

We are GreenSquareAccord

STAKEHOLDER NEWS: SUMMER 2022

In this issue:

- > GSA in numbers
- > Meeting our challenges
- > Focusing on our localities
- > The journey continues
- > Making changes to our teams
- > News in brief



Welcome

You are an important partner of GSA, and we are introducing this new briefing to give you an up-to-date picture of the work we are doing, how we are progressing against our objectives and the impact we are having on the lives of people in our communities.

April 2022 marked the one-year anniversary of the creation of GreenSquareAccord. During our first year we faced a range of significant challenges, but we have also achieved a great deal as we strive to fulfil our purpose of building better lives.

Given recent changes to our organisation, in this edition we also provide some background information to set the context for the work we do in our communities.

I hope you find this information useful and thank you for being a valued partner.



Ruth Cooke

Ruth Cooke

Chief Executive Officer



A bit about us

GreenSquareAccord is one of the biggest social housing providers in England. Our organisation was formed in April 2021 from the merger of the similar-sized Accord Housing Association, based in the West Midlands, and GreenSquare Group, based in the South West. Both organisations have a long history of providing affordable homes and support services for people in need.

For both Accord and GreenSquare, various partnerships and mergers in more recent years have brought together locally-based housing associations; and, in Accord's case, there has been significant growth in home-based domiciliary and residential care and support.

Now, this coming together of these two strong organisations has created one that's even stronger with ambitions to do more - and do it better - than either could on its own.



4,000
colleagues



25,000
homes



100+ care
and support
schemes



54,000
housing
customers



3,000,000 hours
of care delivered
every year

Meeting our challenges

April 2022 marked the one-year anniversary of the creation of GreenSquareAccord. During our first year we faced significant challenges, including:

The ongoing effects of the coronavirus pandemic

This was particularly disruptive for the care and support element of our work

The discovery of significant compliance issues and our subsequent downgrade by the Regulator for Social Housing

Following the merger we discovered some of our former Accord homes didn't have up-to-date fire risk assessments in place while others didn't have important compliance checks completed. We self-reported this breach and were downgraded by the regulator

The integration of our organisations

Bringing together the teams, systems and processes of two existing large organisations to allow us to provide the best services we can

Despite these challenges we are proud of the progress we have made in our first year, which includes:

- ◆ Progressing our building safety recovery plan: we have made significant progress in putting right the compliance issues we identified to make sure our homes are safe for our customers. This includes approaching completion of all the priority compliance checks we identified
- ◆ Putting our customers at the heart of our work and improving our services:
 - Our Voice of the Customer strategy launched in 2021; significantly increasing the opportunity for customers to get involved and shape our services and improving our intelligence and insight
 - Integrating our repairs system and customer contact centres to make sure customers receive a consistently high level of service
- ◆ Continuing to provide millions of hours of care and supporting some people in our communities who need it most: this includes responding to the significant challenges associated with providing care during the pandemic and proactive work to tackle homelessness
- ◆ We built 732 new homes and secured £212m in new funding from the Government: the number of homes we built exceeded our target of 708 and our new funding will mean we can build a further 3,755 in the coming years
- ◆ Investing in our colleagues and creating a collective GSA culture: we recognise to provide a great service we need to make sure our people feel part of one organisation. Over the last year we have been bringing together our processes, terms and conditions, introducing new ways for colleagues to have a say and working with colleagues to create our new GSA culture and behaviours.



Focusing on our localities

A new approach to providing our services will see us provide more responsive services to people in our communities.

In April 2022, we launched our Locality Model which sees colleagues from across our organisation working together to create a joined-up, local approach to the services we deliver for our general needs housing customers and the communities we serve.

The model focuses on four locality areas, developed based on their geographical location, but also where possible based in the same local authority area.

The Locality Model is a key priority for our organisation; it's part of our merger promises to ensure our neighbourhoods are invested in and that we continue to have a truly local offer for our customers.

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.

LOCALITY ONE

Total homes	5,600
Area Locality Manager	Stuart Rochelle

Areas with 50+ homes

Walsall
Wolverhampton
South Staffordshire
Cannock Chase
Stafford

LOCALITY THREE

Total homes	6,000
Area Locality Manager	Dee Scott

Areas with 50+ homes

Oxford city
Cherwell
Gloucester
West Oxfordshire
Swindon
Vale of White Horse
South Oxfordshire
Stroud

LOCALITY TWO

Total homes	4,000
Area Locality Manager	Clare Cottrill

Areas with 50+ homes

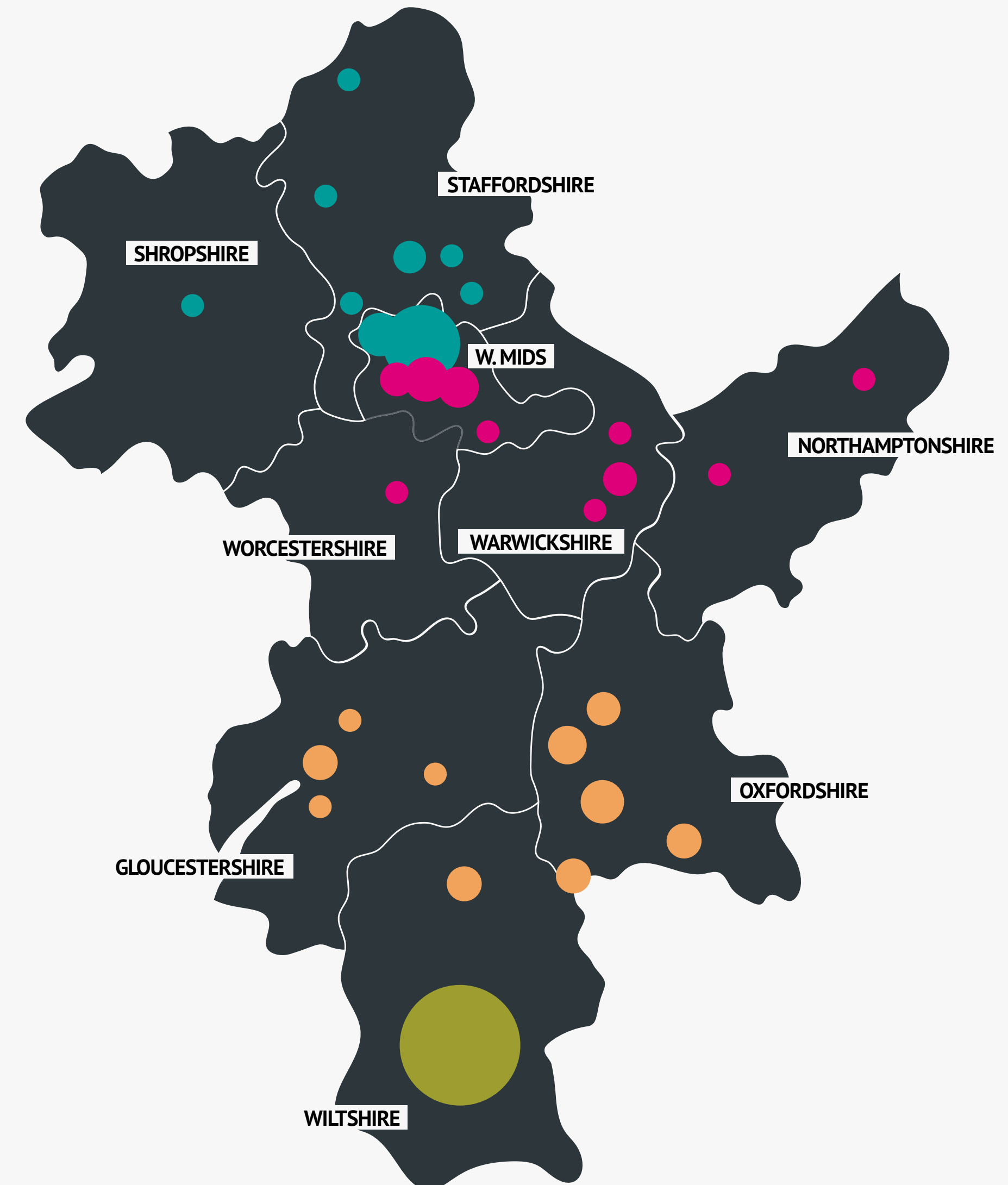
Birmingham
Sandwell
Dudley
Coventry

LOCALITY FOUR

Total homes	6,700
Area Locality Manager	Jan Morse

Areas with 50+ homes

Wiltshire



The journey continues

Though we are pleased with the progress we have made, we recognise our journey is far from over. That is why in 2022-3 we will be keeping our focus on putting in place the foundations we need to move forward.

Great homes
and care



in a great
neighbourhood

built on strong
foundations

with great
service

We have revised the year-one priorities in our corporate strategy to reflect this and our focus will be on:

- ◆ Continuing to integrate our organisation: bringing together two organisations is a complex process and we recognise to provide a consistent, quality level of service to our customers we must integrate our systems and teams
- ◆ Investing in our homes: by continuing with our building safety recovery plan, dealing with the issues which led to our downgrade by the regulator and completing stock condition surveys of our homes to give us a full picture of where we need to pro-actively invest
- ◆ Improving our services: we will continue to drive up the standard of our services and respond to the needs of our customers through our new locality model
- ◆ Setting out our plans in other important areas: including developing strategies for care and support, development and our approach to tackling important challenges, like the decarbonisation agenda.

Making changes to our teams

To help us achieve our ambition of building better lives and meet the objectives we have set out in our corporate strategy, one of our commitments following the merger was to integrate our teams.

This crucial work continues and there are ongoing restructure consultations for colleagues who are affected. Recent consultations have taken place in our Leadership, Finance, Homes and Communities and Communications Teams.

The reality of this process is that some colleagues will leave our organisation. While we are always sad to see people leave, this restructuring of our teams is a fundamental part of meeting our post-merger promises and the challenges we face. Crucially, it will set us up to achieve the best outcomes for people who live in our communities.



News in brief



MBE for Director Maxine

Maxine Espley, Executive Director of Care and Support, has been awarded an MBE in the Queen's New Year Honours list for services to health and social care. This special recognition for Maxine reflects a career that spans three decades, where she has worked at senior executive levels across both the NHS and the care and support sector. As well as providing leadership to the GreenSquareAccord care and support services, Maxine also serves on the Board of the National Care Forum and is the health and social care lead director on the Black Country Local Enterprise Partnership Board. Maxine is a passionate advocate for the sector and a champion for all those who work in care.

Contractor appointed for new development

WV Living has appointed GreenSquareAccord to develop 178 homes, including 29 affordable rent, and 16 shared ownership homes at its newest site in the City of Wolverhampton. The site, the former Northcote School, Northwood Park Road, Bushbury, has been named 'Hampton Park' following consultation with residents and in recognition of former headteacher Sir Geoff Hampton. Hampton Park will see a collection of two, three and four-bedroom homes, with two show homes set to open in July 2022. The first homes are expected to be completed in August 2022.

Former Redditch church to be transformed

The site of a former Church in Redditch is set to be transformed into affordable homes by housing provider GreenSquareAccord. St Gregory's Roman Catholic Church on Winyates Way, was built in the 1970's and has been out of use since 2005. The church site has now been acquired by GreenSquareAccord who plan to build 25 affordable homes for local people. The new energy efficient homes will be built using pre-fabricated timber panels from GreenSquareAccord's award winning, low carbon manufacturing facility, LoCaL Homes, in Walsall.

Innovative repair lockers to improve service

A new partnership is delivering a fresh approach to social housing repairs thanks to the UK's first smart collection points. GreenSquareAccord has partnered with Jewson Partnership Solutions (JPS) to launch its first smart collection point, giving operatives round-the-clock access to materials or tools they've ordered, whenever and wherever they need them. Operatives can instantly access the secure containers, which house 38 individual lockers, via a mobile app. All the goods being held are secured by state-of-the-art encryption technology which will only allow access once the person collecting the goods enters a four-digit, one-time passcode sent to their mobile.

MP visits our offsite manufacturing facility

GreenSquareAccord CEO, Ruth Cooke, recently hosted Rt Hon Liam Byrne MP at the company's offsite housing manufacturing facility, LoCaL Homes, in Walsall. Alongside his role as the local MP for Birmingham Hodge Hill, Liam Byrne is also the chair of the East Birmingham Inclusive Growth Taskforce. The tour of the factory and round-table conversation were an opportunity to discuss the challenges and opportunities for the social housing sector in meeting the Government's carbon net zero standard, particularly focussing on issues around modern methods of construction, retrofitting, local innovation, and green jobs.

Award nomination

We are delighted that our Financial Skills/Tenancy Sustainment team have been recognised for their outstanding efforts by being short-listed for Team of the Year at the Housing Heroes Awards. The awards are the most prestigious team awards in the sector and final takes place on the opening night of the Chartered Institute of Housing's annual conference. They celebrate the leaders and innovators in the sector, shining a light on the best work carried out by teams and individuals in the last year.

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 these issues. 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)

Tweet twitter.com/greensqaccord

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

