



**Yorkshire
Housing**

Customer annual report

2020 - 2021



Hello

Eyup!



Making it possible to have a place you're **proud to call home**

(that's just how we roll y'know)





Foreword

The past year was not what any of us were expecting. And I can say the same for my second year as chief exec of Yorkshire Housing.

We all know that there were plenty of challenges to 2020 and that some of those have continued into 2021 as we carry on dealing with the fallout from the coronavirus pandemic.

Despite everything that's been thrown at us, we've still been making improvements in a number of areas, most importantly with improving our customer experience. One of the key elements of this has been our tone of voice. We're Yorkshire by name and Yorkshire by nature so we've changed not only our brand and look, but also how we talk to reflect this.

“ Making it possible to have a place you're proud to call home ”

Our aim as a landlord is 'Making it possible to have a place you're proud to call home.' Our fondest memories and best life experiences often take place in our home. One of the main ingredients to this is making sure you have a great experience as a Yorkshire Housing customer. That's why this year we set up our Customer Voice and Review Committee to act as a critical friend. They review how we're doing and make recommendations on how we can improve the services you receive.

No organisation is perfect and occasionally things do go wrong. Where this does happen then it's important we learn from these mistakes and put steps in place to prevent them from happening again. That's why we've also set up a Complaints Forum. This is made up of a group of customers who look at real complaints and look at how we've dealt with issues through the eyes of the customer.

Foreword

So, what are you telling us about how we're doing?

Our customer satisfaction rates remain at good levels. Whilst there has been a slight dip of 2% compared to last year, we're still receiving 85% satisfaction levels with our services. Our target is 90%, so we've still got further work to do.

We expect the changes we've made over the last year will help us achieve this, alongside the introduction of our customer experience experts, who you'll find out more about in this report. The new flexible way our colleagues are working also means we can improve our service offer in ways that weren't possible in pre-pandemic times.

**“ This year we've delivered
our 3,000th new home ”**

The last year has reinforced for all of us the importance of home. There was a housing crisis before the pandemic struck and this is now arguably even worse. That's why we're continuing to build the 8,000 new homes we've committed to. This year we've delivered our 3,000th new home so we're well on the way to hitting our target out of the park.

Whilst life has changed for many of us, the one thing that remains unchanged is our absolute commitment to provide homes and places to be proud of.

I hope that this report finds you safe, well and hopeful for the future as we return to a new kind of normal.



Nick Atkin

Chief Executive, Yorkshire Housing





This year's highlights

Help at Hand

Our Help at Hand service helps customers stay independent and live safely in their home. We help with everyday tasks like household jobs, bills and shopping. This year we made over 10,000 customer visits and gave 16,500 hours of support services (that's 687.5 days!).

Money coaching

Our money coaches support customers struggling with their finances and help them get the support they need. This year we supported 1,264 customers with money coaching, claiming £891,778 in extra income.

Covid-19 support

When the pandemic hit, we set up the Covid-19 customer assistance scheme (CoCAS) in one week. Over the pandemic, our CoCAS team made 5,823 welfare calls, including 4,668 befriending calls. We also referred 31 customers to our Help at Hand and money and tenancy coaching services.

Stephen's story...

You're hired!

Stephen moved into one of our homes after living in a house with others. One of our money coaches supported him with managing his money, helping him get on top of his finances.

Stephen also worked with one of our tenancy coaches to improve his employability skills. We helped him redo his CV, build a personal statement and find some jobs to apply to.

And, the result? Stephen found a temporary role even when the country was in national lockdown.



Because of Covid-19, Stephen's hours were reduced after a few weeks. But he was quickly offered another role and now works full time, meaning he no longer needs to claim Universal Credit.

Repairs

We always want to keep our homes in tip-top condition.

It's part of how we make it possible for you to have a place you're proud to call home. Because of lockdown, we had 15,104 repairs in our backlog. We worked hard to clear these and got back to a normal service in August 2020.

Here's the lowdown on what else we've done this year...

88% 

Customer satisfaction
(92% last year)

£5,237,444 

That's what we spent on repairs
(£4.3m last year)

44,336 

Day-to-day repairs
(39,893 last year)

£4,958,117 

Our budget for the year
(£4.6m last year)

100% 

Gas safety certification
(100% last year)

85% 

Repairs we fixed on the first visit
(86% last year)

In this next year, we're aiming to complete more repairs on our first visit to you and use your feedback to make sure we're focusing on the areas that matter most.

Sarah's story...

The soggy tail of the leaky pipe, going from despair to delight.

“At the beginning of the year I had a water leak at my home. I reported it and initially a lot of things went wrong.

Luckily, Yorkshire Housing's HomeWorks team worked quickly to repair the leak and solve the problem. Despite Covid-19 restrictions, the team went out of their way to make sure the leak was fixed. It was a big job – including making the loft hatch bigger and replacing cylinders to stop the leak.

I was so pleased with everyone who helped me. The HomeWorks team were very professional and compassionate. They made sure I was informed and updated about what was happening all the way through.

They even brought me some chocolates to apologise for the inconvenience it had caused.

Not enough is said about how kind members of the trades team who carry out the works are. It was a brilliant experience. They were very respectful of our home whilst carrying out work. Thank you.”

Antisocial behaviour

The last 12 months have been really busy for antisocial behaviour cases as people spent more time at home.

1,853



That's how many new antisocial behaviour cases we've had

(1,191 last year)

68



Court orders to stop antisocial behaviour

(15 last year)

Jo Griffin, Head of Place, said: "Covid-19 meant we had some different challenges last year, but we still needed to keep our customers safe.

"In this next year, we'll be looking at different ways we can gather evidence digitally. We also want to be better at helping you the first time you get in touch with us. And, another top priority for us is dealing with sub-letting and illegal occupiers.

"You play a big part in helping us get to the bottom of antisocial behaviour problems. To show our appreciation, we've started giving out thank you stars to our bravest customers who've helped us in really tough situations. This year we sent 23 thank you stars."

"Thank you so much. What a lovely surprise this was to receive in the post. Thank you again for all your support. You really made me feel like I wasn't alone through all this. Quite honestly I don't know what I would've done without you."

Mandy, who received one of our stars.

Your feedback

Things don't always go to plan...

When we get something wrong, we own it and work with you to make it right. We really value your feedback - it helps us learn from our mistakes and grow.

574



Complaints made
(687 last year)

64%

Stage 1

Complaints upheld
(52% last year)

130



Compliments made
(128 last year)

1st



Complaint type:
Length of time to complete a repair
(same as last year)

2nd



Complaint type:
Lack of communication
(same as last year)

3rd



Complaint type:
Staff attitude
(same as last year)

7.3

This is the average amount of days we take to handle and resolve a complaint at stage 1.



This year we've also:

- Worked with customers across three workshops to create a new complaints and compliments policy. We've also created a customer-friendly version of the policy and a visual roadmap to make things easy to understand.
- Rolled out a new training programme for colleagues with monthly drop-in sessions.
- Met monthly with our Complaints Forum to get customer feedback on recent complaints.
- Set up our Customer Voice and Review Committee to review things at a higher level.







What's new & improving?

We want to be the first pick in Yorkshire for people looking to rent or buy a home.

That's why we're always looking at new ways to improve our homes and services. Over the next few years you can expect big things from us.

Here's four areas we're investing in to improve our customer experience:

-  **People** - We want the best people in the best roles so you can get the best support.
-  **Proactive** - We want to get ahead of the game and use data to help us predict when things are going to go wrong and how we can stop them before they start.
-  **Support and personalisation** - We want to be more digital and use data to help us give a service that suits you and your needs.
-  **New service offer** - Our services are getting an overhaul – we want to put our colleagues and spending in the right places so that we can support you 24/7/365.

We're going digital

We're working hard to get more of our services online. And, we're creating a brand new website to help us do this. We're even getting customers to help us design it!

When you call us

We're working with you, our customers, to improve what happens when you call us. We regularly monitor calls to find out what we're good at and where we need to improve. We've also got brand new customer experience experts who dedicate their time to make our customer service the best it can be.

Independence

We want all of our customers to live safe, healthy and independent lives in a home they're proud of.

Our colleagues can work with you to help you stay independent in a whole host of different ways. Here's what we've been doing this year:

9,897 

Help at Hand customer visits we've done

(12,669 last year)

16,307 

Help at Hand hours of customer support we've provided

(18,013 last year)

482 

Safeguarding concerns have been raised

(275 last year)

1,264 

Money coaching customers have been supported by our colleagues

(last year 529)

£891,778

Money coaching income for customers

(last year £1,386,495)

£361,980 

Money coaching income for Yorkshire Housing

(last year £569,742)

Wow, that's a lot of people helped!

Independence

And here are three more ways we helped our amazing communities this year:

Free fridges

Along with community groups and volunteers, we set up 'free fridges'. People could come and get the surplus food they needed – helping with food shortages and saving good food from landfill.

1

Older person schemes

We've also taken another look at what our older person schemes offer so that we can make some positive changes in the future.

2

So, what's next?

In 2021, we're starting our Domestic Abuse Housing Alliance (DAHA) accreditation journey. This will make sure we give the best response if our customers experience domestic abuse.

3

How we spend your rent



Investment in customer homes:

The money we spend on things like repairs and improvements in your homes.

36%



Costs of providing our services:

Covers the cost of our services in your homes and neighbourhoods.

30%



Interests on loans: We borrow money to invest in your homes and build new ones. We use some of your rent to pay back the interest on these loans.

21%



Rent and service charge:

Depending on where you live, we might provide extra services. We cover these costs with service charges.

6%



Improvement projects:

We spend this on making big improvements to our homes.

3%



Surplus for reinvestment:

We use this money to reinvest in your homes and offer new ones.

3%



Bad debt:

We set money aside to cover any rent or service charges we don't get.

1%



How to get involved

We've not let lockdowns and Covid-19 stop us from listening to you, our customers. This year, we've:



Increased

our customer voice panel group to 321 active members



Created

a dedicated Customer Voice Panel Facebook engagement group



Started

our customer Complaints Forum with 10 members



Created

our Customer Voice and Review Committee (meet Tracey soon!)



Started

a climate change steering group with seven members

To find out more about getting involved in these groups, email us on customerengagement@yorkshirehousing.co.uk



Join our committee

“Hi, I’m Tracey, Chair of the Customer Voice and Review Committee (CVRC) at Yorkshire Housing.

“I’ve been a customer for almost seven years now and have recently been made chair of the CVRC.

“The CVRC, made up of all Yorkshire Housing customers, was set up in July 2020. It’s our job to make sure that whenever a decision is being made, the customer voice is heard. We ask the difficult questions to the board and committees on behalf of all customers, and we share ideas on how things could be improved.

“It’s really important to me that customers have a strong voice. Being on the panel means that we can hold Yorkshire Housing to account when it comes to how they deliver services to us and we can be part of changing services when they don’t work as they should.

“We’ve done a lot already – improving the complaints process to make it easier to complain and to know that it will make a difference. We’ve also looked at the new Yorkshire Housing standard as well as policies on service charges and repairs to make sure that everyone is getting good value for money.

“We’re still looking for more committee members. We’d love to have some of our customers under 30 and also those from Black and Minority Ethnic communities too, so that we get accurate representation of Yorkshire Housing customers.”



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(Awww, we all love a happy ending)







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