



**Green
Square
Accord**

GSA

PARTNER NEWS

WINTER 2025



REPORTING

BACK



Welcome to the Winter 2025 edition of our GSA 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 have launched a new customer feedback page on our website.
- ◆ How we're investing in new, high quality and affordable homes across our localities.
- ◆ The projects we have supported, via 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

Customer satisfaction: **83%**



▲ 1%

Calls answered within two minutes: **51%**



▼ 6%

Calls received

14,578



Average call waiting time

04 27

MINUTES SECONDS

▲ 1m 15s

Emails received



4,892

Average speed of answer to email



4 days

Repairs

Customer satisfaction: **90%**



◀▶

Fixed right first time: **91%**



▲ 1%

Repairs reported



7 4 6 8

Repairs completed



6,757

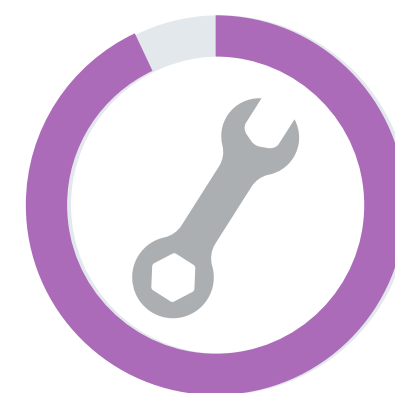
▼ 1,337

Emergency repairs completed within 24 hours: **98%**



◀▶

Routine repairs completed within 28 days: **93%**



▲ 8%

Complaints

Customer satisfaction: **83%**

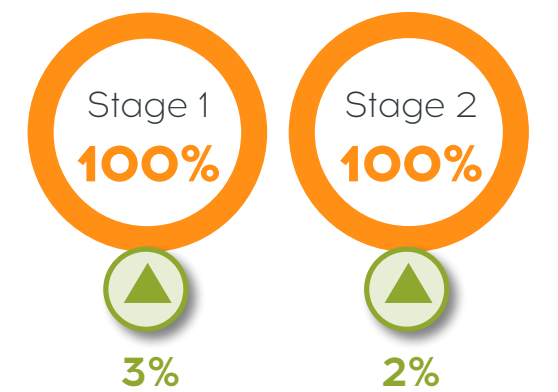


▲ 23%

Stage 1 complaints



Complaints responded to in time:



▲ 3%

▲ 2%

Top 3 reasons for complaints

Delays/service failures: **55%**



▼ 2%

Communication / information: **21%**



▼ 1%

Incomplete action: **14%**



▲ 3%

Resolution

Upheld: **66%**



Partially upheld: **15%**



Not upheld: **19%**





Important news about our Chief Operating Officer

Maxine Espley, our Chief Operating Officer will be leaving GSA at the end of March 2025 having secured an exciting new opportunity to take on a chief executive role at another housing association.

Throughout her time at GSA, Maxine has contributed a huge amount to our organisation dedicating almost a decade of her career to us. We will use the next few months to explore how we shape our Executive Team to ensure we can drive operational delivery in this very significant area of our business.

While we are sorry to see her leave, we wish Maxine well for the future.

The search for two new GSA board members has started

Our board helps to set our strategic direction and works with our Executive Team to ensure we are held to account for the overall performance of the organisation and compliance with regulation and legislation. The board also helps to ensure risks to the organisation are understood and managed, and helps to safeguard assets, finances, customers and our colleagues.

We are seeking two new board members to bring their skills, insight, and expertise to our organisation. We're looking for candidates with experience of working in the social housing sector at a senior level or with expertise in a complimentary field.

Applications close on Friday 31 January and interviews will take place on Wednesday 19 February.

Please note current employees of GSA are not able to apply to join our board.

For more information about our board click [here](#).

To find out more about the vacancies click [here](#) and please consider sharing the opportunity with your networks.

Introducing our new strapline

After launching our 2023-28 business plan, Simpler, Stronger, Better, it was clear our existing strapline; Building Better Lives, no longer fitted our vision and that we needed to articulate our purpose and what we do more clearly.

We consulted our colleagues and customers in a series of workshops and surveys to arrive at a new GSA strapline, purpose statement and organisational narrative. Two clear themes emerged during our consultation with colleagues and customers:

- ◆ Unsurprisingly home was the most common theme. It was felt we needed to give a sense that providing homes is the heart of our work and the word 'home' best sums up what we do.
- ◆ Colleagues and customers also felt it was important to convey a sense that by providing homes in a range of settings, with support that matches the needs of our customers, we build a foundation from which they can thrive.

Our new strapline is 'We Thrive at Home', and our updated purpose and narrative reflect these themes and they have been shaped by the feedback we received during our colleague and customer consultations.

WE THRIVE >
AT HOME >

You can read more about our new strapline [here](#).

SPOTLIGHT ON OUR COMMUNITY IMPACT FUND

Our Community Impact Fund was a key commitment within our objective to improve our customer offer. The fund awards grants of up to £1,000 to community groups and organisations whose projects benefit our customers and their local communities.

It is aimed at supporting the work of tenant and resident groups, local charities, voluntary and community groups and organisations who operate in our areas to develop projects that deliver outcomes to benefit our customers and the communities we work in.

All projects are reviewed before being presented to our Customer Panel who make the final funding decisions.

Here are some of our recently awarded projects:



Funding awarded to Gloucestershire children's charity

Gloucestershire Bundles, a charity that provides clothing for children from newborn to 16 years old in Gloucester, has received a £1,000 grant from our Community Impact Fund.

In 2013 the charity began providing items for children up to age 5, but within a few years the upper age increased, and now they provide clothing for all children and teens up to age 16. They have also found the numbers of referrals have increased, so they applied to our Community Impact Fund for a grant to help them.

We have over 1,000 GSA properties across Gloucestershire as well as our Gloucestershire Domestic Abuse Support Service (GDASS), so this charity was a natural partner for us.

[> Read more](#)



Supporting youth outreach in Calne, Wiltshire

We awarded The Open Blue Trust a grant of £1000 through our Community Impact Fund. This funding will support the bus visiting Calne town centre on Friday evenings to help create a safe and engaging space for 11- to 13-year-olds.

The Open Blue Bus offers a welcoming environment with a variety of activities, including board games like chess, electronic and outdoor games, and table football. Young visitors can also enjoy treats like hot chocolate and cheese toasties.

Beyond providing entertainment, Open Blue Trust builds meaningful relationships with these young people, offering an extra listening ear whenever needed. Thanks to their generous supporters, all of this is free at the point of delivery. For over 15 years, Open Blue Trust has been a cornerstone for young people in Calne.

[> Read more](#)

COMMUNITY IMPACT FUND



GSA grant funding supports new youth club for Didcot, Oxfordshire

We have awarded TRAIN, a charity providing support and opportunities for children and young people in Didcot and Wallingford, a grant of £1000 to help establish a new youth club in West Didcot.

The funding will contribute towards venue hire, staffing costs and materials for activities at the youth club.

The new youth club, managed by TRAIN, will be located close to homes which we have provided at the Didcot Grove development and began operating in September 2024.

[> Read more](#)

CUSTOMER

FEEDBACK

We've launched a new listening to your feedback page on our website

At GSA, we place great value on the views of our customers. Feedback is vital in helping us understand what we're doing well and where we can improve.

We receive feedback in a variety of ways. These include satisfaction surveys customers complete when they have received a direct service from us, complaints and compliments, listening events such as our customer roadshows and feedback from our Customer Panel.

On this new page you can read about the actions we've taken and what we still plan to do based on the feedback we've received about the things that matter most to our customers. The feedback is categorised in the following sections:

- ◆ Overall satisfaction
- ◆ Repairs and maintenance
- ◆ Estate services
- ◆ Customer engagement
- ◆ Complaints handling
- ◆ Anti-social behaviour

[> Read more](#)



BUILDING NEWS

Latest GSA customers welcomed to innovative Oakfield development

The £50 million Oakfield scheme is being brought together by Nationwide building society and will deliver a total of 239 homes – 71 of which are earmarked for affordable rent and shared ownership. The affordable homes at Oakfield will be occupied by GSA customers.

Our homes at Oakfield cater to a variety of housing need by providing 42 one-bedroom apartments and maisonettes which are reserved for affordable rent alongside 29 two and three-bedroom houses which are available under a shared ownership scheme.

The most recent customers to arrive at Oakfield are moving into the apartment block which comprises one-bedroom apartments. The apartments sit above a community hub which serves as a focal point for Oakfield residents.

[> Read more](#)



We've delivered 27 new affordable homes in Didcot

Working in partnership with Vistry, we've delivered 27 new, high-quality and affordable homes located on the Didcot Grove development in South Oxfordshire.

The new homes on Didcot Grove, bought and managed by us, comprise of one- and two-bedroom apartments alongside semi-detached two-bedroom and three-bedroom houses.

We have helped to meet a variety of local housing need by providing 20 homes for affordable rent with the rest available under a low-cost home ownership scheme.

[> Read more](#)



Homes for West Midlands LLP appoints two framework contractors

The Homes for the West Midlands Limited Liability Partnership (LLP), a consortium of five housing associations including GSA, have appointed Lovell and Keon Homes to be their framework contractors on the first affordable housing developments they plan to deliver.

Homes for the West Midlands LLP is working with the West Midlands Combined Authority on ways to accelerate delivery of the region's affordable housing ambitions by identifying new opportunities and sites for the construction of homes that are genuinely affordable for local people.

[> 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.

