

Annual Report

2010/11



If you want to get involved you can be sure of a warm, friendly welcome and the support of a team who really want to work with you. Contact the Customer and Community Involvement team on 024 7676 7096.

INSIDE



GET INVOLVED
BE EMPOWERED
MAKE A REAL
DIFFERENCE
SEE PAGE 4



WHERE YOUR
RENT
REALLY GOES
SEE PAGE 6
plus...



**DOWN
YOUR WAY**
SEE PAGE 9

This years report has been produced with the help of some of our customers who regularly get involved with our work. The report details lots of ways and examples of how our customers have been involved in developing and improving our services to you.



ONE of the aims of this report is to explain to you, how we are performing against the national housing standards as set by our regulator, the Tenant Service Authority (www.tenantservicesauthority.org)
The national standards are:

- **Tenant Involvement and Empowerment** - providing customers with choices, information and communication to meet their diverse needs, page 4
- **Home** - making homes decent and providing a good repairs and maintenance service, page 6
- **Tenancy** - letting and renting our homes fairly, page 8
- **Neighbourhood and Community** - tackling ASB and giving customers a say in shaping their local area, page 10
- **Value for Money** - providing cost effective, quality services to our customers, page 9
- **Governance and Viability** - running the organisation professionally and managing our income correctly, page 12



HOW YOU REALLY MAKE THE DIFFERENCE



Our Customers and Us

The numbers of customers involved in developing and improving our services has increased because of the wide range of opportunities we offer including community events, surveys, complaints, responses to consultations, etc.

For more details about Whitefriars Housing or how you can become involved, please go to our website at www.whitefriarshousing.co.uk



Customers helped us to develop our Customer Excellence Strategy which was designed to support our vision “Creating Places where People are Proud to Live and Work”.

Our customers identified 11 issues that we needed to work on to deliver excellence, including:

- Customer identification;
- Engagement and consultation;
- Customer satisfaction;
- Leadership, policy and culture;
- Staff professionalism and attitude;
- Information and communication;
- Access;
- Co-operative working;
- Standards;
- Problem resolution;
- Delivery




We are now working on these issues to improve our services to our customers. So far we have:

- improved our websites to give our customers easier access and more information about what we are doing;
- discussed our standards of service with customers and how we can improve them;
- developed local offers based on customer needs, priorities and feedback; and
- carried out lots of activities, from providing financial advice to organising and supporting summer schemes to divert children away from anti-social behaviour.

As part of the Repairs Review, we will be using Customer Journey Mapping to show us what it feels like to receive a repairs service from us. Customer feedback will help to inform the review.

This year we will focus on further developing our learning from customer feedback.

Throughout this report we have reported our performance as at 31st March 2011. We have also compared our performance with similar organisations to explain how we are performing. This information is from the nationally published 2009/10 data from the TSA website, which is the latest comparison data available. The symbol shows whether we are:

-  Performing well
-  Need to improve
-  Performing badly

These symbols reflect our quartile positions when compared to similar organisations.

Customer Involvement

331 customers are involved in formal structures such as Whitefriars Board, Customer Panels, etc.

8872 customers have given us their views through surveys and other feedback mechanisms (excluding complaints).

Local Offers

We want our services to be based on what our customers actually want. We have been working closely with many customers to develop Local Offers, which we have decided to call Service Agreements.

The Joint Group Customer Panel considered how customers would be

involved in developing our Service Agreements and agreed that they must meet local needs and result in improvements for our customers.

We aim to develop and deliver our Service Agreements over three years. The first ones started in April 2011. We

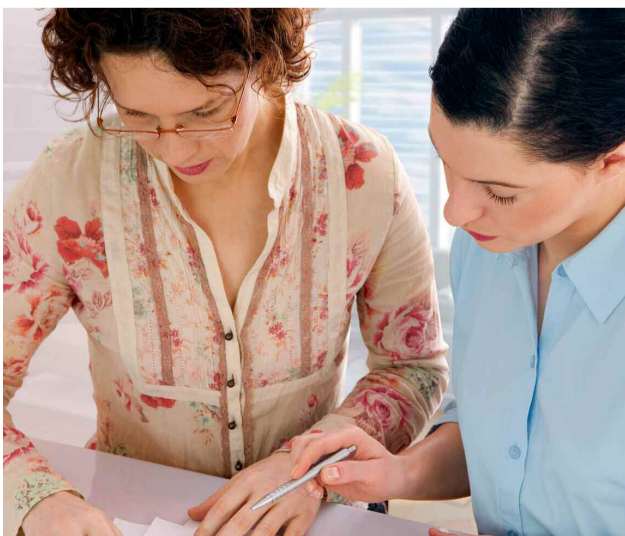
will develop more agreements for repairs and anti social behaviour in 2012 and will continue to develop more agreements based on local needs and customer priorities.

Whitefriars Service Agreements are:

- Improved support to new customers (pg 8)

- Working with Barrs Hill School (page 3)
- Gardening Service (pg 11)

Videos of each Service Agreement can be accessed via our website on www.whitefriarshousing.co.uk/localoffers



Understanding our customers through Equality and Diversity

This year we have worked with Barrs Hill School. The aim is to engage with young people to improve services, benefit the local community and build the understanding and awareness of Equality and Diversity issues of our potential customers. Further information on the project can be found on our website www.whitefriarshousing.co.uk.

We have used demographic profiling information to improve our services for example, repair appointment times for working customers or for those on the "school run".

We report our performance on lettings, staffing, evictions and customer satisfaction to our Board and we include regular Equality and Diversity articles in

the VIEW magazine. This year we will create a Champions Group to consult with about our performance.

We are currently reviewing our Equality and Diversity Strategy and policy to make sure it meets the needs of the Equality Act, and we will publish our plan for the next three years.

Equality and Diversity Profile

Profile Information	
Male	43.5%
Female	56.5%
White British	63.5%
BAME (Black and Minority Ethnic)	18.5%
Ethnicity not known	18%

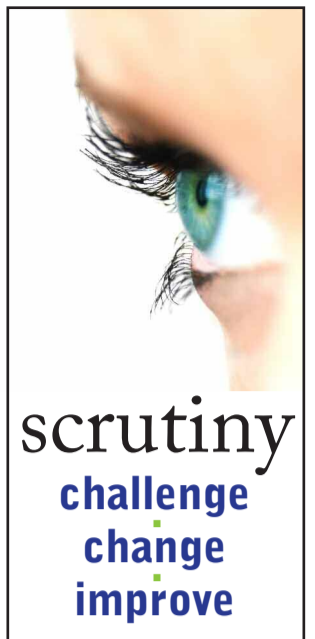
Working with Barrs Hill School

Working with years 8 & 9 (students aged 12 - 14) from Barrs Hill secondary school, we have developed a service agreement to support students to aim high and achieve their potential. We have been mentoring them about future career prospects and helping them achieve their literacy targets by acting as reading buddies.

We are running an Equality and Diversity project with year 9 students (age 13-14 years) in 2011 as part of

their PSHE, (Personal Social Health, and Citizenship Education) module. The project will promote community cohesion by raising awareness of different cultures and equality and diversity strands including transgender.

We want to continue to work with Barrs Hill students, parents and staff in the future, delivering projects and we will keep you informed of our progress and achievements through web articles and our newsletters.



scrutiny
challenge
change
improve

Customer scrutiny is the next big thing for us this year. We have employed the Tenant Participation Advisory Service (TPAS) to help us develop our processes, train customers and staff to make sure that customers can really help us to improve our services.

Do you want:

- A valuable voluntary work experience?
- A personal development opportunity, with accredited training?
- To drive improvement in our services and how we are run?

Then sign up, to join up to our new Customer Scrutiny Panel, exclusively for customers.

For more information, please see our website – www.whitefriarshousing.co.uk/scrutiny

Complaints

We received **2003** complaints. We dealt with **1763** of these 'On the Spot'.

The remaining **240** were dealt with as Service Investigations, which on average took 14 days to investigate. **56%** of these were judged to be justified.

We received **130** compliments.

4 complaints were investigated by the Housing Ombudsman (3 were found to have no maladministration, 1 is still under investigation).

Examples of Learning from Complaints:

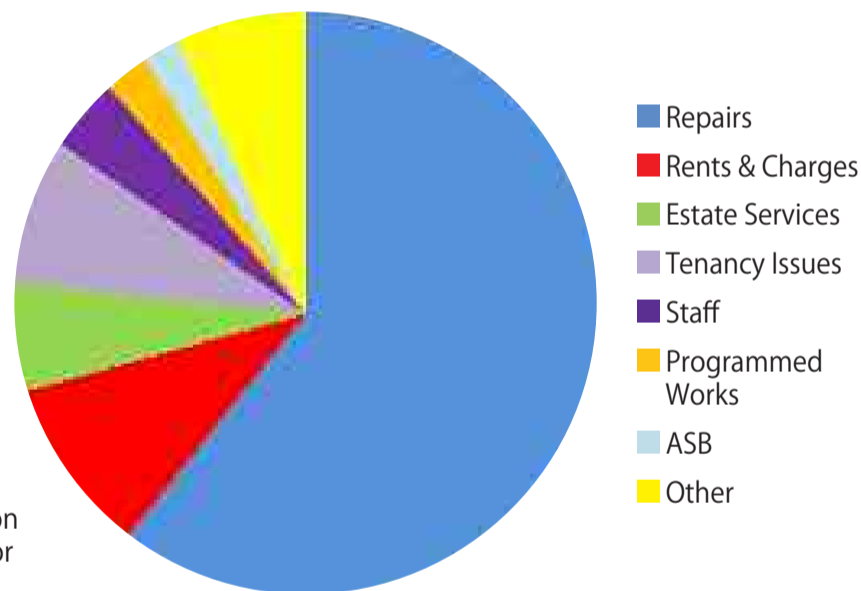
Complaints are valuable feedback. We record all complaints and investigating officers are required to identify any areas of learning to improve our services.

- 2 complaints were made this year regarding the wording of documents sent out to our customers. As a result the wording has been changed on our Decorations Vouchers and our standard letters for garage tenancies.
- Complaints have also been made regarding identifying underlying causes of damp

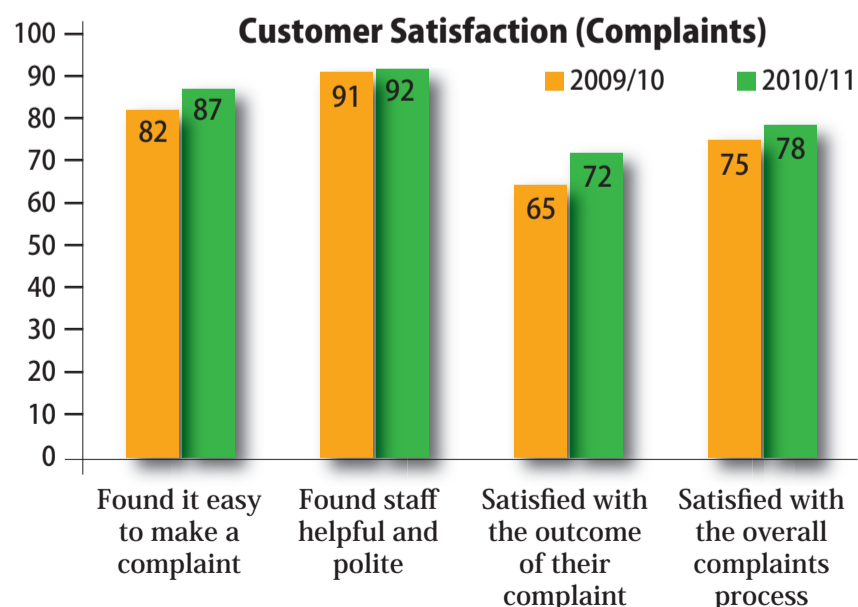
within our properties. As a result Damp and Condensation Training has been provided for all our Estate Officers.

- A complaint was investigated regarding a chemical used to clear drains which caused injury to one of our customers. As a result the usage of the chemical has been reviewed and our supplier Jewson's have conducted training and now provide safety guidelines to anyone collecting the chemical. We also now check with customers whether they have any medical conditions that would be affected by usage of the chemical.

Complaints by subject



Customer Satisfaction (Complaints)



Our performance regarding satisfaction with the outcome and process places us in the top quarter when compared to similar Registered Housing Providers across the country.

Service Standards – Responding to Complaints

Overall **96%** were responded to within 14 calendar days



Homeowners

During 2010/11 we have continued to implement the Group's Homeowners Management Services Strategy. This has included increasing and improving the information we hold about home owner customers, these details help shape and refine our services to homeowners.

We established a Leaseholder Customer Service Improvement Group 2006. There are currently seven regular members who meet three times a year. This group have helped us to develop service standards and service promises which now provide a clear statement of what our home owner customers can expect from us. They have been involved in reviewing service charge arrears procedures and have provided ideas on the content and layout of our leaseholder handbook which we will be updating later this year.

During 2011/12 we aim to:

- Provide better timely information and advice to shared owners who are behind with or struggling to pay their rent and service charges.
- Review the information available to home owners and improve and update it where needed. We will be issuing a new handbook for homeowner customers and making sure our website provides a useful, easy accessed resource for customers.
- Look again at the best ways of involving home owners in helping shape our services and making it easier for customers to let us know what they think.
- Work with our development partners to make sure that new-build snags identified after customers move in are dealt with quickly and effectively.

YOU LEAD THE WAY! Involving & Empowering Customers



We said, we would... work with the Joint Customer Panel Group using customer feedback to decide what our customers consider as "excellence" in service areas and delivery.

We have worked with the Joint Customer Panel and the outcomes have informed the Involvement Strategy, Repairs Review, Customer Excellence Strategy and Review of our Service Standards that is currently underway.

We said, we would... further improve the involvement of customers whose views are underrepresented in our service planning and measurement of satisfaction.

Work has continued and significant progress has been made through community based events, working with partners and voluntary organisations who connect to these communities. Specific work in this area has informed the Great Big Repairs Review.

We have continued to work with young people in schools and communities, including work with young mums in the Canley area around customer roles and responsibilities.

In 2011/12, we will... work with our staff to ensure that they involve customers in all aspects of service delivery and **we will** improve how we assess the impact that customers have made on the business.

We will also review the process by which Tenant Board Members are returned to Whitefriars Board.

Pride in Our Street, all Summer

Barras Park is very popular with local families, school children and dog walkers. However, a small minority were causing problems, such as dog fouling, damage and ASB. Stoke Heath Resident Association decided that they had had enough and Edwina, the Chair, applied to Whitefriars Summer Pride in our Street fund to hold a community clear up and awareness day.

They received £200 towards the event and the day was a great success. Over 70 people took part in the planting, another 8 from the resident group ran the activities and dog wardens gave advice about being a responsible dog owner. The Urban Rangers brought a sand pit and teddy bears for the young children to play. Two children from Stoke Park School designed a children's environmental survey and spoke to children about rubbish, and fly tipping. They explained the dangers to our environment and to



animals. Children who completed the survey had the chance to win a years subscription to become a PDSA Pet Protector.

We said, we would... continue the development of customer scrutiny arrangements and implement proposals for customers to examine our performance.

We have appointed an independent organisation, Tenant Participation Advisory Service (TPAS) to work with customers to develop arrangements that make sure that they can hold the organisation to account through a process of scrutinising what we do. For more detail on Scrutiny visit www.whitefriarshousing.co.uk/scrutiny.

In 2011/12, we will... further develop and implement Customer Scrutiny arrangements across the WM Group.

We said, we would... continue to build our understanding of our customers and say what changes we have made to our services, and the involvement activities we offer.

We have undertaken a profiling exercise within our multi storey blocks to better understand the customer make up and specifically the needs of our Black and Minority Ethnic (BAME) customers.

We seek demographic information as part of our letting process to better support our new customers.

We have targeted specific demographic groups to better understand the needs and views of these customers, for example, to inform the repairs review and improvement activities.

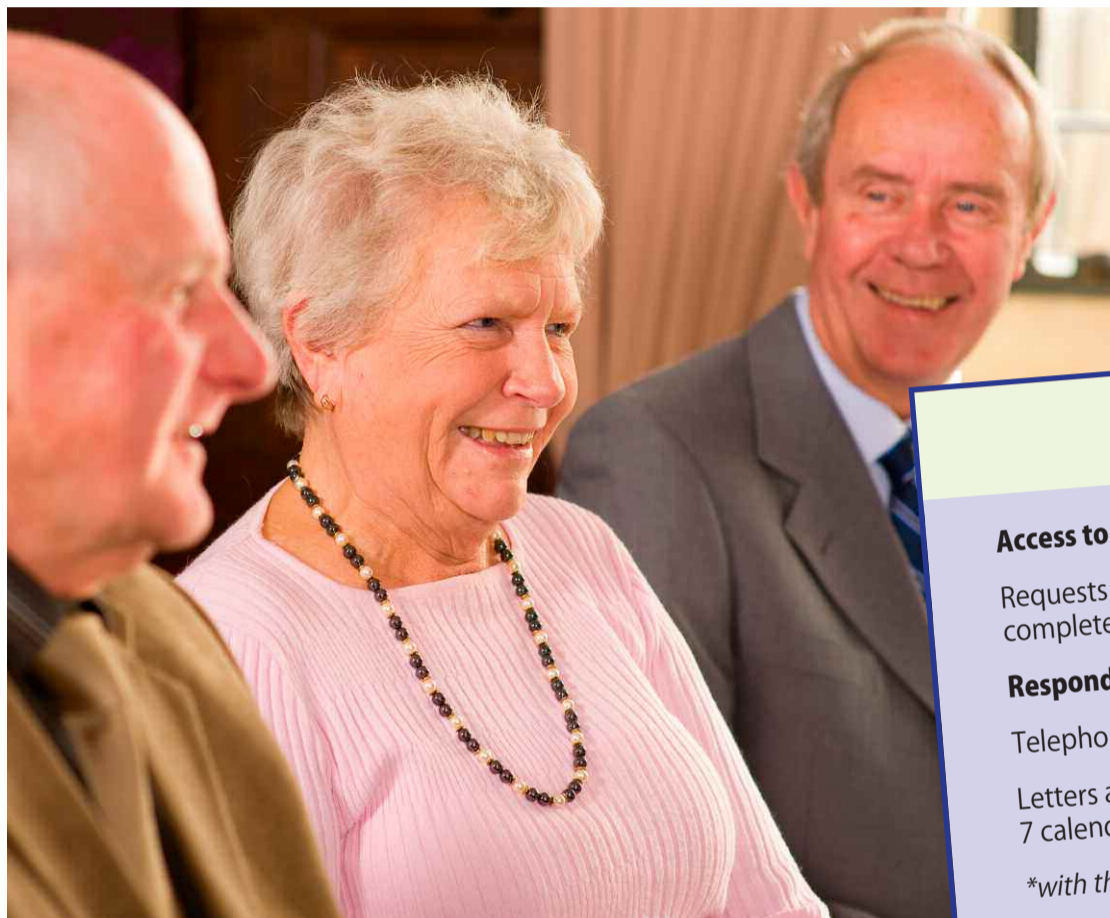
In 2011/12, we will... continue to build our understanding of who our customers are and their needs, for example, ethnicity or disability, and we will use that information to target our services and our engagement with customers.

We said, we would... offer an improved package of training for customers.

An extended training programme has been offered to customers this year, it includes training on customer scrutiny, anti social behaviour, mystery shopping, Housing Law and Value for Money. Much of this has been delivered through Whitefriars membership of Learning Equals Partnership, which includes 10 housing associations and local authorities.

Other training has included use of computers where special external funding allowed us to train older people how to use the internet. Young mums have also benefited from training on household skills and budgeting.

In 2011/12, we will... further enhance the range of training we offer to our customers.



Service Standards	
Access to our Services	
Requests for access to customer files completed within 40 calendar days*	100%
Responding to You	
Telephone calls answered within 6 rings	93%
Letters and emails answered within 7 calendar days*	85%
*with the exception of office closures and Public Holidays	

Sheltered and Housing with Care Success

We have worked very closely with residents in our sheltered accommodation. We have consulted with them to introduce a fresh, modern look to the facilities, which residents are very happy with.

Our recent customer survey has shown high levels of satisfaction, they are happy with the service and the staff. Despite the difficult funding situation, we continue to look at new ways to improve our services for customers.

In December 2010, we purchased Vernon Court Sheltered Scheme and the residents are now taking part in the Customer Service

Improvement Groups and will join in with our scheme management and quality audits.

Value for money and improving customer satisfaction is important to us and we have agreed a new cleaning contract that will deliver a quality service and savings to our customers. All our Supported Accommodation services are tested through a Quality Assessment Framework with the City Council and we have developed our own Quality Toolkit.



Residents Get Digital!

Whitefriars received £3,000 of funding from Get Digital, a national Government-led scheme to improve the digital knowledge for people living in sheltered housing.

12 residents were trained and computers, webcams and scanners were bought. The training has taught residents how to use email, digital photography, Skype, Google Earth, social networks, shop online and catch up with news and even how to help with grandchildren's online homework!

Lorraine, aged 63, said: "In the early days it was very daunting but we soon realised it wasn't as bad as we first thought. The lessons were very good and residents really enjoyed them."



Chace Centre help the homeless

At our homeless hostel, the Chace Centre, we provide meals for some residents, and we have consulted with them to make sure that the food we provide is good quality, and accounts for dietary and cultural needs. We surveyed customers to test the quality of the catering service and as a result of their feedback, we have changed some meal times and food.

To meet short-term hostel residents needs, we have introduced multi-partner workshops for customers to meet workers from other agencies. To help support others in need, customers have been involved in activities for Children in Need and Comic Relief.

Since 2007, we have worked in partnership with Coventry University and offered placements to 3rd year Occupational Therapy students to help residents. We have also created a "Life Skills" kitchen for hostel residents to develop their cooking and budgeting skills.

WORKING TO IMPROVE HOMES



Alpha House

Over a ten month improvement project, Alpha House had new aluminium cladding and double glazed windows fitted using a unique construction method. New windows were fitted from the outside to minimise disruption to customers on the upper floors. Prior to the redevelopment, a group of customers visited Wolverhampton to view a similar block. Residents were consulted on options to improve the security to the building. Now, Alpha House has a sleek modern look and residents will benefit from better insulation.

Comments from residents include:

"I am really pleased with the improvements to Alpha House. It has made such a difference to the appearance of the building. The increased insulation will have benefits which we will hopefully see over time. The staff working on the improvements have been helpful and clean in their work so it hasn't impacted on the residents too much. Residents have voted for controlled access for the entrance and increased security which will benefit us all."



We said, we would... Focus on sustainability and work with the Council, energy providers and agencies to look at options for our existing homes.

We have developed a Community Energy Savings Programme (CESP) scheme that will aim to increase the energy efficiency of approximately 900 homes. The work will be mainly external wall insulation, single to double glazed windows, and the replacement of G-rated boilers with more efficient A-rated.

We have also fitted solar PV panels to some pilot properties and are planning to do up to 300 more where grant is available.

In 2011/12, we will... aim to reduce the impact of fuel poverty on customers by implementing options for improving the energy efficiency of our existing homes.

We said, we would... Update the new homes survey to reflect changing quality standards and to enable better data analysis.

Our First Thoughts survey has been re-designed and surveying began in June 2011.

We said, we would... Review the process for minor adaptations.

We reviewed whether minor adaptations needed to have an assessment from the Council's Occupational Therapists (OT). The review showed that there is benefit to

having an OT and that this benefit outweighed any short delay in assessments being carried out.

We said, we would... Review the effectiveness of our approach to tenant responsibilities and chargeable repairs - an issue highlighted by our Repairs and Maintenance Customer Service Improvement Group.

We are reviewing tenant responsibilities and chargeable repairs as part of the Great Big Repairs Review. Initial discussions have been held with customers to understand their views and we will use their feedback.

We said, we would... Work with the Customer Service Improvement Group to improve how repairs are carried out to communal areas.

Consultation has been carried out with members of the Customer Service Improvement Group including a site visit with the contractor to understand customer issues and discuss standards. Revised standards for communal areas have been implemented where agreed and ongoing audits are carried out by customers.

We said, we would... Establish a Repairs and Maintenance Customer Complaints Forum.

A small number of customers have expressed an interest and we will be working with them to understand their experiences using Customer Journey Mapping. This

information will be used to deliver an even better repairs service which meets our customers needs and expectations.

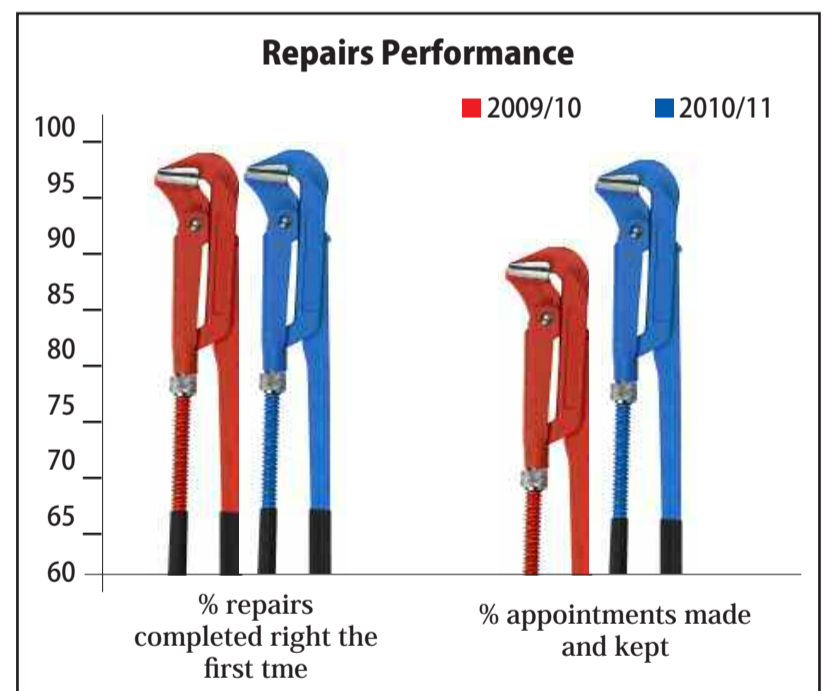
We said, we would... Increase customer involvement in selecting contractors and monitoring their performance.

monitor the performance of the Void Standard. Members of the Customer Service Improvement Group have also visited the HomeWorks depot. Contractor performance is published on the customer portal for Customer Service Improvement Group members to view and monitor.

We said, we would... Look at options for our Contact Centre telephone number.

All options have been assessed, we plan to move to a new telephone number. By the Autumn of 2011 we will implement an 0300 number which is free for landline users and much reduced cost for mobile users.

In 2011/12, we will... continue to update our Asset Management Database through annual surveys of at least 20% of properties which are over 10 years old, so that we know what work needs to be done and when we need to do it.



Customers have been involved in the design of the Pre Qualification Questionnaire (PQQ) for tenders going out in 2011/12 and they will also be involved in the scoring.

Twice a year, customers visit our vacant properties to

In 2011/12, we will... involve customers more by increasing consultation on how our Planned Repairs programme is developed and we will give our customers better information on the range and number of programmes.

Routine satisfaction surveys are conducted on completion of repairs:

	09/10	10/11
Residents who responded to repairs satisfaction surveys who were satisfied with completed job	98%	95.7%

The Great Big Repairs Review Results

In last year's Annual Report, **We said, we would...** develop local offers in customer priority areas including repairs. The repairs service offer review began in July 2010 and we have been reviewing our service with customers.

We held a customer conference in August 2010 and have gathered feedback through VIEW magazine, surveys, complaints and other customer involvement activities. Thank you to everyone who has got involved.

Your priorities - What you said you want:

- the cheapest way to report a repair, with an extended range of appointments to try to meet the needs of people who work;
- to let you know when the worker is on their way and that once they are in your home, that they are polite and professional;
- good quality workmanship, completed if possible, in one visit.
- more options for those who have disabilities or special needs;
- to be kept informed of changes, for example, if we are awaiting materials;
- to be sure follow-up work is reported and acted upon;
- target dates to be kept.

We aim to deliver a better, affordable repair service. Some of your priorities will cost more but we hope to find better ways of delivering other parts of the service so that we can invest in these improvements.

In 2011/12, we will... work with customers to develop and implement the

new repairs service from April 2012, targeting areas where feedback has been low and to further understand the views of specific groups of our customers, like young families and people with disabilities.



Health & Safety

We have undertaken:

- Fire Risk Assessments to all communal areas of flats
- detailed Fire Risk inspections to all high rise flats
- flood risk assessments to all homes
- full tree condition surveys to all external communal areas
- regular inspection and servicing of lifts
- an annual gas safety inspection programme for all homes with gas appliances
- testing of communal equipment for Legionella and risk assessments on our installations

also we have:

- an asbestos register which details instances of asbestos in communal areas and we are undertaking individual home inspections as part of our investment programme
- an assessment for all homes under the Housing Health and Safety Rating System
- a programme of Access Audits to identify issues that impact upon the safety of people with disabilities within communal areas

As at 31st March 2011 1% of our properties failed to meet the Government's Decent Home Standard 😞

Last year's performance/comparisons (2009/10):

Erimus Housing Limited	0.00%
Gentoo Sunderland Limited	0.40%
Knowsley Housing Trust	0.60%
New Charter Homes Ltd	1.00%
Walsall Housing Group Limited	2.10% 😞*
Whitefriars Housing	8.50%
Wakefield And District Housing Limited	

As at 31st March 2011 our average SAP rating (energy efficiency) of properties was 63.1 😞

Last year's performance/comparisons (2009/10):

Knowsley Housing Trust	73.7
Erimus Housing Limited	73.0
New Charter Homes Ltd	71.0
Walsall Housing Group Limited	67.1
Gentoo Sunderland Limited	64.5
Whitefriars Housing	63.1 😞*
Wakefield And District Housing Limited	62.0

Average time taken to complete repairs to empty homes (weeks)



Service Standards – Repairs

	09/10	10/11
Emergency repairs completed or made safe within 24 hours	99%	99.4%
Urgent repairs were offered an appointment within 7 calendar days	96%	95%
Routine repairs were offered an appointment within 28 calendar days	96%	96.5%
Homes with gas supply received annual gas safety check	99.7%	99.7%

*based on 2009/10 TSA key performance indicator quartiles



HOW WHITEFRIARS IS SUPPORTING YOUR TENANCY



Improved support for new customers

We said, we would... pilot the use of a needs assessment for new customers.

We have around 2,000 new tenancies each year. We were concerned that many tenancies were failing due to lack of support at the early stages. Feedback from our customers suggested a more hands-on approach was needed. Better support is now being delivered by improving the knowledge of our staff about what help is available to new customers. Such as where to get cheap furniture, how to access the social fund and suggesting which support agencies can offer more specialist help, including referral for Black and Minority Ethnic (BME) customers in need of support, to the Community Champions.

We identify those customers with the greatest support needs and write mini action plans to reinforce our personalised support and provide starter packs to those in most need. We will review the service and want feedback from customers about whether our advice helps them to sustain their tenancies. We will be working together with our Building and Sustaining Homes and Communities Customer Service Improvement Group who will help to monitor and measure our improvements and we will keep our customers regularly informed of our progress and achievements.

We said, we would... Work with our customers to develop our services to provide further support and advice to those in housing need.

As part of the ongoing work with the Customer Service Improvement Groups, customers have carried out a number of inspections to our empty properties, they determine whether they meet our Void Standard and make suggestions on how we can improve on our current standard.

Regular feedback is sought from customers via various methods including surveys, mystery shoppers and telephone calls and this

information is used to inform service development/improvement.

In 2011/12, we will... work with the City Council on a Project that seeks to encourage customers living in accommodation that exceeds their needs, into smaller sized accommodation.

We said, we would... Develop a scheme to provide starter packs of basic household items for new customers to help with settling in.

We now assess customers need and provide starter packs which include cutlery, a kettle, cups and plates and cleaning items.



Homes	
	10/11
Number homes re-let	2430
New homes built for rent	64

As at 31st March 2011 1.76% of properties were empty 😞

Last year's performance/comparisons (2009/10):	
New Charter Homes Ltd	1.40%
Whitefriars Housing	1.60% 😞*
Walsall Housing Group Limited	1.70%
Wakefield And District Housing Limited	2.20%
Gentoo Sunderland Limited	2.60%
Knowsley Housing Trust	2.70%
Erimus Housing Limited	3.50%

As at 31st March 2011 on average we took 30.5 days to relet an empty property 😞

Last year's performance/comparisons (2009/10):	
Knowsley Housing Trust	21.9
Erimus Housing Limited	24.6
Wakefield And District Housing Limited	32.7
New Charter Homes Ltd	34.7
Whitefriars Housing	36.7 😞*
Walsall Housing Group Limited	no data
Gentoo Sunderland Limited	no data

In 2011/12, we will... continue our work on our Empty Property Turnaround Project including working with our customers to review our letting standards.

We said, we would... Review our customer leaflets about rents and we will do this as part of our response to the Government's Welfare Benefit Reform agenda.

In 2011/12, we will... continue to review the impacts of the Welfare Reform changes, ensuring that our services respond to the changes and that advice and support is available for our customers.

We said, we would... Set challenging local targets for our rent teams to maximise rent income and continue to improve our performance.

Local targets are set for the Rent Teams at all offices. These are monitored on a monthly basis alongside the

Business Plan target. Action plans are developed at the start of the year and regular meetings take place to review progress.

In 2011/12, we will... undertake an Income Management Review to ensure that our customers receive good advice and support to prevent customers getting into debt and in turn maximising the collection of income.

We will also develop a Financial Inclusion Strategy around the challenges our customers face in dealing with their finances.

We said, we would... Plan a Home Insurance take up campaign with incentives for new customers.

A joint Home Insurance take up campaign with Orbit, Midland Heart and Mercian Housing Associations began in April 2011. This has involved contacting our customers in the CV6 area of the city. If this pilot campaign is successful, we will widen the campaign across the city.

*based on 2009/10 TSA key performance indicator quartiles

My Home Finance opens office in the city



A new affordable money lending scheme was launched to help Coventry residents on low incomes avoid turning to loan sharks and doorstep cash lenders.

Around 200 loans have been made and the scheme is backed by the Department for Work and Pensions, Royal Bank of Scotland, Wates Foundation, Whitefriars Housing, Orbit and Midland Heart.

Whitefriars resident Carly Davies, received a loan to help her buy a new tumble drier and carpet for her son's bedroom. Carly said: "I needed a loan when I moved into my new home in September. It was a fast and reliable service. I got an appointment for an interview straight away and the money was paid to me within three days."



BEATING the CREDIT CRUNCH online

Coventry residents are biting back at the credit crunch by upping their online skills in a bid to save cash.

We have teamed up with online training specialists Numidia Education & Training, to offer residents free guidance on how to save money and work out the best value for things such as electricity and gas, mobile phones and TV packages.

The free "Worth Learning Guide" offers tips, advice and information on the skills needed to do everything from easy budgeting, spending and choosing the right products and services.

Rent Collection and Arrears

	09/10	10/11
Rent collected	98.63%	98.76%
Rent income lost due to empty properties	1.95%	1.80%
Total rent collected	60.1m	61.3m

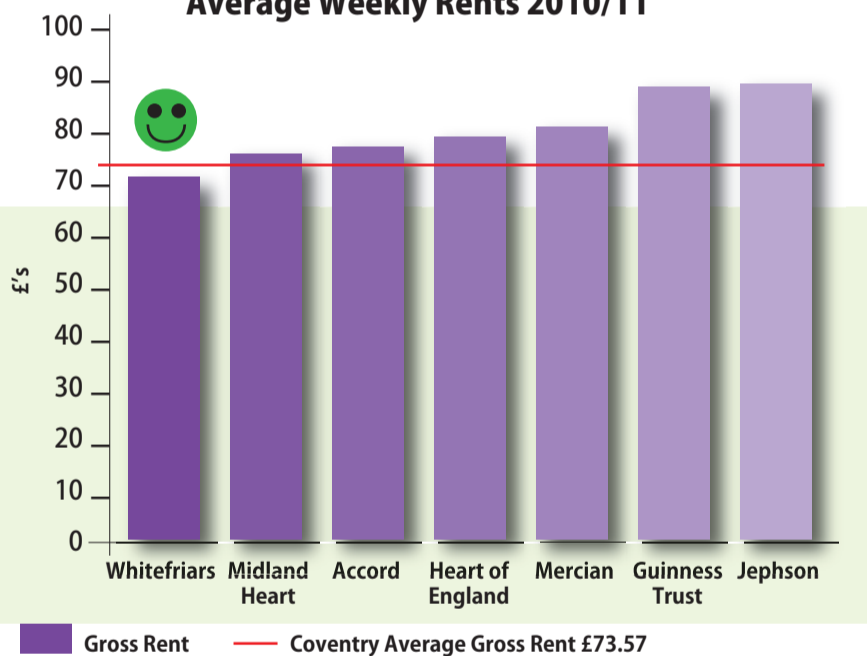
As at the 31st March 2011 2.75% of the rent we expected to collect from current tenants had not been paid

Last year's performance/comparisons (2009/10):

Gentoo Sunderland Limited	2.00%
Whitefriars Housing	3.20% 😞*
Walsall Housing Group Limited	4.20%
New Charter Homes Ltd	4.50%
Wakefield And District Housing Limited	5.00%
Erimus Housing Limited	5.20%
Knowsley Housing Trust	7.70%

*based on 2009/10 TSA key performance indicator quartiles

Average Weekly Rents 2010/11



Since 2008, we have recycled all paper, plastics and cardboard. We have 27 x 240 litre recycling bins and we recycle our milk bottles, plastic cups, etc. We have also recycled around 389,800 litres of paper waste, and about 152,100 cups! We buy recycled paper and Fair Trade tea and coffee too.

PROVIDING VALUE FOR MONEY

We said, we would... Work with customers over the next 12 months to improve the Value for Money of our services.

We have directly engaged the Joint Group Customer Panel in defining value for money from a customer perspective. The Group placed priority on an efficient right first time repairs service; action against contractors who do not meet the standards expected and customer priorities reflected in budget and service planning.

In 2011/12, we will... work on developing Customer Scrutiny, ensuring that Value for Money is a thread that runs through all areas of scrutiny.

We said, we would... Establish a team to make sure that we get the best value for money from what we do.

A procurement team was established in the summer of 2010 to work across the Group to ensure that we get the best value for money for the goods that we procure and the contracts we enter into.

In 2011/12, we will... train a group of customers to have a more effective part in drawing up service specifications and appointing contractors in order to drive out the best value we can from new contracts.

We said, we would... Continue to develop effective partnership working to bring added benefits to local communities.

We have further developed our involvement in partnership working within the City. Examples of this involvement and its impact on achieving Value for Money can be found within the Neighbourhood and Communities update.





Offering Employment Support

Whitefriars Employment Support Programme has got off to a flying start in 2011. 13 Whitefriars tenants were supported into employment and an additional 3 customers received training to improve their skills.



First Families for Spirit Quarters Scheme

Local residents have welcomed the first of 154 families to the new Spirit Quarters, in the North of the city. 2011 saw the first private homeowner move into a brand new 3-bedroomed house on Petitor Crescent, and the first Whitefriars customer moved into Monkwood Crescent. On arrival, both families received a specially prepared Welcome Pack gift from the local Resident Association, which included useful household items.

"I'm delighted with my new property. What has been talked about for so long has now become a reality," said Whitefriars tenant Susan Ross.

The new homes will be a mix of 2, 3 and 4 bedroomed houses and apartments, they are ideal and competitively priced for first time buyers and professionals. Show homes are available to view.

FOCUSING ON NEIGHBOURHOOD AND THE COMMUNITY

We said, we would...

Carry out a survey during Autumn 2010 looking at service delivery/satisfaction from our housing offices.

A survey went out to 1,000 properties. Of the surveys returned, 85% of our customers said they were satisfied with the level of service received from our reception desks. Further work is planned to improve the level of returns by using different methods of obtaining feedback.

In 2011/12, we will... review the role of our Estate Officers to ensure that skills are targeted to meet the needs of our customers.

We said, we would... Extend the Schools project into primary schools.

The schools project has been successfully extended into a number of primary schools within Coventry. We sponsored the production and have written the forward of two booklets, which went to five primary schools - "Play Safe and Stay Safe" and "Will Powers".

Our Customer Involvement Team lead school assemblies to talk and explain about Whitefriars, what we do and the impact we have on the estates where our customers live.

We want to continue working with these schools and for the children to help us improve our services so we gave some of the schools disposable cameras so that pupils could record their journey to and from school and photograph the things that concern them. We will work with those young



people to deliver a presentation to the local Ward Forum.

Thanks to RESPECT training delivered over the last two years, we have built on our good relationship with Caludon Castle School. We often meet their Positive Contributions group, which has been to some of our sheltered blocks to talk to elderly residents about issues and to help out. We have now been asked to deliver class sessions as part of the Citizenship curriculum.

We also have strong links with Coundon Court School. An extended Learning Centre for pupils who would benefit from more one to-one sessions will be held in an office next to our training and development facility in Wyken.

We said, we would... Continue to roll-out the low-rise cleaning project.

This project is now complete with residents of approximately 300 blocks having chosen to pay a charge for a cleaning service.

We said, we would... Improve the number of residents attending estate inspections.

Our Customer Service Improvement Group are involved in inspections as part of their visits of estates. Meanwhile the high rise accompanied inspections are continuing, with some residents willing to walk other blocks too.

In 2011/12, we will... hold an Anti Social Behaviour Conference, involving our customers, they will help to

develop the changes that will come about as part of the national agenda.



Working with Other Agencies

We said, we would... Improve how we work with partners like the police and voluntary agencies on issues affecting our communities.

We continue to work in partnership with key stakeholders, including Fire and Police Services on Community Cohesion Days and Safer Neighbourhood Groups. We are

also involved in projects to understand ASB hotspots and trends and provide staff with specialist training, for example, dealing with Hate Crime and Domestic Violence.

In 2011/12, we will... continue to work with other agencies to improve the quality of services delivered to communities.

The Red Carpet Awaits

Youngsters took to the red carpet to launch a short film they had made about an award-winning project, which has helped improve the quality of life for local people.

The Mossdale Improvement Project is run by Whitefriars, the City Council's Neighbourhood Management Team, the police and other agencies to tackle anti-social behaviour problems in partnership with residents.

The Project has tackled problems in the area around Mossdale Close and Bulwer Road, which was an anti-social behaviour hotspot, including fly-tipping, criminal damage, intimidation and lack of community spirit.

Youngsters donned tiaras and black-tie dress to receive awards for their hard work

in the Mossdale Ranger project, which involves young people taking part in litter picks and other environmental improvement activities. Parents also attended and received awards for their input into the success of the Mossdale Improvement Project, which won a best practice award at the Social Landlords Crime and Nuisance Group (SLCNG) awards in November.

The short film shows the improvements made since the project was launched in 2009, as well as interviews with people living in the close talking about how they have benefitted from the community project.

The film can be viewed on our YouTube channel at www.youtube.com/wmhousinggroup



Mossdale Rangers, from left, Amy, Harry, Jess and India filming the DVD

Gardening Service Agreement

Our aim is to provide a chargeable gardening service to tend to elderly and disabled residents gardens, on a pilot basis initially, in the Holbrooks, Coundon and Radford areas of Coventry. The pilot will run from May to October 2011.

The service includes grass cutting, weed application and hedge trimming. By working together with our residents, we want to improve our services and the experience of our customers. The success of the pilot will be measured on tenant's satisfaction and further take up figures once other customers can see the results of the work.

We will be working together with our Estate Improvement Customer Group, who will help to monitor and measure our improvements, and we will keep you regularly informed of our progress and achievements. If this pilot is a success, then we plan to role out this Service Agreement across our estates in Coventry.



Apprenticeship boost for young people

Whitefriars, City College Coventry, Coventry City Council and BAM Construct UK are creating 30 construction apprenticeships during the next two years for 16-18 year olds studying at City College.

Pete Brady, scheme manager for the project at the Whitefriars Training and Development Agency, explained: "These apprenticeships are open to students who would not normally get work experience or an interview."

This scheme was launched to boost the number of opportunities for young people.



Staff help pupils come top of the class

Some of our staff have been going back to school to mentor pupils and encourage them to raise their career goals. Staff have been paired up with students at City College and three secondary schools to teach them about the working world, open their eyes to career paths and the different qualifications they can achieve.

Service Standards – ASB

ASB reports responded to within 14 calendar days	09/10	10/11
Harassment or racial harassment reports responded to within 3 days	74%	80%
Harassment cases where a physical attack has taken place responded to within 1 day	89%	100%
	100%	100%

73% of respondents were very or fairly satisfied with the outcome of their ASB complaint (as at 31st March 2011)

Whitefriars Housing	73%	😊*
Wakefield And District Housing Limited	73%	
Knowsley Housing Trust	70%	
Walsall Housing Group Limited	67%	
Gentoo Sunderland Limited	66%	

77% of respondents were very or fairly satisfied with the way their ASB complaint was dealt with (as at 31st March 2011)

New Charter Homes Ltd	83%	😊*
Whitefriars Housing	77%	😊*
Wakefield And District Housing Limited	76%	
Gentoo Sunderland Limited	72%	
Knowsley Housing Trust	70%	
Walsall Housing Group Limited	70%	

We have many staff who volunteer within their own communities, including:

- A Justice of the Peace;
- Scout and brownies leaders;
- Board members of other Social Landlords;
- Citizens Advice Bureau advisors;
- Parent governors;
- Trustees of various charitable organisations;
- Youth workers;
- Special Constable;
- Lieutenant in the Sea Cadets;
- Volunteers with the Army cadets ;
- Community First Responder with the Ambulance Service;
- Sports coaches and we have many fundraisers.

We hold a dress-down day each month to raise money for charity and in the last year, we raised over £1,500. Throughout the year we hold "Meet the Staff days at our housing offices which are themed fun-packed events.

*based on 2009/10 TSA key performance indicator quartiles



Mick Rawson, Chair of Whitefriars Board

KEEPING AN EYE ON THE BUSINESS

Governance and Financial Viability

Governance

Our Board of management includes four tenants (elected every three years by our tenants), four councillors and four independent members (appointed to ensure the right balance of skills and experience) and a representative from WM Housing Group.

Board members must follow the Code of Governance and Conduct, which is based on the National Housing Federation's best practice guide.

The Board have a role in setting strategy, developing policy, making key decisions and monitoring and challenging our performance.

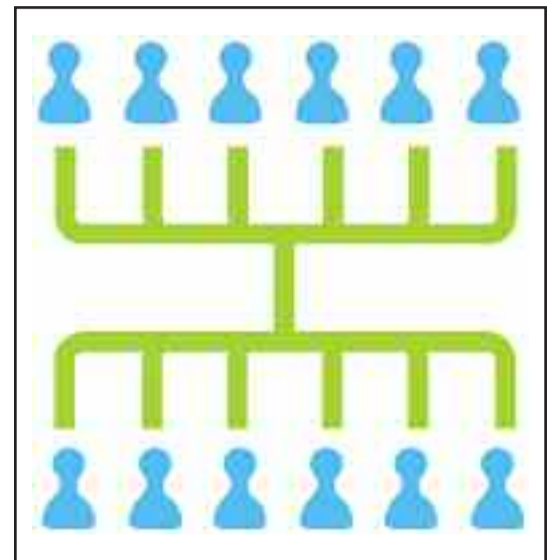
The Board

We have eight men and four women

whose ages range from 30 to 70+. Four Board members have a disability. The Chair of the Board receives approximately £10,000 per year, three lead members receive £7,500 and the remaining Board members receive nearly £1,000 per year for all of their hard work and commitment. (Governance costs amount to 0.08% of Whitefriars turnover).

Our regulators, the Tenant Services Authority (TSA) judged that our board, governance and management arrangements maintain satisfactory control of the organisation. A review by our internal auditors KPMG, also confirmed these arrangements are satisfactory.

We are continually trying to improve our services and we are reviewing our current governance arrangements



including recruitment, induction and training to ensure they are effective, meet the needs of the business and help members to develop and fulfil their key roles.

During 2010/11, each £1 of income we received was spent in the following areas:

Purchase and improvement of housing properties	£0.36
Management of housing properties	£0.18
Interest costs on the Group's loans	£0.17
Day-to-day maintenance costs (repairs)	£0.13
Cost of providing services, (e.g. grass-cutting and cleaning)	£0.10
Other costs	£0.06
TOTAL	£1.00

Financial Viability

The vast majority of our income comes from the rents from our properties. The money is used to provide services to our customers, repair and maintain our properties, invest in new homes, pay staff and to pay the interest costs on the loans borrowed by the Group from our lenders.

In challenging economic times, it is important to

ensure we manage our resources and budgets well. We set our budgets before the start of each financial year and monitor them regularly. Getting 'value for money' is very important for us and we use the most efficient procurement methods to get the best value from our contracts.

Our financial viability is independently monitored/assessed each year by the

Tenant Services Authority. They publish their annual viability review of us, our accounts are externally audited, and they state our ability to continue as a viable business. We also must operate within loan covenants set by our lenders. Therefore, it's not just us saying we are financially viable!

Need help in your own language? ☎ 024 7676 7000

French

Vous avez besoin d'aide dans votre propre langue

Arabic

هل تحتاج إلى مساعدة بلغتك

Farsi

آیا به زبان خودتان به کمک نیاز دارید؟

Polish

Wymagają Państwo pomocy w swoim języku?

Kurdish

ئایا پێویستت به یارمهتی به زمانی خۆت ههیه.

Urdu

اپنی زبان میں مدد کی ضرورت ہے۔

If you would like this annual report in **large print or audio format**, please contact the Communications Team on 024 7676 7029.



We would appreciate your Feedback...

Email Annual Report

view@whitefriarshousing.co.uk

Write to Annual Report

Freepost WM Housing
(nothing else needs writing on the envelope and no stamp is needed)

Text Annual Report

07748 983 795