely with customers to make sure our websites are customer friendly and accessible to all.

Join our customer involvement Facebook group and get involved today!
f /HoneycombGroupCustomerEngagement



We're real

Sometimes we get it wrong.

94%

of all complaints were resolved at the first stage of the process

84%

of complaints were resolved within our 14 day target

WE HAD 37 COMPLAINTS IN 2019/20



complaints reduced by **12%** compared with 2018/19

What we learnt from your complaints.



To make sure our services are delivered on time.

We want to ensure that we keep to our promises. Most services, such as repairs are provided on time - but where there is a problem we need to contact you straight away to explain what is happening and what the new date for completion will be.



To keep you informed, to show we're still working on the issue.

We understand it is frustrating when you feel kept in the dark. We've completed some customer experience training which has helped us understand we need to keep you informed along the way when we are dealing with an issue or problem.



To provide correct, clear and concise information about our homes.

We had a couple of complaints this year where customers were given incorrect or too little information. We always want to be as transparent as we possibly can so from now on we'll make sure we provide you with the correct information you need about your home before you sign your tenancy agreement or before you buy a home from us.

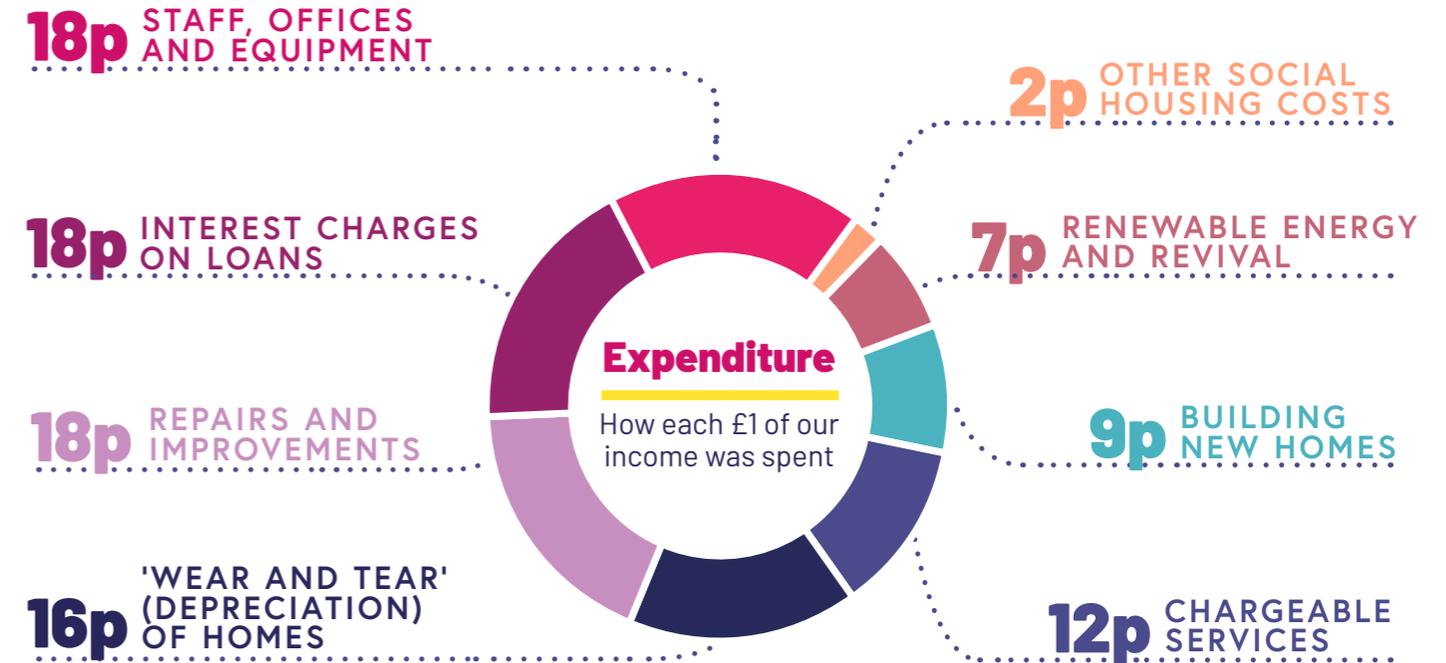
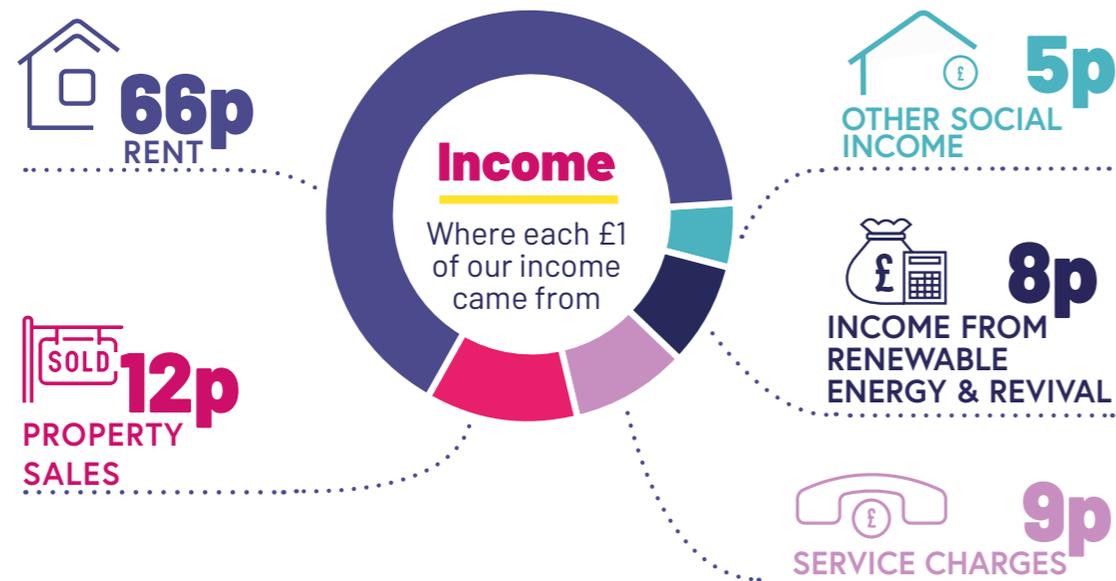
Money and value

Our total income for 2019/20 was £18.3m

This income came mainly from rents, service charges and shared ownership sales.

We're a not-for-profit business which means every pound we make is invested back in to repairs, improvements, new homes and covering our business costs.

FOR MORE INFORMATION ON THIS CHECK OUT OUR ANNUAL ACCOUNTS ON OUR WEBSITE AT: www.staffshousing.org.uk/annualaccounts



2.13% of rent due was outstanding (1.95% last year)	39% of tenants pay by direct debit (39% last year)	We lost £107k because of empty homes (£95k last year)	4 tenants lost their home because of unpaid rent (9 tenants last year)
--	---	--	---

What we said & what we did.

We take our customer relationships seriously. We talk straight and we don't overcomplicate. Our promises aren't just pretty words on a piece of paper. We always want to deliver on and own up to our short-falls when things don't quite go to plan.



<p>What we said. We will test and introduce a new lettings system, so customers can search for and rent our homes easily, at a time that suits them.</p>	1	<p>What we did. We tested a new digital application process where we advertised some homes online. From this we plan to look at how we can refine the process and advertise more homes this way.</p>
<p>What we said. We'll improve the way we collect your feedback about repairs and maintenance so that we respond quickly and learn from customers straight away.</p>	2	<p>What we did. We are introducing text surveys in the next few weeks in place of postal surveys - but this has taken longer to set up than we had hoped.</p>
<p>What we said. We will introduce safe storage facilities at West End Village for mobility scooters to ensure we comply with fire regulations.</p>	3	<p>What we did. Safe scooter storage facilities have been built at West End Village and the Village complies with fire safety advice from the fire service.</p>
<p>What we said. We will improve our catering services at West End Village, Rowan Village and Bradeley Village.</p>	4	<p>What we did. We appointed a Catering Manager to oversee all our catering services. and we introduced a hot food delivery service during Covid-19.</p>

<p>What we said. We'll introduce new technology to improve the way we collect information on our properties, so we can make our improvement programmes better.</p>	5	<p>What we did. We've introduced new systems so Quality Building Officers can collect information on mobile devices when they visit homes. This will improve the quality of the information we use</p>
<p>What we said. We'll continue to make improvements, by replacing or upgrading; 109 kitchens, 65 bathrooms, 70 boilers, 15 adapted bathrooms, 74 electric heating systems.</p>	6	<p>What we did. We upgraded 101 kitchens, 50 bathrooms, 58 boilers, 23 level-access showers, 69 electric heating systems, but the programme was suspended in March due to Covid-19.</p>
<p>What we said. We'll improve fire safety in housing schemes by upgrading fire doors and safety systems where needed.</p>	7	<p>What we did. We completed specialist surveys at schemes and now know where we'll fit new fire doors. There's been a delay in finding a supplier of the new doors due to a national shortage.</p>
<p>What we said. Reduce the time it takes to let homes to an average of 17 days.</p>	8	<p>What we did. We reduced the time it takes to let a home from 21 days to 19 days - we've not quite reached our target yet!</p>
<p>What we said. We will build 49 new homes.</p>	9	<p>What we did. We went above and beyond this target and actually built 69 new homes in total this year.</p>
<p>What we said. We will resolve more complaints at the first stage (within 10 working days).</p>	10	<p>What we did. We answered 84% of complaints within 10 working days, which is an improvement on 81% last year.</p>

What we're doing in 2020/21.

We're current



1 Upgrading our online services.

We are upgrading our online services so that you will be able to check your rent account, make a payment or report a problem whenever it suits you.

1



4 Review property standards.

Working with you, we want to review the standards we set for preparing empty properties for letting - so we focus on the things that you tell us are important.

4



2 We'll use our information better.

To improve your experience as a customer. For example using information we collect about how you prefer to be contacted.

2



5 We want to involve you more.

We will test out different ways of involving you, including using Facebook and WhatsApp to explore issues and then learn from what works.

5



3 Improving home safety information.

We will improve the ways we help you to be safe in your home. For example, if your home has asbestos which we need to keep a check on, we will contact you regularly about this.

3



6 Review our fair deal standards.

We will start a review of our Fair Deal service standards so that you know exactly what you can expect from us. We'll be looking for customers to get involved to explain to us what works well and what needs to change.

6





If you have difficulties reading this document, please let us know and we will look at alternative ways of providing the information.

Contact us.

Online www.staffshousing.org.uk

Email hello@staffshousing.org.uk

Customer Services 01782 744533

Head Office 308 London Road, Stoke-on-Trent, ST4 5AB

Hours 8.30 - 5.30 Monday to Friday

Let's get social.

 [@staffshousing](https://twitter.com/staffshousing)

 www.facebook.com/staffshousing

 www.youtube.com/staffshousing

Staffs Housing is a part of the Honeycomb family:



HONEYCOMB
GROUP



glow

