



Customer Annual Report 2026



Welcome

I am pleased to welcome you to your 2025/26 customer annual report, where we reflect on our progress over the past year and the steps we are taking to improve our services.



We have seen some improvements this year, including higher customer satisfaction and progress in key areas such as repairs. While this is encouraging, we recognise there is still more to do to consistently deliver high-quality services our customers expect and deserve.

Listening to our customers continues to be central to our approach. Through feedback, complaints and the insight of our Customer Panel, we are strengthening how we understand what matters most and ensuring this directly shapes our priorities.

We have also continued to invest in our homes and communities, while supporting customers through a challenging economic climate. This includes helping people to sustain their tenancies, improving the quality of our homes and working with partners to deliver support where it is most needed.

As we look ahead, our focus remains clear: to put customers at the heart of everything we do, continue improving our services, and build trust through the actions we take.

I hope you enjoy reading this year's report and hearing more about the impact of our work and the experiences of our customers.



Colin Dennis

Chair, GreenSquareAccord (GSA)

Welcome to your 2026 Customer Annual Report



This year your report is split into four main sections:

Listening to you

Getting the basics right

**Helping you to thrive
at home**

Care in action

Listening to you

Dealing with your enquiries

This year, we improved how we respond to your enquiries, complaints and service requests. We focused on resolving issues earlier, taking greater ownership and keeping you better informed.

Our Complaint Champions and early intervention approach helped stop problems from getting worse. Colleagues received targeted training on areas such as damp and mould, safeguarding and supporting vulnerable customers, helping us improve the quality of our responses.

Better monitoring, tenancy audits and stronger management oversight gave us a clearer understanding of your needs, leading to faster resolutions, fewer complaints and a better experience for you.





Calls answered

208,719

2024/25: 186,172



Average call waiting time

3m 58s

2024/25: 4m 1s



Emails handled

85,136

2024/25: 79,269



Call Centre satisfaction

82%

2024/25: 84%

Tenant Satisfaction Measures

We are committed to listening to your feedback through surveys, complaints, events and our Customer Panel to improve services. In 2026, 1,634 customers completed our third Tenant Satisfaction Measures survey. Satisfaction increased across most areas, reaching 66.3% for social renters and 49.9% for shared owners, although we recognise further improvements are needed.



Tenant satisfaction

66%

2024/25: 58%



**Shared owners
satisfaction**

50%

2024/25: 42%

Find out more. Visit:

greensquareaccord.co.uk/tsm



**You said,
we did!**

You said: Repairs were taking too long, and issues weren't being resolved first time. **So we:** Improved how our Repairs and Contact Centre teams work together, increased our in-house workforce, and used contractors during busy periods to reduce delays.

You said: Repairs communication and visibility of works needs improvement. **So we:** Delivered over 98,000 repairs this year, improved how we plan works, strengthened communication through clearer and more frequent updates, and set higher standards for both our teams and contractors to provide a more reliable, transparent, and customer-focused service.

You said: It's difficult to get updates quickly.

So we: Strengthened first contact and introduced better systems to resolve more queries straight away.

Find out more. Visit:

greensquareaccord.co.uk/feedback

Learning from complaints

The feedback you give through complaints helps us improve our services, especially repairs and housing management. We know there is still more to do, but we are making progress. We are using your feedback more often to help shape the way our services are delivered. This year, we have improved performance by helping teams work more closely together, improving how we track issues, and making sure people are responsible for putting things right. This has helped us spot and deal with problems earlier, instead of waiting for complaints to be made.

We have also increased the size of our in-house repairs team, made better use of contractors during busy periods, and improved the way our Repairs and Contact Centre teams work together. This has helped reduce delays, cut down on repeat contact, and improve your experience.

Other improvements include giving you the option to book appointments online, carrying out targeted home improvements, and strengthening how we prevent and deal with damp and mould, under Awaab's Law.

Customer Panel

Our Customer Panel is a group of customers who work with us to influence and drive improvements. The panel provides assurance that we are working in a transparent and accountable way. If you would like to join, please email us at **info@greensquareaccord.co.uk**



Value for money in action

£25m was made by selling old, less sustainable houses. This money will be invested into existing homes and services.

GSA on the road!

Over the past two years, our Locality Roadshows have helped us build stronger links with you and your community. Our roadshows give you the chance to share your views, give your opinion on our services, and help shape the decisions we make.

In 2025, we visited more communities and encouraged more of you to get involved. By speaking with customers face to face, we gained a better understanding of the issues that matter most to you.

We are using this feedback to help guide service improvements in local neighbourhoods.

We have also worked more closely with local councils to support community events. This has created more opportunities for you to get involved, share your views and continue conversations about local issues.

Getting the basics right

Our repairs service

Repairs remain the service you value most. Over the past year, we completed more repairs, increased first-time fixes and improved customer satisfaction. While demand has affected response times, we reduced the backlog by prioritising older and urgent repairs, completing 81% of repairs within target times.

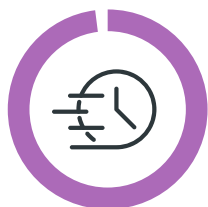




Total repairs completed

93,844

2024/25: 87,859



Emergency repairs completed on target

98%

2024/25: 100%



Repairs completed right first time

87%

2024/25: 93%



Repairs completed within target

84%

2024/25: 78%



Average time to complete a repair

18 days

2024/25: 15 days

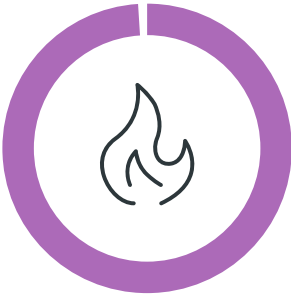


Customer satisfaction with repairs

90%

2024/25: 92%

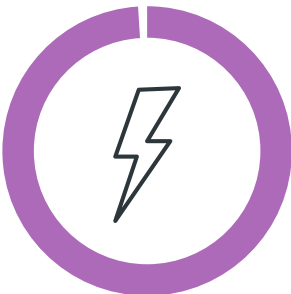
Safety first



Gas compliance

99%

2024/25: 99%



Electrical compliance

99%

2024/25: 98%



Fire safety compliance

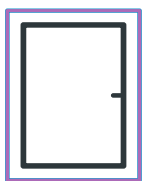
100%

2024/25: 100%

Value for money in action

Over £1m raised from reducing how many offices we work in.

Upgrades



Doors **483** 2024/25: 336



Bathrooms **327** 2024/25: 139



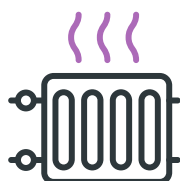
Roofs **78** 2024/25: 20



Windows **311** 2024/25: 82



Kitchens **646** 2024/25: 350



Heating **948** 2024/25: 350

How every £1 of rent is spent



27p Interest costs

27p Routine maintenance

14p Management costs

13p Depreciation of housing properties

13p Planned and major repairs expenditure

4p Supported housing and care

2p Void loss



Ensuring energy efficiency

We improved the energy efficiency of 906 homes through a partnership with six housing associations. Funded by the Social Housing Decarbonisation Fund, works included insulation, draught-proofing, new windows and doors, low-energy lighting and ventilation improvements, helping make homes warmer, more comfortable and more affordable to heat.

Uplifting your communal spaces

Earlier this year, we launched our Interventions Project to improve communal spaces and make homes more attractive, safer and easier to let. The first improvements at Mill Street, Willenhall, included new entry systems, improved lighting, redecorated communal areas, new flooring, updated signage and enhanced outdoor spaces. Your feedback helped shape the project, with further improvements planned for communities in Walsall and Coventry.

Building for the future

Between April 2025 and March 2026, we delivered a total of 121 new homes across our areas of operation.

In 2025, for the third year in a row, we were featured within Inside Housing's 50 Biggest Builders List, which ranks housing associations who are building the most homes across the UK.



Find out more. Visit:

greensquareaccord.co.uk/developments

Helping you to thrive at home



Addressing the housing crisis through partnerships

We have been working closely with local authorities to tackle homelessness by leasing and selling some of our properties to them. This is a great opportunity for us to further help the communities we support.

Here are some examples:

Richard Gray Court, Oxford

We leased Richard Gray Court to Oxford City Council for two years. The building includes 18 one-bedroom apartments near Oxford Rail Station and is being used to provide accommodation for people experiencing homelessness.

Keeping social homes in Walsall

We offer homes for sale to Walsall Council before they reach the open market. Five homes have been purchased so far and they are being used as temporary accommodation for local families.



Ribbon Court, Coventry

Working with Coventry City Council and P3 Group, we transformed Ribbon Court into 50 renovated flats for people who are, or at risk of, homelessness. The scheme provides safe homes and support for vulnerable households while offering a more cost-effective alternative to bed and breakfast accommodation.

In numbers:

127

Evictions prevented.

£7,365

Shared between 168 customers in supermarket vouchers when food banks weren't an option.

£2,800

Debt we settled with utility companies. We also gave £1,675 in vouchers for pay pre-pay metres.

£579,371

Secured in backdated payments for customers, including benefits, charity grants and HACT payments.

£2.33m

Our average gains to customer per week was £44,806.31, equating to £2.33 million in a year.

£41,477

To help 88 customers purchase white goods, furniture, household items and carpets.

£196,157

Total awarded to customers through our Tenancy Support Fund.

Data-driven visits, safer tenancies

This year, we launched the Your Home App to help Housing Officers spot risks earlier and improve customer support. The app guides officers through property checks, helping them spot safety concerns, including fire door issues, and identify customers who may need extra help with issues like hoarding.

The data collected is helping us better understand customer needs and identify those at risk of tenancy failure. In the future we will further improve the app's capabilities.



Value for money

£6.7m was made through 'staircasing', when shared owners buy a bigger share of their home from us. This will be invested in affordable housing.

Support for families and households

We run a range of support programmes with the help of 153 trusted partners across 40 organisations.

Household Support Fund

The team works in schools, faith centres, community centres, refuges and Houses in Multiple Occupation (HMOs) across Birmingham to help people access support. We approved £2.09 million in Household Support Fund grants for 10,462 households. We also recovered £30,000 in underpaid benefits for families through Department for Work and Pensions (DWP) assessments and secured £15,000 through charitable grants for children.

Sparkbrook Children's Zone (now called Family Wellbeing Zone)

Partnering with Birmingham Women's and Children's Trust, we supported 779 children in Birmingham, providing Early Help, parenting and wellbeing support.

Hall Green Neighbourhood Network Scheme

Funded by Birmingham City Council, the NNS helps older adults and people with disabilities live independently. We awarded 14 grants worth £137,836 to community organisations delivering health, wellbeing, digital inclusion and advice services, helping reduce demand on statutory care services.

Women's Offer

Through our partnership with the Fairer Futures Fund and Birmingham Women's and Children's Trust, we supported 225 women with health, wellbeing, contraception and pre-conception advice, particularly for those with a history of diabetes. The programme received national recognition through a visit from Women's Health Minister Baroness Merron (pictured).



Keeping your communities safe

We are committed to helping you feel safe by responding quickly to antisocial behaviour and working closely with partner agencies and the police. Through prevention, intervention and enforcement measures, we address concerns, support those affected and promote long-term solutions that help create safer, stronger communities.



Community Impact Fund

Our Community Impact Fund helps improve local neighbourhoods and supports projects that benefit our customers. We provide grants of up to £2,000 each year to resident groups, charities and community organisations.

The fund focuses on projects that help people build money management and job skills, improve access to digital services, and support health and wellbeing.

During 2025/26, we awarded £51,467 to 29 community projects through the Community Impact Fund.

Find out more. Visit:

greensquareaccord.co.uk/fund

Care in action

We are proud to have maintained the quality of our care and support services this year. We have kept our 100% rating with CQC, the care regulator, who inspected our services and rated them as Good.

Our customer satisfaction rating remains strong at 93.7%. We are particularly proud that our highest scores relate to customers feeling they are treated as an individual (97.1%) and with dignity and respect (97.8%), which has been the highest scoring area for the last ten consecutive years.



Find out more. Visit:

greensquareaccord.co.uk/care-and-support



Customer satisfaction

94% 2024/25: 95%



CQC compliance

100% 2024/25: 100%



Treating you as an individual

97% 2024/25: 93%



Supporting you to be as independent as possible

96%



Treating you with dignity and respect

98%



93%

Would recommend GSA's care and support service



WE THRIVE >
AT HOME >

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