

Your Voice Matters

Annual Review for Customers 2018-19



Welcome to
Stafford and Rural Homes

Creating Great Places to Live, Work and Grow

Welcome to 'Your Voice Matters' SARH Annual Review 2018-19



Karen Armitage, Chief Executive, SARH.
Housing Heroes Mentor of the Year 2018.



90% of staff said SARH has inspirational leadership

96% said they were proud to work for SARH

Welcome to SARH Annual Review of services and performance delivered to you, our customers, between April 2018 and March 2019.

Once again I am pleased to present a really good year of delivery in all of our duties as your landlord.

We have built houses, refurbished houses and bought existing houses to add to our stock to ensure we are the major provider of affordable and social housing here in Stafford Borough.

SARH is a landlord and a "Placeshaper". A "Placeshaper" is a Housing Association working well with others in the community to ensure that we keep people living safe and well in our homes and having access to activities provided by us or others that reduce isolation, assist in accessing employment or even facilities that enable you to enjoy your later life in your own home.

I also want to focus on those lovely extras we include throughout the year to help in communities and improve communication

wherever it is needed, to encourage and support ventures such as the allotments and customer events such as BeConnected, the Garden Competition, the Annual Meeting and the Full of Life Conference.

I am also pleased to tell you about the community groups SARH has supported through the C.A.R.E.S. Foundation this year (see page 12).

Many of you will know that this year in October SARH will merge with the Housing Plus Group, another "Placeshaper" committed to working with and for customers to enable them to live safely and keep well in the communities they live in.

The result of the merger means that this is my last report to you as Chief Executive of SARH. I am and always will be proud beyond belief to have been the Chief Executive of SARH. I wish you well in the future and a fond goodbye from me.

Karen Armitage
Chief Executive, SARH



Key SARH Landlord Performance

£792k

Money saved for our customers through SARH Money Advice Service*
(Target £750k)

92.7%

Customer Satisfaction with all forms of communication with the Customer Service Centre
(Target more than 87%)

7.8

Working days lost due to sickness absence
(Target less than 9 days)

100%

Properties that have had a solid fuel appliance service within the last year
(Target 100%)

1.6%

Rent arrears
(Target less than 1.8%)

0.58%

Rent loss through voids
(Target less than 0.60%)

98.4%

Repairs right first time
(Target more than 94%)

14.7

Average numbers of days to re-let properties
(Target less than 22 days)

97%

Customer Satisfaction with responsive repairs
(Target more than 85%)

537

New homes since 2016
(Target 900 by 2021)

*See page 15 for more info



SARH Needs You!

Have Your Say - We Want You!

Can you help SARH improve services?

We are currently seeking new members for the **Customer Board, Customer Inspectors and Digital Readers Panel.**

If you are interested in finding out more, please visit: www.sarh.co.uk or call 0800 111 4554.



Customer Board

Customers work together and gain valuable skills and experience to scrutinise and influence the SARH services they receive which is an integral part of SARH governance process.



Customer Inspectors

The Customer Inspectors are trained to inspect the way SARH works and how services are delivered to customers using surveys and conducting mystery shopping exercises. They make recommendations for improvement to the Customer Board.



The Alliance

SARH customers meet each month to help promote a healthy, independent and active social life for older customers.



Your Voice Matters Facebook page

A forum for SARH customers to give feedback on services. This was established in Jan 2019 and currently has 130 members.

Share your thoughts, opinions and ideas and help make a real difference.

Feedback

Communication

★
82%

Overall Customer Satisfaction with SARH landlord services

85%

are satisfied that the rent they pay represents good value for money

81%

are satisfied with the neighbourhood they live in

71%

are satisfied with SARH repairs and maintenance service

78%

consider SARH to be good at keeping customers informed

82%

are satisfied with the quality of their home

Results of the 2018 Customer Survey (BMG Research)

Investing in the local community

SARH is committed to supporting the local economy.



53%

of SARH spend is with companies with offices within a 20 mile radius of SARH HQ



100%

of emergency repairs completed within 24 hours



98%

of repairs completed right first time

Meeting the Home Standard*



100%

SARH homes meet the Decent Homes Standard



100%

SARH homes with solid fuel heating have a valid Solid Fuel Certificate

100%

SARH homes with gas supply have a valid Landlord Gas Safety Record Certificate



537

New affordable and shared ownership homes completed since 2016

(SARH will build over 900 homes between 2016-21)



173 total SARH employees



142 employees



31 employees

*The Home Standard is set by the Regulator of Social Housing.

We're here to help

Making Every Contact Count

Making Every Contact Count



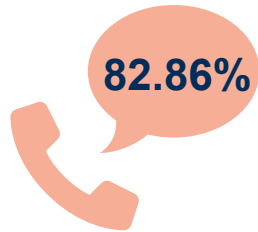
SARH Customer Services Team respond quickly and efficiently to your calls, emails, text messages and online chat.

87,443 total contacts

65,703 Calls

19,360 Emails

2,380 Live Chats



of calls were resolved at first point of contact



of all calls were answered within 30 seconds

SARH Customer Services answered **87,443** requests from customers



Did you know **2,141** customers pay by Direct Debit?



More than **94,000** people visited the SARH website in 2018 to find an answer to their question



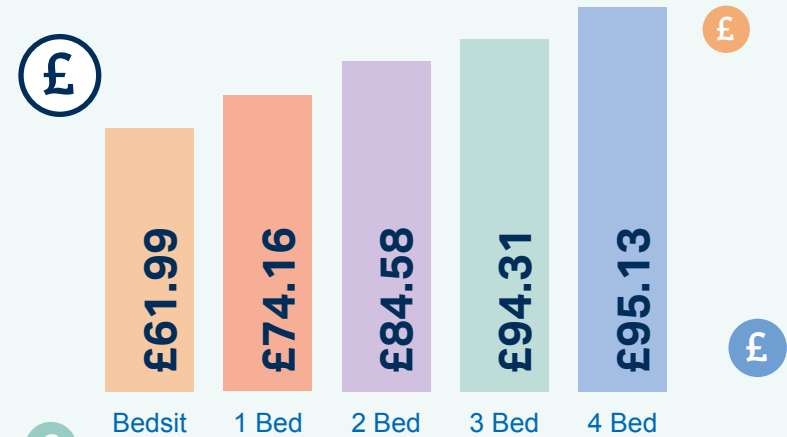
41% of visitors used their smartphone to visit the site

Making Every Contact Count

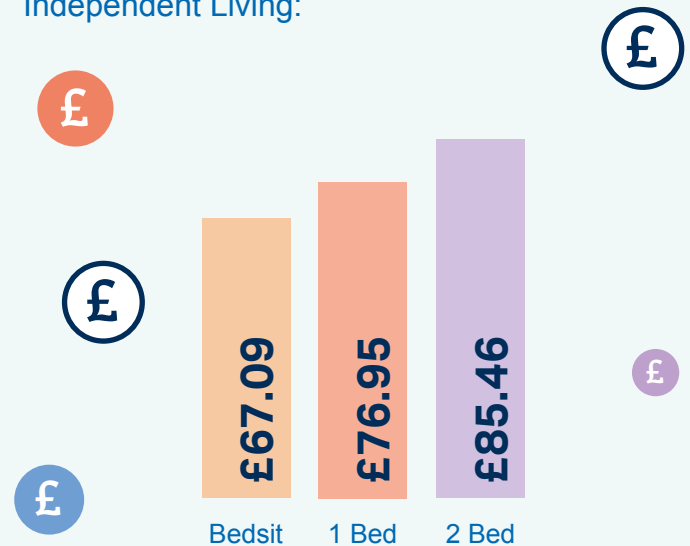
For further information, visit our website: www.sarh.co.uk/faq

Average Weekly Rents 2018-19

General Needs:



Independent Living:



£ Performance



85%

of customers agree that the rent charged represents good value for money

(Source: 2018 Customer Survey)



76.39%

of properties are re-let within 14 days



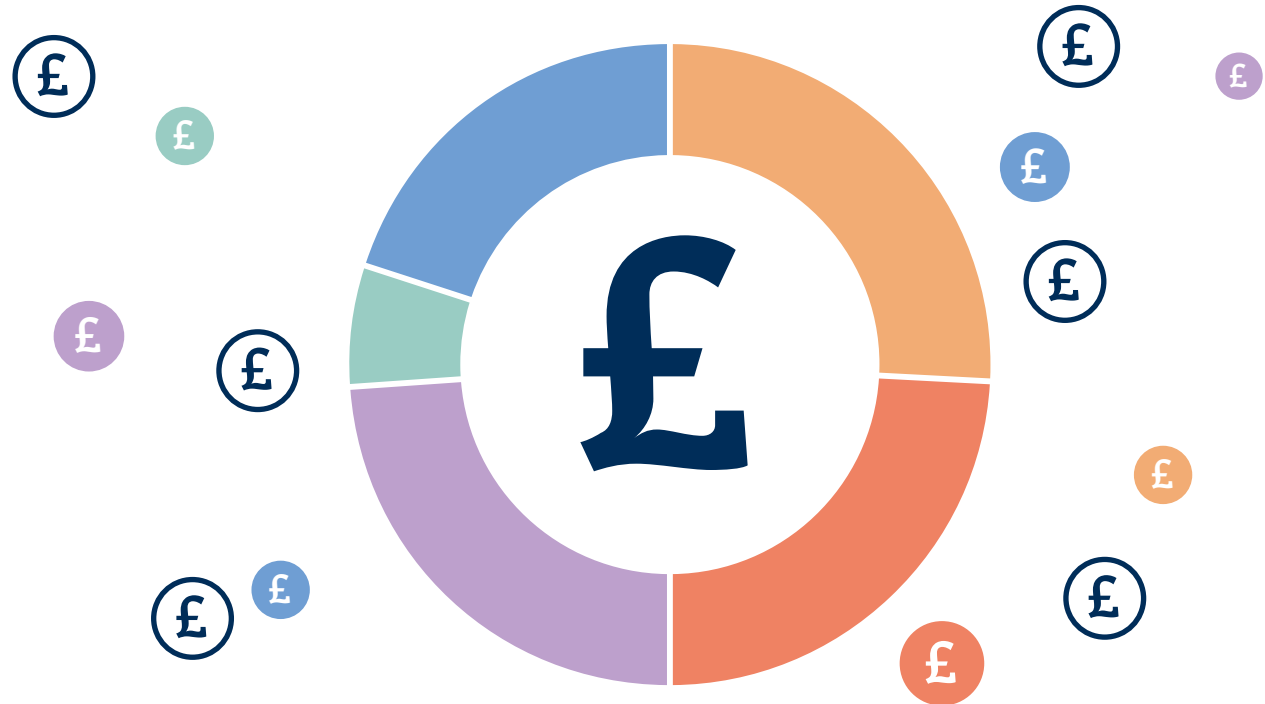
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days rent loss. New build homes are let before completion

1.6%
rent arrears



2018-19



£
£31m
Turnover

Management and Services (26p)

Capital Investment (24p)

Interest payable on loans (20p)

Maintenance and Repairs (24p)

Other Social Housing Activities (6p)

Your Health and Wellbeing



You First Telecare



222,015

Telecare calls answered



100%

of enhanced Telecare Referrals and assessments, where customers have complex and urgent needs, were completed within 48 hours



97.9%

of calls were answered within 60 seconds

(Target: 97.5%)



100%

of basic Telecare installations were completed within 5 days of first contact

(Target: 90%)



"The service has been very reassuring to mum. Especially when frightened at night time and when she had the attempted break in. Many thanks to the team."

Daughter of You First Customer

For further information, visit our website: www.sarh.co.uk/telecare



Connect with others.

Feel positive about the future.

A calendar of free events and activities helps people who are lonely or socially isolated to meet and connect with others.

BeConnected has been awarded funding by The National Lottery Community Fund for the next two years.



170 customers attended BeConnected events



16 volunteers helped deliver BeConnected events



160 hours of activities delivered



95% of customers socialise more than before



85% of customers developed new skills



90% of customers are more active




"BeConnected encourages me to leave the house and meet new people. I wish I could go more often."

For more, see www.sarh.co.uk/beconnected

Independent Living

SARH Independent Living offers a wide range of self-contained apartments and bungalows that have been specially designed to help customers over 55 live independently for longer, with opportunities to engage with others in communal activities.

 "I always feel safe. I live on my own and know if I pull the cords or need any help I would get it."



100%

of Independent Living customers are satisfied with their regular home safety checks



93%

of customers would recommend Independent Living to a friend



89%

of Independent Living customers are satisfied with the service they receive from SARH



92%

of Independent Living customers are satisfied that their rent provides value for money

'You First' Wellbeing Service

This service provides help to customers needing extra support to continue to live in their own home, particularly for those needing help with practical tasks to 'get them back on their feet' after a stay in hospital or similar.



of customers describe the wellbeing service as excellent



of customers would recommend the wellbeing service to a friend

"I don't know what I would do without my Wellbeing Coordinator. She will always have top marks with me, I think the world of her."
Wellbeing Customer

"She is kind, friendly and reliable. She goes the extra mile for me. I couldn't manage without her."
Wellbeing Customer


For further information, visit our website: www.sarh.co.uk/wellbeing




SARH: A BEST Employer


Providing opportunities for local people

 **11** staff were approved for professional qualifications.

 **35** employees have completed accredited courses

 **2** graduate employees had successful placements and went on to secure permanent employment with other employers

 **6** new Trades Apprenticeship placements have been created for 2019/20

 SARH Mentoring Scheme for **25** staff continues to be successful



Be
the best you
can be

“Stafford and Rural Homes (SARH) has a real passion and enthusiasm for our people. As a Times 100 BEST company we are recognised for being a values based organisation and this is something we extend to all who work for us and with us.”

Karen Armitage, Chief Executive of Stafford and Rural Homes

Developments

SARH will build or acquire more than **900** new homes by 2021



In 2018-19 SARH built **108** and started to develop a further **177** new affordable homes for rent and shared ownership



33 new high quality affordable homes were built in rural villages, helping local people to remain in the areas they grew up in



SARH acquired **154** homes from Clarion Group in April 2019



For further information, visit our website: www.sarh.co.uk/careers

SARH Objectives 2018-2021

Build

Continue to build new homes to meet a growing demand

Homes

Invest in and maintain existing SARH stock and ensure quality housing services are delivered with and for customers

Growth

Trade to generate profit and investigate opportunities to partner, group or share where there is a Board approved, sound business case to do so

Making your home more affordable to heat!



The SARH affordable warmth programme has contributed during the year to SARH increasing its overall Standard Assessment Procedure (SAP) rating of **72.80**

Shared Ownership

Shared ownership gives people the opportunity to buy a share of a brand new home (25% to 75% of the home's value) and pay rent on the remaining share. The rent you pay to SARH on the share of the property you don't own is subsidised.



25 shared ownership properties were sold



In 2019-20, SARH will make available **38** shared ownership homes



SARH received over **203** enquiries about shared ownership in 2018/19

For further information, visit our website: www.sarh.co.uk/sharedownership



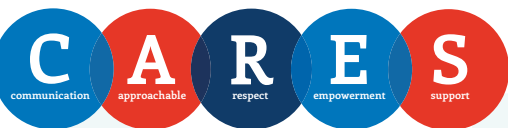
Supporting Community Projects

C.A.R.E.S - SARH Charitable Foundation

Community groups making a huge positive impact on the lives of people in areas served by SARH have received a welcome boost from our charitable C.A.R.E.S foundation.

Named after the core values of SARH; Communication, Approachable, Respectful, Empowering, and Supportive, the Foundation has already raised thousands of pounds for groups and individuals making a real difference.

The money for the donations was raised by kind-hearted employees at SARH who stage regular fundraising events.



For further information, visit our website: www.sarh.co.uk



Pictured here Oaktree Farm Rural Project.

“SARH employees are committed to the organisation's mission to make Stafford and surrounding areas ‘Great Places to Live, Work and Grow.’ In recent years they've staged dozens of events to raise money for worthy causes and so the SARH C.A.R.E.S Foundation was set up to distribute the fruits of their efforts. We're delighted that so many Community Groups are already benefiting from the Foundation as they are doing excellent work in bringing communities together.”
Karen Armitage, Chief Executive of Stafford and Rural Homes

Donations



£2,840

was donated to 8 local charities and community groups.



£500 was given to WHYCH and Stafford and District Stroke Club



£450 was given to Stafford Brigades Youth Marching Bands



£300 was given to Oaktree Farm Rural Project, Stone Community Hub and Highfields Community Group



£250 was given to Staffordshire Women's Aid



£240 was given to Rising Brook Community Church

Housing Worx

Housing Worx carries out a wide range of high quality home improvement and maintenance works to 6,000 homes on behalf of SARH.



Established in 2012, customers benefit from greater choice and an improved service and SARH saves money on previous arrangements with surplus cash being invested back into affordable housing.



£1.0m gift aid generated in 2018-19

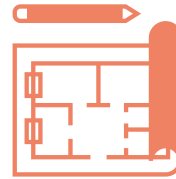


Generated profit equivalent to building **45** new affordable homes



£4.7m has been re-invested in the local economy in just 6 years to generate growth

Housing Worx Performance



172

new kitchens installed



163

new bathrooms installed



56

major repairs carried out to empty homes to be re-let



124

homes have been rewired



805

homes had routine electrical testing carried out



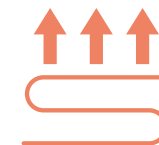
37

aids and adaptations



40

new roofs completed, improving the energy efficiency of homes



142

heating upgrades



55

small businesses received investment for skills development and other opportunities

Your Voice Matters

144
complaints received
(114 in 2017/18)



131
resolved at Stage 0
(resolved immediately)
11 at Stage 1, 2 at Stage 2

0
were referred to the
Housing Ombudsman

198 compliments received!

“I would like to say how pleased I am at the response I received this morning, its tribute to the fact that they were very efficient, clearly well trained and very warm and helpful.”

“Words cannot fully express my feelings concerning the help, time and effort that you have spent in rehousing me. Thank you so much and please would you pass on my thanks to everyone that has been involved in the whole process of providing me with my very first home where everything has been designed and fitted to suit my own needs. I could not have wished for more and feel completely humbled.”

Making Every Contact Count

Source: SARH - For details of complaints procedure, see: www.sarh.co.uk

Your Safety Matters

By listening to our staff and customers about how we can further improve the safety of workplaces and local communities, SARH is creating an even safer environment.



Look forward to 2019-20

Customers will be able to register to use SARHOnline, a new mobile-friendly portal accessed through the SARH website.

Once you are registered, you will be able to access things like your; Rent statement, You first telecare statement, or make a payment, update your contact details, report a repair and more.

We will let you know as soon as you can register to use the new SARHOnline service.

Money saved!



2019 SARH Garden Competition
Delivered with the help and support
of sponsors



Customers have been supported by SARH Money Advice to secure **£792,000** in previously unclaimed benefits and with help to reduce debt

"I know I can rely on and trust this service to help me to the best of your ability"

"Thank you for all of your support during my difficult time"

Headlines



This SARH befriending service **has been awarded £59,916** from The National Lottery Community Fund which will secure the delivery of this service for the next two years.



The Full of Life Customer Conference is delivered with the help and support of sponsors.

SARH meets Value for Money (VFM) Standards and is rigorously tested by its internal auditors, who found that SARH has significant strength and stability.

The full SARH Value for Money Statement is available to read online at www.sarh.co.uk and demonstrates how we are performing in the following areas:

- Effective use of resources
- Maximising the return on assets
- Performance management and scrutiny
- Understanding service costs and outcome



Contact us

For all enquiries:

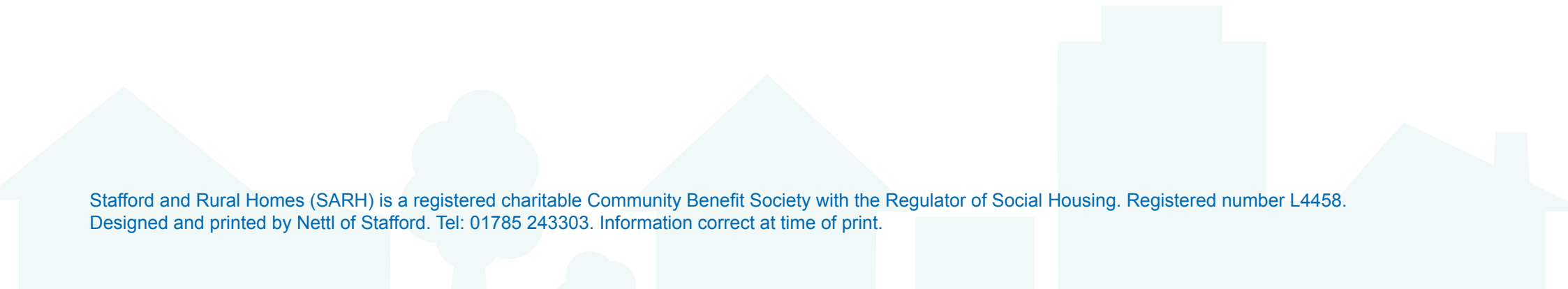
Visit our website www.sarh.co.uk

Email housing@sarh.co.uk

Telephone **0800 111 4554**

We are located at:

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