



GSA
PARTNER NEWS
SUMMER 2024



REPORTING

BACK

Welcome to the Summer 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 National Housing Federation to put building affordable homes on the agenda.
- ◆ How we're investing in new, high quality and affordable homes across our localities.
- ◆ Where our Customer Roadshows have taken place this Summer and how we have acted on feedback from last year's sessions.
- ◆ 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.

Senior colleagues and I regularly meet with MPs and other elected representatives and we participate in initiatives such as the local area boards in Wiltshire. We are always happy to collaborate and discuss any concerns you may have.

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 (KPI's) 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

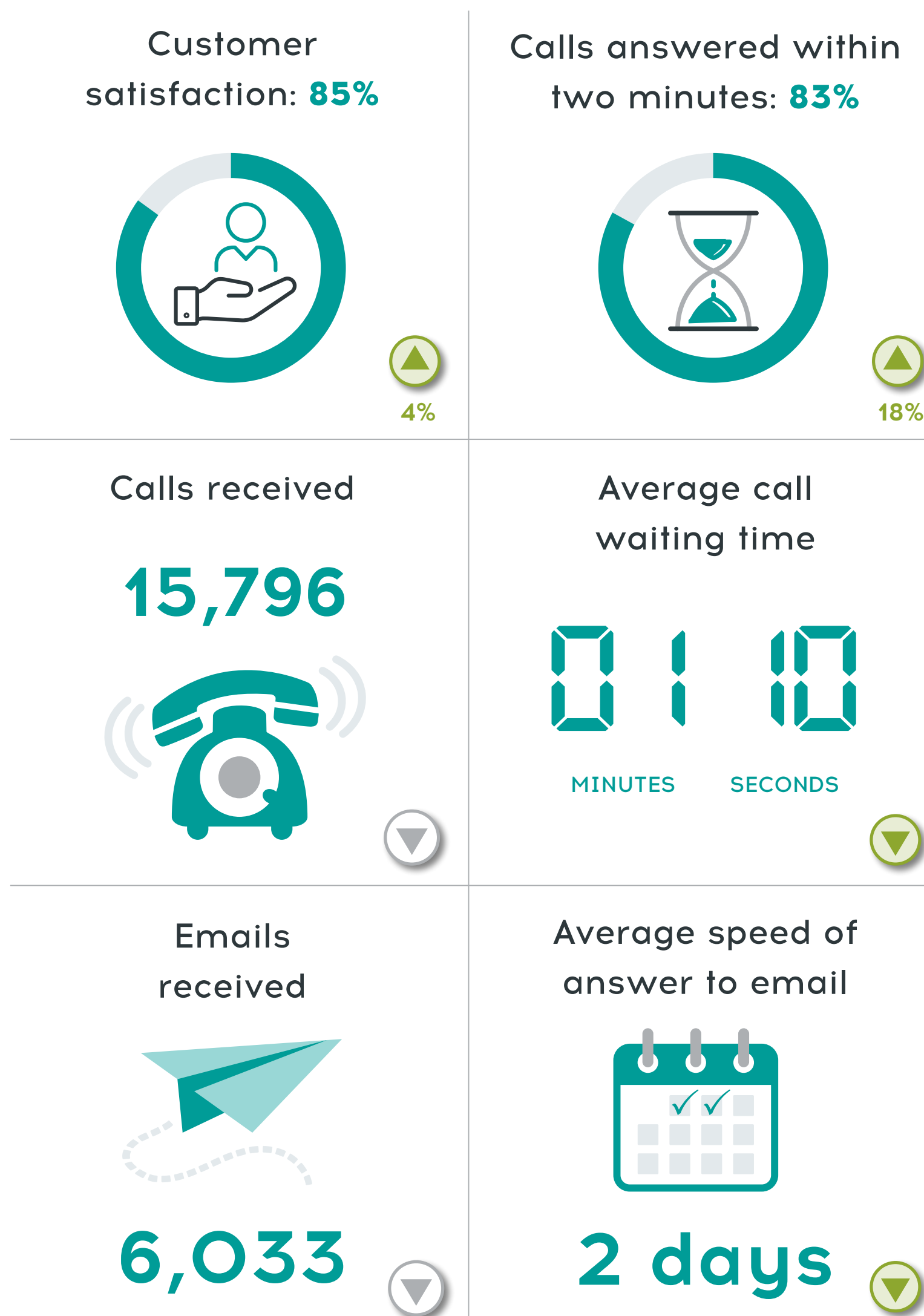
Complaints resolution

- ◆ Customer satisfaction
- ◆ Responded to within 10 days

See our latest performance infographic on the next page



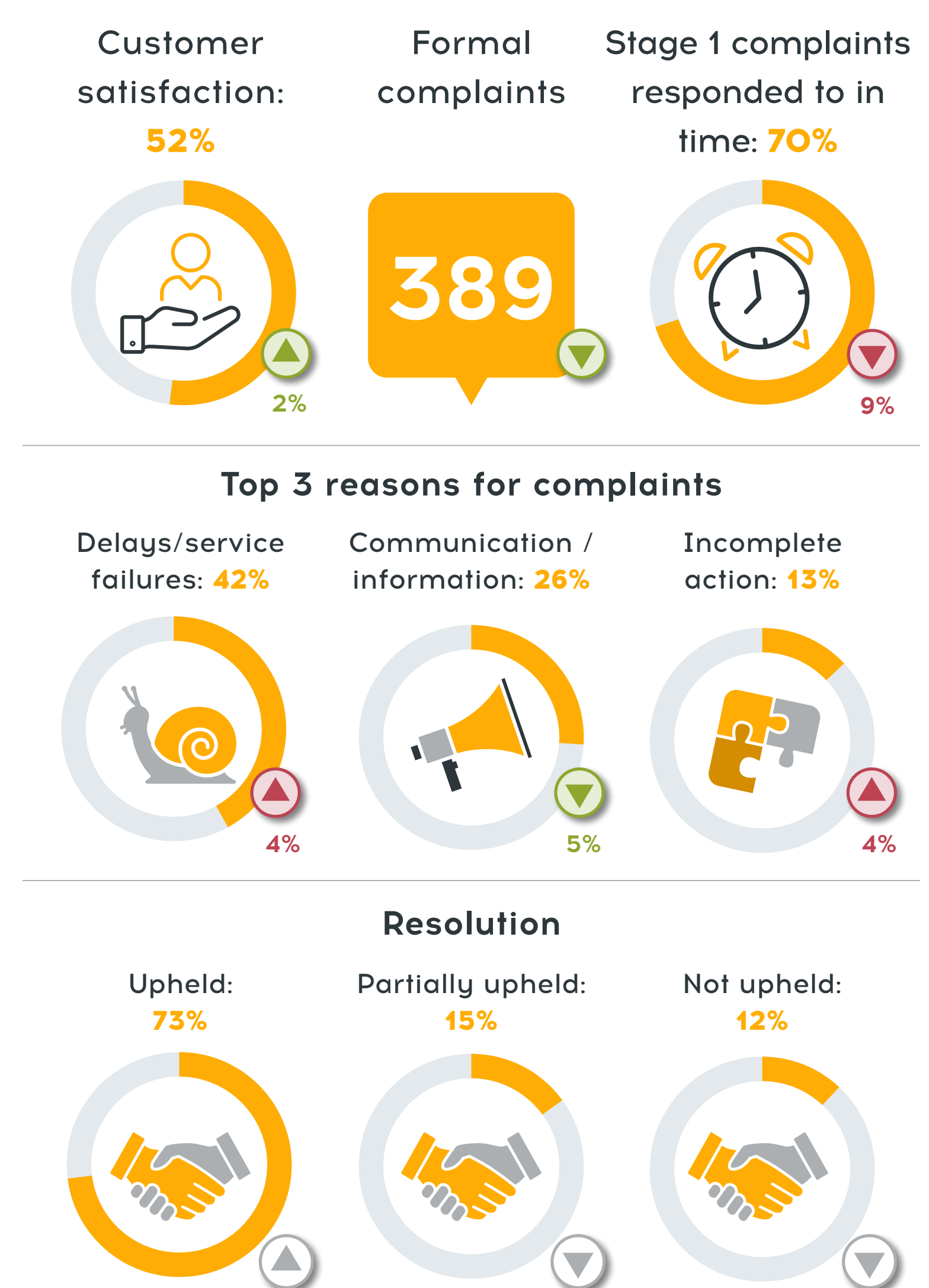
Customer Contact Centre



Repairs



Complaints



BOARD NEWS



Tributes paid to Robin Bailey

Tributes have been paid to our former Board Chair Robin Bailey after he sadly passed away.

Robin died on the early hours of Monday 13 May 2024, aged 74, following a battle with illness. He stepped down from his position as the Chair of GSA at the end of March after completing his three-year term.

Ruth Cooke, our Chief Executive said “On behalf of everyone I want to pass on our deepest condolences to Robin’s wife Sally and his family and friends. Our sector has lost a true champion.”

[> Read more](#)

STRATEGY UPDATE



Progress check sets out our performance against our business strategy objectives

A new report, Progress Check, sets out how we are performing against our strategy objectives.

Progress Check, published on our website, supplements the Customer Annual Report and Financial Statements we produce every year.

When we launched our Simpler, Stronger, Better strategy in April 2023 we promised to publish a report each year to outline the progress we are making against each of our four objectives.

Progress Check includes:

- ◆ a summary of what we achieved in year one
- ◆ our priorities for year two
- ◆ where we are on our five-year journey
- ◆ key performance indicators.

[> Read the update here](#)

WORKING WITH

WMHAP



We're supporting the West Midlands Housing Partnership 2024 Manifesto

In April, the West Midlands Housing Association Partnership (WMHAP), launched their manifesto ahead of the local government and regional elections which took place on Thursday 2 May.

WMHAP is made up of 17 social landlords, including GSA, who collectively own and manage 200,000 homes for around one million people in the West Midlands, employ 7,000 local people and contribute over £1.2bn to the regional economy.

The WMHAP manifesto is a collective call for action, to ensure everyone has access to safe, good quality and warm homes.

In their manifesto the housing providers are calling for collaboration with the WM Mayor and West Midlands Combined Authority to find solutions to unlock additional supply, regenerate our brownfield sites into much needed homes, create the right environment to attract external funding to the region, create a partnership anchored in 'roots' and 'place', open new routes to partnership and funding; create coherence across the region and a level playing field between the constituent local authorities and design out homelessness in our region.

The launch of the WMHAP manifesto coincided with the Housing, Communities and Regeneration Hustings on Tuesday 16 April. The hustings saw candidates for the West Midlands Mayor role go head-to-head in a live debate focused on housing issues in the region.

Shortly following the General Election, held on Thursday 4 July, an updated version of the WMHAP manifesto was sent to newly- elected and re-elected MPs across the West Midlands region.

[> Read more](#)

CALLING FOR A

LONG-TERM PLAN

We're backing the National Housing Federation's long-term plan for housing

Ahead of the UK General Election held on July 4, we got behind the National Housing Federation's (NHF) long-term plan for housing and joined the call for political parties to act.

Last year (2022/23), for every new social home built in England, six households were accepted as homeless by their local council, while more children than ever before are living in temporary accommodation.

The NHF, the trade association who represent member housing providers in England including GSA, are calling for a long-term plan to address the housing crisis.

By 2035, the NHF's plan for housing would seek to:

- ◆ Fix child homelessness
- ◆ Halve overcrowding
- ◆ Provide the security of a social home for one million more people
- ◆ Ensure a warm and decent home for seven million more families
- ◆ Improve affordability and boost productivity by ensuring every region has the homes it needs to grow.

[> Read more](#)



ENGAGING
EFFECTIVELY

We are passionate about our communities, and we understand that to be an effective partner we need to communicate clearly with the organisations and individuals we work alongside.

We know that we need to improve how we engage with our partners, and we recently completed research which will help us achieve this. We engaged an independent agency, Creative Bridge, who conducted in-depth interviews and surveys of key stakeholders from each of our partner groups – including local authorities, suppliers, developer partners, peers and others. This has given us rich intelligence about what we are doing well and where we need to improve. We will use this intelligence to create a strategy to make sure we engage with partners more effectively moving forward.

We will share more information about the research and outcomes soon.



LISTENING TO OUR CUSTOMERS

Customer Roadshows have returned this Summer

After a positive response last year, we have brought back our customer roadshows this summer.

Starting in late July, our roadshows are focussing on community safety, which was a priority theme that emerged from last year's roadshow feedback.

Our locality roadshows give us the opportunity to engage with our customers in their own neighbourhoods, walk the area and most importantly listen to our customers to understand how we can improve our services.

We are inviting customers to come along and meet their locality team

and other local partner agencies who provide services in their community. This will help us, and our partners, build a better understanding of what is happening in their neighbourhoods and how we can work together to manage any issues.

We have now completed half of our roadshows, having already visited Daventry, Wiltshire, Gloucester, Dudley Birmingham and Chippenham. The remaining stops will include Walsall and Banbury.

[> Read more](#)

Decarbonisation works completed or underway in 139 of our homes

We have started or completed energy efficiency upgrades to 139 of our homes since launching our Decarbonisation Project last spring.

This milestone was enabled by a successful joint bid to the Social Homes Decarbonisation Fund (SHDF) alongside the six other housing associations which form the Matrix Housing Partnership.

The Matrix Housing Partnership is a consortium of seven social landlords including GSA, Black Country Housing Group, Citizen Housing Group, Pioneer Housing and Community Group, Rooftop Housing Association, Trent & Dove Housing and Trident Housing Association.

We have completed and are continuing to deliver a variety

of regeneration works including installing air source heat pumps, cavity wall insulation, new windows and doors, loft insulation and other measures to improve ventilation to our homes.

The works, overseen by our Decarbonisation Project Team, are targeted to upgrade our less energy efficient homes so that they have an energy performance certificate (EPC) rating of at least C.

In March 2023, the Matrix Housing Partnership secured £12million in funding from the Department of Energy Security and Net Zero (DESNZ); which manages the SHDF, to help make 905 homes across the Midlands and South West more energy efficient.

[> Watch the animation](#)

You Said, We did: Looking back at our 2023 Customer Roadshows

Hundreds of customers attended our 2023 roadshow events and some common themes emerged from the consultations revealing that customers were concerned about the maintenance of their homes, the status of outstanding repairs and the upkeep of communal spaces.

We've looked at each of the areas of feedback and we wanted to provide an update on what we've already put in place or will be putting in place to help make these improvements. We have compiled this feedback into a 'You said, we did report'.

[> Read more](#)

BUILDING NEWS

We have been included in the list of the **Biggest Builders** compiled by leading trade publication **Inside Housing**

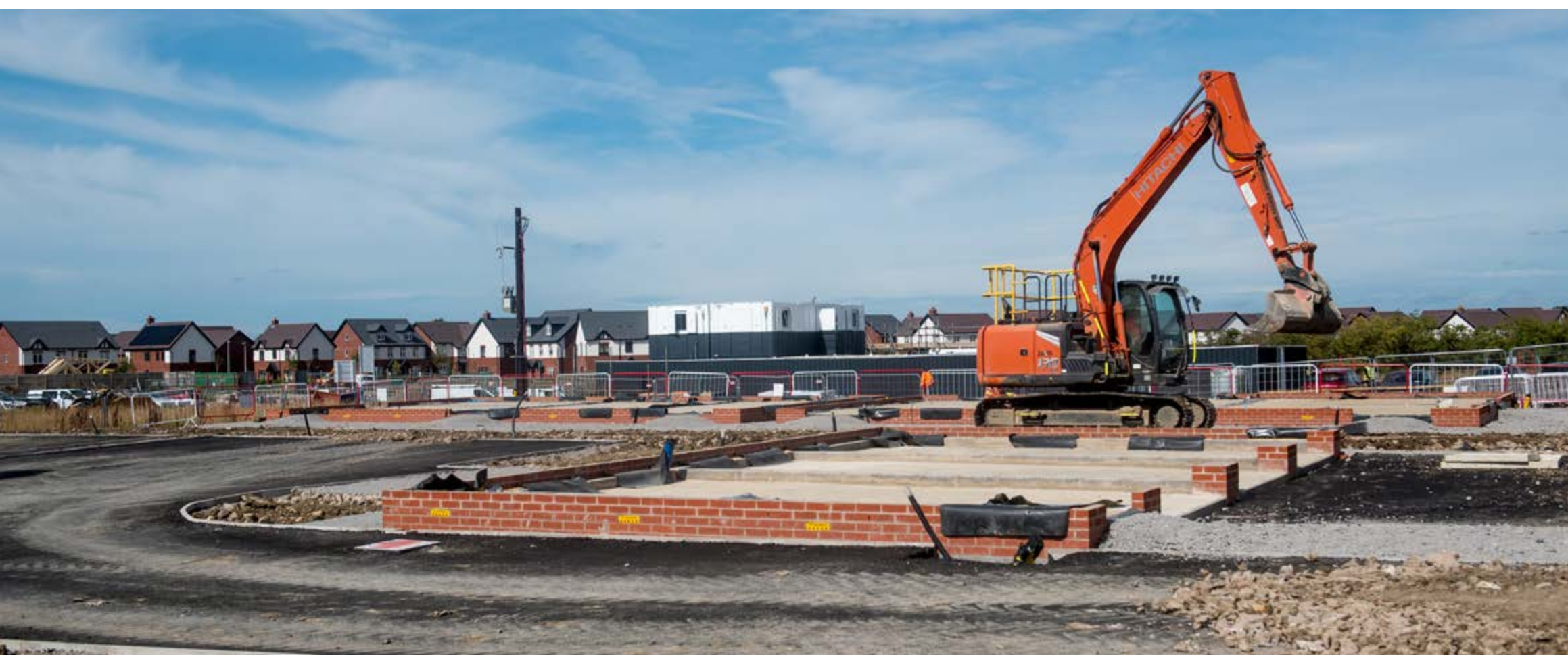
The Top 50 Biggest Builders list is of housing associations who are building the most homes in the UK.

Placed at number 37 of 50, we delivered 510 homes between 01 April 2023 and 31 March 2024. Last year, we provided 70 homes for social rent, 290 for affordable rent with the remainder available under a shared ownership scheme or for open market sale.

Across the West Midlands, Oxfordshire, Gloucestershire and Wiltshire we have delivered bungalows, one- and two-bedroom apartments alongside two- and three-bedroom houses.

LoCaL Homes, our award-winning advanced offsite housing manufacturing facility in Walsall have played a crucial role in maintaining our position in the top 50 Biggest Builders.

[> Read more](#)



LoCaL Homes and partners short-listed for **Development Award** by **Inside Housing**

We're delighted to announce that the Samlet Road development, for which LoCaL Homes have been a key supplier, has been nominated for the Best Build to Rent Development at the Inside Housing Development Awards.

Located in Swansea, the Samlet Road development is transforming the former site of a car dealership into 35 high-quality, EPC-A rated social homes. Each home is designed to a high standard and specification, with sustainable features aimed at reducing energy costs for tenants.

The winners of the Inside Housing Development Awards will be announced on Friday 27 September 2024 at the Royal Lancaster in London.

[> Read more](#)



Customers move into our new affordable homes in Chippenham

We've delivered 17 new affordable homes situated on the south-western edge of Chippenham.

Our new homes in Chippenham, located in the wider Hunters Moon development Hilltop View, built by Taylor Wimpey, comprise 11 properties reserved for affordable rent with the remaining six available under a low-cost home ownership scheme.

With one-bedroom maisonettes, two, three-and four-bedroom homes and a bungalow on offer at Hunter's Moon, our homes within the scheme cater to a variety of local housing need.

The homes reserved for affordable rent comprise of two one-bed maisonettes, three two-bedroom houses, four three-bedroom houses, one four-bedroom house and one bungalow. There are four two-bedroom homes and two three-bedroom homes which were made available through shared ownership.

[> Read more](#)



Construction resumes on community-owned development in Stirchley

Building works have resumed for a community-owned development which will provide 39 new homes and three retail units in the heart of Stirchley, South Birmingham, following a change of contractor.

Works temporarily paused for the development, located on the junction of Pershore and Hunts Road, following Tricas Construction, the building contractor appointed for the project, entering into liquidation earlier this year.

The £10.4 million development which will be owned and managed by Stirchley Co-operative Development (SCD) will provide:

- ◆ 39 affordable rental homes with laundries and common garden spaces.
- ◆ Fit-for-purpose premises for three existing co-operative businesses that are currently renting privately in Stirchley.
- ◆ A new community space including a pedestrian walkway, seating, a shared garden and cycle parking.

Our inhouse construction team took over the contract for SCD's development in April 2024.

[> Read more](#)



Handovers complete for our homes in the River Meadow scheme in South Oxfordshire

Handovers are now complete at our homes in the tranquil village of Stanford in the Vale, Oxfordshire.

We have provided 35 new, high-quality affordable homes located within the larger River Meadow development built by David Wilson Homes.

The new homes are helping to meet a variety of local housing need by providing 28 homes for affordable rent and making another seven available under a shared ownership scheme.

The River Meadow development is conveniently located less than a 40 minute drive from the medieval city of Oxford, 15 miles away from Swindon and is in striking distance of the M4 making a commute to Reading or Newbury comfortable.

[> Read more](#)

Construction commences in Edgmond, Shropshire

We're working with Upper Langley Homes to deliver 24 affordable homes in the beautiful Shropshire village of Edgmond near Newport.

Our new development, located on land adjacent to the Edgmond Lion Pub, will comprise 18 homes for affordable rent and six homes available under a shared ownership scheme. All of the homes provided in the scheme will be two-bed or three-bedroom houses.

As part of the highway works, a new vehicle speed awareness sign has been installed adjacent to the Edgmond Lion to monitor speed in the village at the new highway junction.

[> Read more](#)



Celebrating progress at Springvale phase two

Colleagues working in the Development and Construction teams, were invited to Springvale Bowling Club, on Millfields Road, Bilston for an open morning on Saturday 15 June.

Our inhouse construction team is currently building 57 new and energy efficient social homes on land next to the Bowling Club.

During the open day, colleagues were taught how to play bowls by club members, but the heavy rainfall prevented the scheduled friendly tournament. The practice session was followed by a buffet lunch and hot drinks to suit the inclement weather.

[> Read more](#)



New household opened at Bowbrook

Bowbrook, our state-of-the-art dementia-specialist residential care home, has recently opened a new accommodation block with a special event to mark the occasion.

Located just outside of Lichfield, Bowbrook provides first-class facilities for people living with dementia and complex needs.

The new accommodation at Bowbrook, known as Marigold House contains 15 en-suite bedrooms which are suitable for couples and individuals over 55. In keeping with the other houses at Bowbrook, Marigold has a communal kitchen diner, cinema room, lounge and access to outdoor space.

Cllr. Mike Wilcox, who represents Lichfield Burntwood South division on Staffordshire County Council was invited to officially open the Marigold household.

During his visit Cllr. Wilcox had the opportunity to take a tour of the new accommodation, meet members of the care team and sample a selection of items from the menu at Bowbrook.

[> Read more](#)

Joining the Reimagining the Region Network

The network was established by an independent think tank, Centre for the Midlands, and brings together diverse organisations who share a common goal of making the West Midlands an even better place to live, work, play, study and invest. It was launched by the West Midlands Mayor in 2021 and has since grown into a partnership of over 65 members from different sectors hailing from across the region.

The benefits of network membership include opportunities to engage with the West Midlands most senior decision makers, priority invitations to participate in roundtables, the opportunity to provide thought leadership pieces and a great place to network with other like-minded organisations.

[> 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)

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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.

