

WE ARE

GSA



**Green
Square
Accord**

STAKEHOLDER NEWS

AUTUMN 2022





MOVING FORWARD

Welcome to the autumn 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:

- ◆ Our annual performance for 21-22
- ◆ How we're moving forward with our plans to involve customers at the heart of our work
- ◆ The work we are doing to establish a consistent culture for our colleagues to help us to deliver the best service we can
- ◆ Our exciting work on a sector-leading project to provide the UK and Europe's first virtually plastic-free homes.

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
Chief Executive



In September we published our 2022 customer annual report.

The report, which we produced as an interactive flipbook for the first time, documents our work and our performance for the 2021-22 financial year.

It gives an account of how we performed across our services, including:

- ◆ How our customer contact centre responded
- ◆ Repairs and investing in our homes
- ◆ Involving customers in our work
- ◆ How we're proactively investing in our communities
- ◆ An update on our care and support work
- ◆ Our work to build new homes..

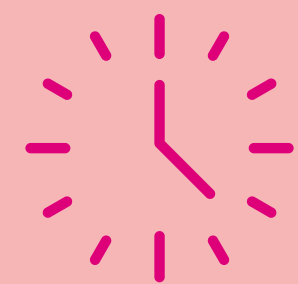
Since we sent the report out in early September it has been read by more than 4,000 customers.

SHARING

OUR

PERFORMANCE

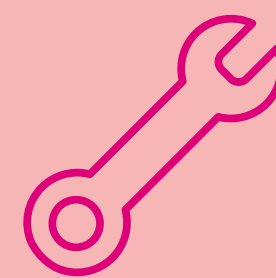
2021-22
headline
numbers



1,448,634 hours of
care provided



186,486 calls
answered



51,158 repairs
completed



£21.2m invested in
our homes in total



£437,000 in equivalent
extra income gained for
customers with support from
our Financial Skills Team



722 new homes
completed

INVOLVING OUR CUSTOMERS

We are committed to involving our customers in a meaningful way, so our service reflects their feedback.

In late 2022 we will launch our new Customer Panel; bringing our two old customer panels which reflected the structure of our organisation before our merger into one. The panel will be made up of customers from across our localities and will allow us to make improvements in a more consistent, focused way.

We successfully recruited our Panel Chair in September after receiving 75 applications and we will finalise the recruitment of our panel members in October.



MAKING IT SIMPLE

Our locality model

We have developed a new animation to give a simple explanation of our locality model to our customers and partners.

We launched our locality model in April 2022, and it is already helping us to provide much more responsive services to people in our communities. The model focuses on four locality areas based on their geographical location, and also where possible based in the same local authority area. This approach brings together expertise, local knowledge and communication from across our teams and directorates, to deliver the right service at the right time for our customers.

Watch the video here:





SUPPORTING OUR CUSTOMERS

As the cost of living crisis continues, we are committed to doing all we can to support our customers.

In September we launched a cost of living hub on our website which signposts customers to a range of advice, support, and resources and provides details of how to access support from our teams.

We are running a communication campaign to direct people to the hub and more than 3,000 customers have visited it already.



PREPARING FOR WINTER

As we approach a challenging winter we will be communicating with our customers and providing support.

This will include a new hub on our website with guidance on how to avoid common issues people experience during colder months - including damp and mould and frozen pipes. The hub also includes information on how to keep fuel bills down and access financial support.



WORKSPACES FIT FOR THE FUTURE



We want to make sure our workspaces support us to deliver the best services for our customers - that's why we're reviewing our way of working and office locations.

As part of this we are considering the option of selling both our main offices in Chippenham and West Bromwich. Both these buildings are significantly under-occupied at present and neither has been open to customers since the outset of the pandemic in 2020. These offices have high running costs which are not sustainable and do not represent an efficient use of our resources.

In the long term we intend to move to a hub and spoke model with a more central head office and smaller hubs in our localities which will better support us to work flexibly and enable our colleagues to provide services in a more focused way. We will communicate with our customers and keep them updated.

THE GSA WAY: HOW WE DO THINGS



To provide services we can be proud of we need informed, engaged and motivated colleagues.

In September we launched the GSA Way: our GreenSquareAccord culture and behaviours. This is a special moment for us: the product of a collective effort by colleagues to set out what sort of organisation we want to be.

Our corporate strategy sets out our objectives, and we recognise how we work together to achieve those goals is every bit as important. If our objectives are our what and when, our culture and behaviours represent our how and why.

The GSA Way features a series of commitments and behaviours we expect all colleagues to aspire to.

We have embedded the GSA Way into all our key people processes – from onboarding of new colleagues through to performance management. This will help to make sure we live and breathe these behaviours in our work so that we can achieve the biggest impact for customers across our localities.

Measuring colleague engagement

We know to provide great services we need motivated colleagues. That's why we survey our colleagues on a regular basis to measure how engaged they are. In our most recent survey our headline engagement figure increased from 71% to 73.3%. We have identified areas for improvement and we are committed to addressing these.

Watch our video here:



A SUSTAINABLE

FUTURE

The UK and Europe's first plastic free homes

We have completed a ground-breaking project to build the first plastic free homes in Europe and the UK.

The innovative development in Redditch, in the West Midlands, provides 12 affordable homes built using carefully sourced plastic free alternatives as an example of what can be achieved to reduce environmental impact.

The project is the result of collaborative working with Redditch Borough Council and is part of the CHARM (Circular Housing Asset Renovation & Management) partnership, made up of representatives from four European countries: the UK, France, Belgium and the Netherlands.

It featured as the top story on BBC Midlands Today, on BBC Radio WM and Inside Housing – the biggest publication in the sector.

A VISIT FROM HOMES ENGLAND



We recently hosted a team of Homes England representatives, including Sharon Kenny – Assistant Director, Provider Management, at our LoCaL Homes factory.

The representatives joined Chris Hagan, our Director of LoCaL Homes and Mark Patchitt, our Director of Development for a presentation and factory tour to learn more about LoCaL Homes and its low-carbon timber frame panels.

The visit comes ahead of the introduction of the Future Homes Standard which will ensure that new homes built from 2025 produce 75-80% less carbon emissions. Developers who build new homes in adherence with the Future Homes Standard can apply for Homes England funding.

LoCaL Homes is already manufacturing its Eco range of timber frame panels for developments, helping us and other housing associations and contractors across the country achieve the standard ahead of time.

It has been named as one of six manufacturers chosen to supply 2D panelised systems to be assembled on-site, in a new £600m deal with an alliance of housing associations and councils.

The deal has been arranged by the National Housing Federation-backed Building Better alliance of 29 housing associations and local authorities that manage over 215,000 homes across the UK.

[Read the full story here >](#)



A smart way to celebrate

We're delighted to announce that our smart collection points with Jewson Partnership Solutions (JPS) have been shortlisted for the Innovator of the Year award at the UK Housing Awards.

The UK Housing Awards showcase the very best of UK housing and organisations that are delivering high-quality homes and services in partnership with the communities they serve.

Our partnership with JPS is delivering a fresh approach to social housing repairs thanks to the UK's first smart collection points which give operatives round-the-clock access to materials or tools they've ordered, whenever and wherever they need them.

[Read the full story here >](#)

NEWS IN BRIEF

Work starts on our new Bristol development

We have started work on an exciting new development in Bristol. The development, named Bonnington is our first development in this local authority area.

We're working with Legal & General to provide 93 affordable homes at Bonnington, Lockleaze, Bristol. They will be affordable homes, with 55 available for social rent and 38 for shared ownership. They will be a mix of flats, two, three and four-bedroom houses and two-bedroom bungalows.

All, except the four-bedroom and wheelchair accessible homes will be modular homes. This off-site construction will mean the homes can be built cleaner, quicker, and with less waste compared to traditional build.

[Read more >](#)

New supported housing scheme opens in Telford

We've recently opened a new supported housing scheme in Telford.

Christine Avenue is a four bedroom 24-hour supported living service for adults with learning difficulties and physical health needs. All customers have their own tenancy with First Choice Housing, a housing association who provide quality accommodation solutions for people with disabilities, veterans and additional complex needs across Wales and Shropshire.

At Christine Avenue we support customers in a variety of ways. We help develop skills that people need to maintain their home, build on healthy lifestyles, offer support with learning difficulties, physical needs and personal care which often includes medication administration, socialisation, volunteering, training opportunities and budget support.

[Read more >](#)

Dementia Champions Group launches

Our first Dementia Champions Group meeting took place during World Alzheimer's Month.

We provide personalised dementia care and support across a broad spectrum of needs from pre-diagnosis to end-of-life.

Our new Dementia Champions initiative aims to have a group of colleagues from across our residential services who are trained up to have knowledge, understanding and skills in the care of people with dementia. They will encourage, support, and motivate others to make a positive difference to people living with dementia within the care setting. They will also help to promote and raise awareness of dementia.

[Read more >](#)

A place in national care top 30 for Maxine



Our Executive Director of Care and Support Maxine Espley has made the Care Talk Social Care Top 30 list of influential leaders.

Maxine has over 30 years' experience of delivering and leading care services and was also recognised for her contribution to the sector in the 2022 Queens New Year's Honours list.

[Read more >](#)

Pledge marks commitment to tackle ASB

Rachel Crownshaw, our Executive Director of Operations, joined other Gloucestershire leaders to sign a pledge promising that anti-social behaviour (ASB) will be taken seriously, made easier to report and tackled in partnership.

The anti-social behaviour pledge has been developed by Safer Gloucestershire, a county-wide community safety partnership, led by Deputy Police and Crime Commissioner, Nick Evans. Rachel was representing GreenSquareAccord, and along with local councils, Gloucestershire Health & Care Foundation Trust, Bromford Housing and Young Gloucestershire she signed the pledge promising our commitment to its values.

[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)

Follow twitter.com/greensqaccord

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.

