



GSA
PARTNER NEWS
SPRING 2023





REPORTING

BACK

Welcome to the Spring 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 2023-28 business strategy, Simpler, Stronger, Better which sets out what we will achieve in the next five years and how we will make it happen
- ◆ How we've enhanced our performance information which covers the three most important areas for our customers: repairs, contact centre and complaints
- ◆ Exciting new housing developments we are leading on and how we are committed to investing in our existing 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





**Simpler
Stronger
Better**

**Business
Strategy
2023-2028**



We will **simplify**
and **strengthen**
our **business**



We will **improve**
our **customer offer**



We will **create**
a culture which
empowers our people



We will **improve the**
quality of our existing
and new homes

SIMPLER STRONGER BETTER



Our 2023-28 business strategy sets out what we will achieve in the next five years and how we will make it happen.

Our organisation and the world around us has changed since we launched our Simply Brilliant Together strategy back in 2021; just after GreenSquareAccord was created.

We have faced challenges in our organisation and the environment we are operating in - many of which could not have been predicted and are here to stay. We've also been able to learn more about the different parts of our business and understand what our priorities are.

We said in 2021 that we wanted to work with our customers to put them at the heart of everything we do and create a stronger, better organisation. While this ambition has not changed, our approach to achieving it must.

In our 2023-28 business strategy we set out a renewed approach with three core pledges at its heart: to make ourselves Simpler, Stronger and Better. Under these pledges sit four focused objectives and a range of projects which will make sure we deliver on our promise.

We believe passionately in our purpose to be a great social landlord, and our duty to be an organisation which can deliver the biggest impact for people in our communities long into the future. We believe the plans outlined here will empower us to achieve this.

MEASURING

SUCCESS

Since the end of last year, we have been sharing our performance monthly 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 recently launched our new 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

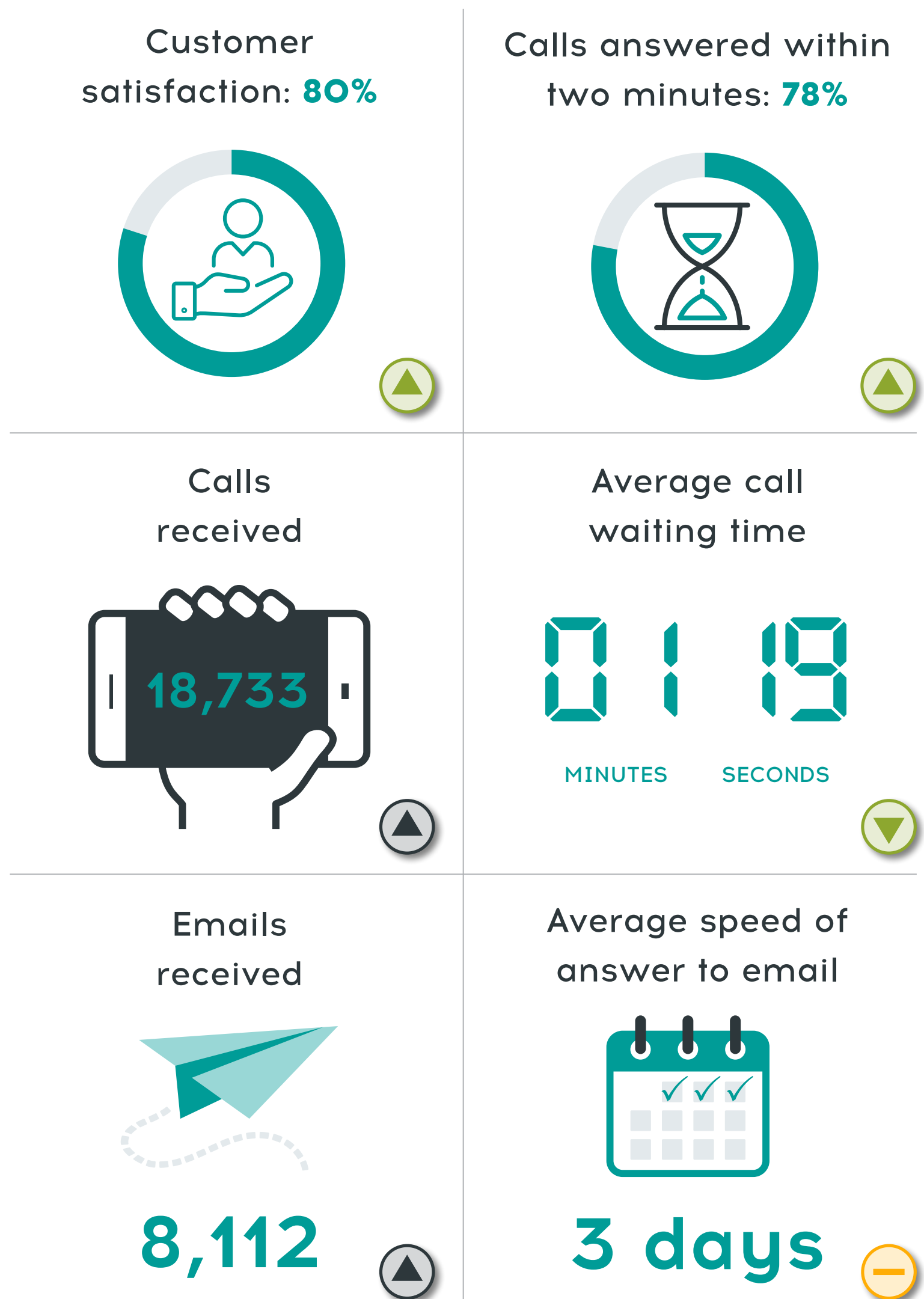
- ◆ Customer satisfaction
- ◆ Responded to within 10 days

We know there's still more to do, but by being open and transparent about how we're doing, the progress we're making, and what we still need to improve, we hope this will give our colleagues and customers confidence we are putting our words into action.

See our latest performance infographic on the next page



Customer Contact Centre



Repairs



Complaints



WELCOME ABOARD!

In March, we welcomed John Creswell and Cllr. Sharon Thompson to our GreenSquareAccord Board.



John is an experienced non-executive director with extensive knowledge of the issues facing complex customer facing organisations. He brings in-depth experience of housing, and community regeneration gained through his executive roles and from having advised Local Authority bodies, Government Agencies and Charitable Trusts as a consultant.

John has served on the Whitefriars Housing Group Board, been Chair of West Mercia Homes, and Senior Independent Director and Chair of Remunerations Committee on the Citizen Housing Board.

Now retired from employed roles John is passionate about pursuing opportunities to transform lives through mission driven organisations. As well as sitting on our Board, John will also be joining our Homes and Customer Experience Committee.

Commenting on his appointment to our Board, John said: "I hope my extensive sector and governance experience, together with my recent experience of supporting an Executive Team to implement transformational changes and service improvements can really help GreenSquareAccord."



Sharon started her career in housing management before moving into community development. She was elected to serve as a Birmingham Councillor in 2014 and in 2018 she was appointed Cabinet Member for Homes and Neighbourhoods. Her current portfolio includes housing, homelessness and major sporting events.

Sharon has served on several boards including being Chair of the West Midlands Combined Authority (WMCA) Homelessness Taskforce Members Advisory Group and a member of the Euro Cities Social Affairs Committee.

Sharon said: "Having lived in social and private housing myself, I consider myself an expert by experience. I'm always keen to find ways to incorporate the customer experience into housing policy and I really hope I can make a difference at GreenSquareAccord."

RECEIVING

RECOGNITION

Our smart collections partnership commended at Housing Digital Awards



In February, our smart collection points with Jewson Partnerships Solutions (JPS) were highly commended in the Best Repairs and Maintenance Innovation award at the Housing Digital Innovation Awards.

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.

We faced tough competition in our award category from FaultFixers, Mobyssoft, Platform Housing Group, Plentific, TCW and Voicescape.

[> Read more](#)

Our Building Better Opportunities team win inclusivity award

West Midlands-based employment support specialists Steps To Work hosted their Bridges Evaluation Event on Friday 27 January.

The event saw staff members, participants, and partners celebrating the success of the Building Better Opportunities Bridges projects.

Our Building Better Opportunities team along with Wolverhampton Voluntary Community Action, won the Contribution to Inclusivity Award.



Building Better Opportunities is a project we've been delivering since 2015 across the Black Country, funded by the European Social Fund and Big Lottery Fund, aimed at supporting adults aged 50 and over to access the job market.

[> Read more](#)

Our public bond was praised at the ACT Deal of the Year Awards

We were honoured by the Association of Corporate Treasurers (ACT) at their Deals of The Year Awards held on Tuesday April 4 2023.

At the awards ceremony, we were Highly Commended in the Bonds Below £750million category after we successfully secured a 25-year bond.



It is the first public bond to be secured by GSA. The bond was launched at an initial guide price of 235 basis points over gilts, but demand helped to drive this down to 210 basis points.

The judges highly commended our inaugural public bond which was successfully executed at a time when few transactions had taken place and the market was volatile. We issued a £400m, 25-year bond at a coupon of 5.25% under its sustainable finance framework, with ESG metrics aligned to reductions in Scope 1, 2 and 3 greenhouse gas emissions.

[> Read more](#)

We're shortlisted in two categories in the Housing with Care Awards

We're thrilled to announce that we've been shortlisted for not one, but two national Housing with Care Awards.

Care Talk Magazine's Housing with Care Awards celebrate excellence and diversity in the care and support sector, pay tribute to the frontline workforce and raise awareness of the different housing and retirement models to suit all needs.

Our Activities Coordinator Mark Phillips is a finalist in the Activities Coordinator Award category.

Mark was nominated by Katie Matthews, our Registered Manager at Walsall Extra Care.

Our Westend Care Team are finalists in the Care Team Independent Award category.

The team were nominated by Louise Chamberlain, our Registered Manager at West End Village. The awards take place on Friday 9 June 2023 in London.



[> Read more](#)

Our Head of Development, Mike Nolan, and Mike Doolan Sales and Partnerships Manager at LoCaL Homes brief Walsall North MP Eddie Hughes about progress at our Eagle Works development in Willenhall



OUR HOMES



Delivering new affordable homes

Walsall MP visits two of our housing developments set to provide 84 new affordable homes

Eddie Hughes MP, recently visited two of our affordable housing developments in his constituency, Eagle Works in Willenhall and Canalside Close in Blakenhall, to observe progress made on construction.

The two developments will deliver a combined total of 84 affordable homes.

Eagle Works, located on Somerford Place, will see a former factory transformed into a thriving living space containing 51 homes. The homes will be comprised of single bed and two bed apartments in addition to houses with two, three and four bedrooms.

The Canalside Close development will provide 33 affordable homes on disused industrial land close to the Wyrley and Essington canal.

The housing scheme will be comprised of one and two bed apartments alongside houses with two and three bedrooms totalling 33 new and fully affordable homes.

All the new homes across both schemes will be built using low carbon LoCaL Homes Eco-200 off-site closed timber panel system, which will reduce construction times on site, and achieve savings overall in terms of carbon release. The external wall panels will have a brick slip system applied in the Walsall-based factory. This will further improve both the quality and programme on site. Waste will also be dramatically reduced and will make for a much cleaner and safer site.

[> Read more](#)

Investing in our homes

Matrix Housing Partnership, a consortium of seven social landlords including GSA, has secured funding to make 905 homes across the Midlands and South West more energy efficient.

The associations pooled resources to prepare a bid, coordinated by GSA, in the second round of applications for the UK Government's Social Housing Decarbonisation Fund.

The Department of Energy Security and Net Zero (DESNZ), which manages the Social Housing Decarbonisation Fund, has awarded the Matrix Housing Partnership more than £12million to assist with the delivery of works to enhance the energy performance of their homes.

Funded by DESNZ, members of the Matrix Housing Partnership will deliver a variety of regeneration works including cavity wall insulation, installing new windows and doors, loft insulation, and measures to improve ventilation.

The works are targeted to upgrade older homes owned by the partnership so that they have an Energy Performance Certificate (EPC) rating of at least C.

Matrix Housing Partnership is a consortium of seven social landlords including GreenSquareAccord, Black Country Housing Group, Citizen Housing Group, Pioneer Housing and Community Group, Rooftop Housing Association, Trent & Dove Housing and Trident Housing Association. In addition to the significant reduction in carbon emissions which will result from this project, affordable warmth for the partnership's customers and preventing damp and mould issues are also key objectives.

[> Read more](#)

BUILDING

STRONG

COMMUNITIES



< The launch of the Flushing Away The Myths about Domestic Abuse campaign.
(L-R) Ciara Owens-Lattimore (Deputy Manager, GDASS) Chris Nelson (Gloucestershire PCC),
Tessa Davies (Service Manager, GDASS) and Chris Atine (Manager, Cafe Rene)

Gloucestershire Domestic Abuse Support Service (GDASS) have launched a campaign which aims to challenge common misconceptions about domestic abuse and promote their services.

GDASS is managed by GSA and is commissioned by Gloucestershire County Council, with support from the county's Office of the Police and Crime Commissioner.

The campaign, entitled 'Flushing Away the Myths about Domestic Abuse', is well under way with more than 1,200 posters now displayed in toilets across Gloucestershire, challenging the common misconceptions of domestic abuse.

The locations of the posters were chosen because for someone experiencing domestic abuse going to the toilet might be one of the few times they can check their phone without being monitored.

The posters contain a QR code which links to information and support on the GDASS website.

In addition to receiving support from hospitality venues, gyms and employers across Gloucestershire, the campaign has received support from local Councillors and the County's Police and Crime Commissioner.

GDASS provides support to women and men aged 16+ who are victims of domestic abuse.

> [Read more](#)



First residents move into affordable housing scheme which transformed a Black Country factory

The keys have now been handed over to the first occupants in our new development on Balds Lane, Lye.

Working with Owl Partnerships, under a design and build contract, we are transforming the former site of Jubilee Works on Balds Lane into 89 affordable homes.

The development will comprise 35 houses and 54 apartments all of which will be available for an affordable rent.

All the new homes at Balds Lane, will be built using low carbon LoCaL Homes Eco-100 off-site construction panels, which will reduce construction times onsite.

Construction of the homes at the Balds Lane development is expected to be complete by Autumn 2023.

[> Read more](#)

We're becoming a 'Singing for the Brain' partner

Singing for the Brain is an initiative developed by the Alzheimer's Society. It brings people affected by dementia together to sing a variety of songs they know and love, in a fun and friendly environment. It also includes vocal exercises that help improve brain activity and wellbeing.

Our Dementia Care Manager Jenny Mullinder, who works at our Dementia Centre of Excellence Amber Wood, spoke to the Alzheimer's Society to see if the sessions could take place in our care homes due to the frailty of some of our customers.

After further discussions it was agreed that we would become a Singing for the Brain partner, so that we could be trained and can deliver our own sessions in our care homes.

Jenny will become trained to run the sessions along with two more colleagues so that we can run them in Birmingham, Telford and Staffordshire. The sessions will take place once a week and are likely to be held in the following schemes Bennett House, Farcroft, Silver Birches, Amber Wood and Bowbrook.

[> Read more](#)

Greenlight for plans to convert former Redditch Church into new affordable homes

We have recently received unanimous approval from Redditch Borough Council to build 25 new affordable homes on the site of the disused St Gregory's Church in Winyates, Redditch.

Our new scheme will provide affordable homes for the Redditch community comprising of five two-bedroom homes, 18 three-bedroom homes and two four-bedroom homes. A total of 12 homes will be for social rent while 13 units will be under shared ownership.

Under current plans, our new homes in Winyates will be built using pre-fabricated timber panels from our award winning, low carbon manufacturing facility, LoCaL Homes, in Walsall.

Off-site construction will ensure the homes can be built in a cleaner environment with less waste products than traditional builds and with minimum disruption for residents moving into the development.

[> Read more](#)

We've secured new affordable homes in Deddington

We've secured seven new affordable homes in Deddington, Oxfordshire.

The new homes are part of the larger Hempton Gate development, built by Burrington Estates, and are comprised of two and three-bedroom houses alongside maisonettes.

All of our new homes are complete with a designated parking space, are located close to an equipped playground and some of the properties have access to a private garden.

Incoming residents to our new homes in Hempton Gate, will be located less than a 15-minute walk from the centre of the picturesque Oxfordshire village of Deddington.

[> 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.

