



GSA

PARTNER NEWS

AUTUMN 2024



REPORTING BACK

Welcome to the Autumn / Winter edition of our GreenSquareAccord partner update.

We want to continue to share news of our progress, challenges and opportunities with our most important partners. In this edition you can get an insight into:

- ◆ Why we are working in partnership with other housing associations and the West Midlands Combined Authority to unlock new sites for social and affordable housing schemes
- ◆ How we're investing in new, high quality, affordable homes across our localities
- ◆ The projects we have supported, through our Community Impact Fund, which have benefitted the areas our customers live in
- ◆ How we're performing through our performance infographic, entitled 'How We're Doing', which shows our performance for the three most important areas of our landlord service, based on what our customers have told us.

We want this update to be useful for you and reflect what you want to know, so please take a few minutes to fill out the short survey at the end.

Thank you for being a valued partner of GSA.

Kind regards,



Ruth Cooke

Ruth Cooke
Chief Executive
GreenSquareAccord



MEASURING

SUCCESS

We report on key aspects of our performance each month which we share with colleagues, customers and stakeholders.

Our *how we're doing* monthly performance infographic shows our performance for the three most important areas of customer service for our landlord service, based on what our customers have told us:

- ◆ Contact centre
- ◆ Repairs
- ◆ Complaints resolution

It includes customer satisfaction and our performance against aspects of our service customers have said make a difference to whether they have a good or poor experience.

Following feedback from our customers, we've also created our [performance web pages](#) which together with our performance infographic now include our key performance indicators (KPIs) and trends for:

Contact centre

- ◆ Customer satisfaction
- ◆ Average call waiting time
- ◆ Average speed of answer to an email

Repairs

- ◆ Customer satisfaction
- ◆ Fixed right first time
- ◆ Routine repairs completed within 28 days

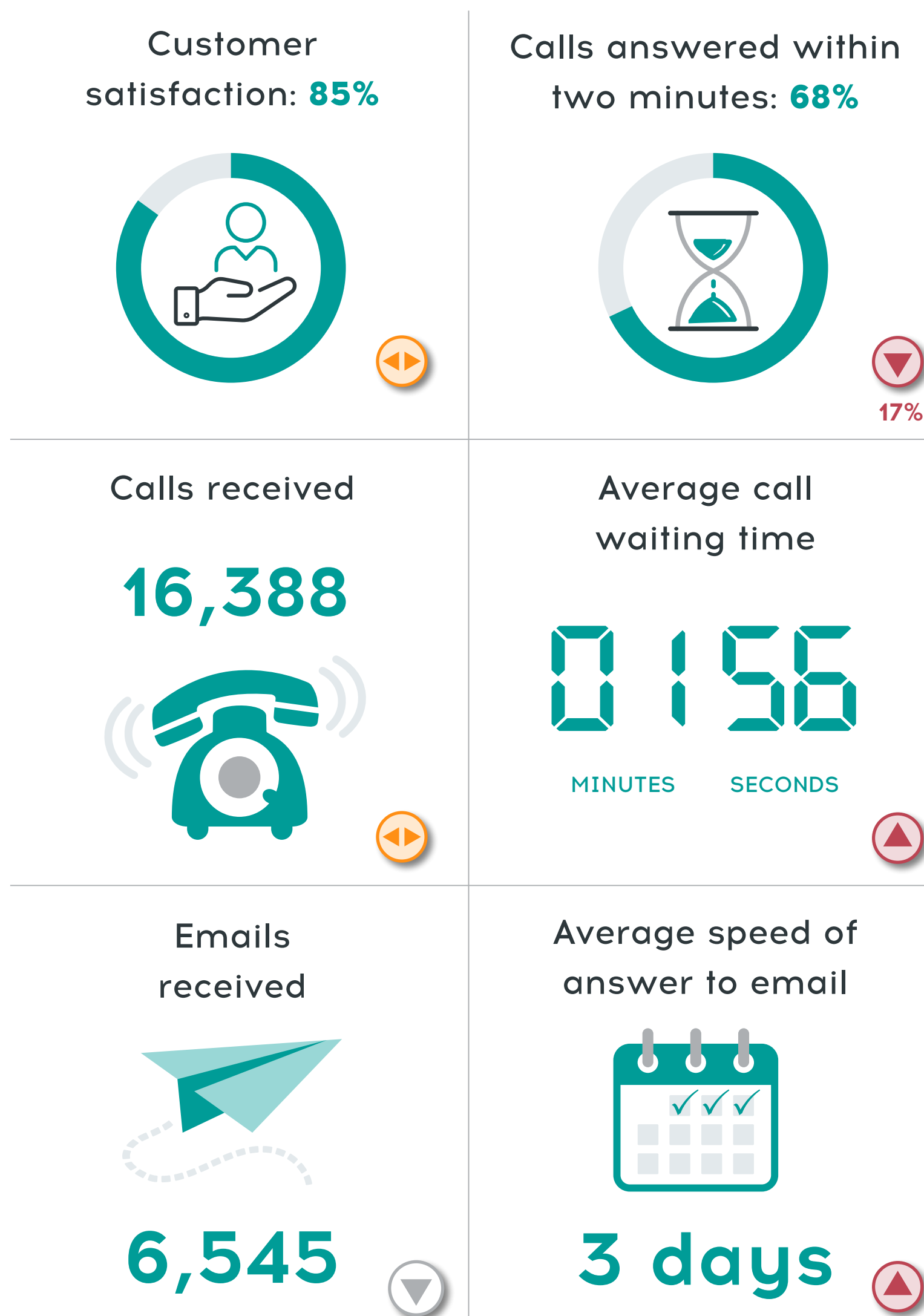
Complaints resolution

- ◆ Customer satisfaction
- ◆ Responded to within 10 days

See our latest performance infographic on the next page



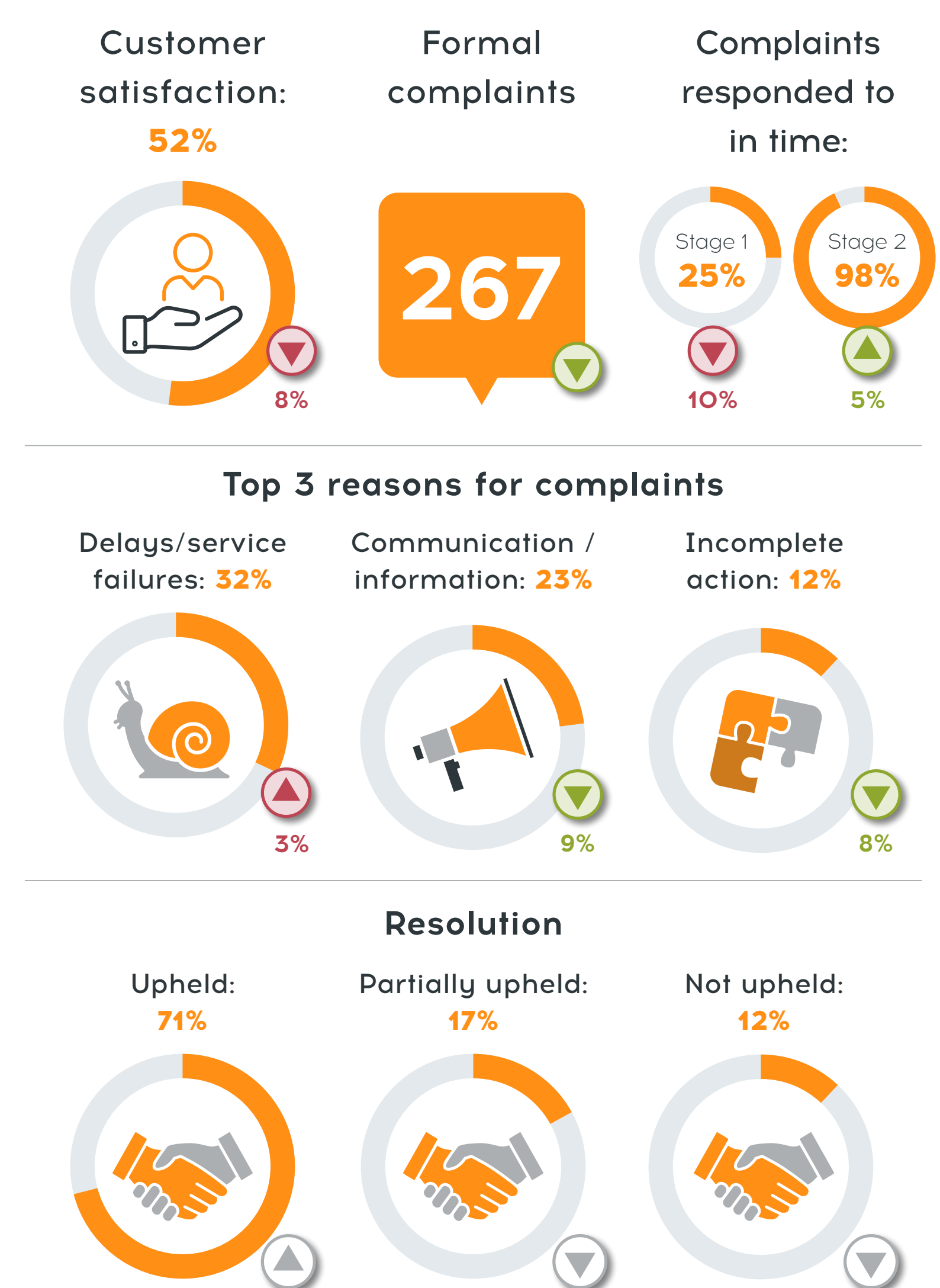
Customer Contact Centre



Repairs



Complaints



OUR 2023-2024

ANNUAL REPORT



In early September, we published our annual report.

The report, presented as an interactive flipbook, showcases our performance for the 2023-24 financial year. It also highlights the impact we've had and changes we have made to improve our services.

This year the report features a series of video interviews with our customers to enable us to showcase the difference our work makes.

We worked closely with members of our Customer Panel to shape the content and style of the report. It is now live on our website and will be emailed to customers this week.



WORKING WITH WEST MIDS LLP

We've joined the Homes for West Midlands Limited Liability Partnership which will unlock new sites for affordable housing.

On Friday 18 October Richard Parker, Mayor of the West Midlands, visited our LoCaL Homes factory to launch a new partnership with the region's leading housing associations which will see them work together to help tackle the housing crisis.

The partnership along with the West Midlands Combined Authority (WMCA) will identify new opportunities and sites for the construction of homes that are genuinely affordable for local people.

The collaboration, known as the Homes for the West Midlands Limited Liability Partnership (LLP), will see us join four other housing associations - Bromford, Citizen Housing, Midland Heart and whg to work with the WMCA on ways to accelerate delivery of the region's affordable housing ambitions. The day-to-day business of the LLP will be managed by Integer Advisory Ltd.

The LLP will not only work together to deliver more affordable homes but also to support the WMCA's wider housing policies including, where possible, the use of modern methods of construction, including modular homes.

Factory-built modular homes, like the ones produced by LoCaL Homes, can be delivered and assembled on site in as little as four days for a pair of semi-detached houses - around 40% quicker than traditional bricks and mortar construction.

The agreement will not only see the parties collaborate to identify parcels of land suitable for affordable housing but will also provide a mechanism to assess wider WMCA policy objectives.

[> Read more](#)





LISTENING TO CUSTOMERS

Looking back on our customer roadshows

This summer, our Community Involvement and Investment Team in partnership with the Localities teams have successfully completed a series of customer roadshows aimed at engaging with communities across the region.

Our roadshow called at Daventry, Wiltshire, Gloucester, Dudley, Birmingham, Chippenham, Walsall, and Banbury. Each stop was an opportunity to connect with our customers, listen to their concerns, and work together to enhance our services.

These roadshows were designed to:

- ◆ Provide a platform for customers to meet the team delivering services in their area
- ◆ Offer a space for customers to ask questions and share valuable feedback
- ◆ Allow confidential discussions about any community safety concerns
- ◆ Highlight opportunities for customers to get involved in shaping our services.

[> Read more](#)

Spotlight on our Community Impact Fund

We run a Community Impact Fund through which we award grants of up to £1,000 to community groups and organisations whose projects benefit GreenSquareAccord customers and their local communities:

Creative activities for Bilston children

Earlier this year, we awarded It's a Family Thing CIC a grant of £910 through our Community Impact Fund. It's a Family Thing CIC, a community organisation, ran the Creative Dreams: Bilston project providing creative, arts and craft out-of-school activities for children and young people aged 5-12 in Wolverhampton.

Activities were led by a diverse group of practitioners from different disciplines, with the aim of creating access, improving opportunities and increasing wellness. The project aims to reach 30 children and young people from families living in Bilston, Wolverhampton, who have little or no opportunities to engage in arts and culture.

[> Read more](#)



We've funded a new mural in Calne

A vibrant new mural celebrating the beauty of wildflowers has been unveiled in a communal space between some of our homes in Calne, Wiltshire. The project, spearheaded by the Calne Clean Up Crew, is the latest addition to the town's growing collection of public art. The mural came into being following a call from one of our customers living on Honeymead, a residential street close to Calne town centre, to liven up their cul-de-sac.



The customer got in touch with their local Housing Officer, who then reached out to a group of local artists who had become well-known for their work in and around Calne. Our housing officer advised the Calne-based artists about how to apply to our Community Impact Fund. The project, now known as The Honeymead Wildflower mural, features various flora and fauna including hares and butterflies added due to special requests from GSA customers.

[> Read more](#)

BUILDING

NEWS



Nine new homes available in Wantage

We've made nine new homes available under a low-cost home ownership scheme in Grove, Wantage. The homes are situated within the Wellington Gate development, built by Persimmon Homes, and comprise of three and four-bedroom dwellings. The first properties were handed over at the end of August.

All nine homes have been reserved with the final homes forecast to handover to us later this year. This is the fourth phase of the Wellington Gate development with previous stages seeing us make 97 homes available for both affordable rent and shared ownership.

[> Read more](#)

West Brom MP visit marks progress

In September, Sarah Coombes MP visited our Swan Lane development which is set to transform a disused industrial site into a thriving community of affordable housing in her constituency. We are delivering 147 homes for affordable and social rent on the site of the former gas works on Swan Lane, West Bromwich. The homes are being built by Morro Partnerships and will comprise one and two-bedroom apartments alongside two- and three-bedroom houses.

Sarah was given a tour of the site and briefed on the progress that Morro has made at Swan Lane, which includes the demolition of the buildings on the former gas works, removal of concrete foundations and the treatment of contaminated land and water on the site.

[> Read more](#)

60 new affordable homes on former RAF site

Construction is now underway on our affordable homes scheme, known as Airfield House, which will help transform a former RAF site in Warwickshire.

We will deliver 60 new affordable homes through a partnership with Vistry, recognised as the UK's leading mixed-tenure affordable housing developer.

The Airfield House development, located in Long Marston, will help to meet a variety of local housing need by providing 25 homes for affordable rent and 13 homes for social rent with the remaining 22 homes available under a shared ownership scheme.

[> Read more](#)

Redditch MP 'delighted with progress'

Redditch MP, Chris Bloore, recently visited our affordable homes scheme which is transforming the site of a disused church in Winyates. The new housing scheme in Winyates, known as St Gregory's in recognition of the catholic church which once stood on the site, will provide a total of 25 new homes once construction is complete.

The St Gregory's development will deliver 12 homes for social rent while 13 properties will be made available under a shared ownership scheme. The scheme is being built by our in-house Construction Services Team.

The first stage of construction included the demolition of St Gregory's Church. The church closed its doors in 2005 and fell into a state of disrepair thereafter. Sadly, the grounds of the church had become a magnet for antisocial behaviour in recent years.

[> Read more](#)

A FOCUS ON

CARE AND SUPPORT



Bowbrook receives £3,500 donation

Bowbrook, our state-of-the-art dementia-specialist residential care home, recently received a generous donation of £3,500 from Stenson Marina; a mooring facility for narrowboats.

The funds were raised by a music festival, organised by the owners of Stenson Marina, which was held in a nearby pub, The Bubble Inn, located in the Derbyshire village of Stenson. The festival was held on Saturday 31 August.

The donation will now be used to purchase a 42inch sensory interactive touchscreen activity table which will provide both entertainment and cognitive support for Bowbrook customers. Any remaining funds will be used to support social activities for customers such as coffee mornings.

[> Read more](#)

Starts at Home Day marked by Senior Councillor visit to Swallow Fields

On Friday 30 August, Sandwell Council's Cabinet Member for Adult Services, Health and Wellbeing, Councillor Jackie Taylor, visited our extra care scheme, Swallow Fields, in Tipton to mark Starts at Home Day.

Starts at Home Day is an awareness raising initiative, led by the National Housing Federation (The NHF) which celebrates the positive impact of supported housing on our communities across the country and shines a light on the vital work of the sector.

To coincide with Starts at Home Day 2024, the NHF are calling on the new UK Government

to provide a plan and long-term funding for supported housing including a commitment to deliver an extra 167,000 supported homes by 2040.

Built in 2008 beside the Birmingham Canal, Swallow Fields provides 62 two-bedroom apartments for people aged over 55. Swallow Fields offers a diverse range of services, from providing self-contained homes to support and care to residents when required.

[> Read more](#)





OUR COMMITMENT TO YOU

We strive to provide the best service we can, but we recognise sometimes things go wrong. When this happens, we will do everything we can to resolve the issue.

We have a dedicated customer contact centre and complaints team. If a constituent or member of your community contacts you about issues with our services, please don't hesitate to get in touch with us:

Call 0300 111 7000

Email info@greensquareaccord.co.uk

Visit [greensquareaccord.co.uk](https://www.greensquareaccord.co.uk)

Connect [linkedin.com/company/greensquareaccord](https://www.linkedin.com/company/greensquareaccord)

Like [facebook.com/greensquareaccord](https://www.facebook.com/greensquareaccord)

Tag [instagram.com/greensqaccord](https://www.instagram.com/greensqaccord)

TELL US WHAT YOU THINK!

We want future editions of this update to reflect what you would like to see. Please take this **short survey** to help us make sure they do.

