

What a performance

Welcome to the first ever Annual Report to Tenants published by Shoreline. The report provides you with information about our finances, our employees, our housing stock and your rents, which we hope will be of interest to you.

It also includes details of the new standards introduced by the Tenant Services Authority (TSA) – the regulator for social housing - with information about how we are performing against these standards.

The Standards cover the following areas:

- **Tenant involvement and empowerment standard**
- **Home standard**
- **Tenancy standard**
- **Neighbourhood and Community standard**
- **Value for Money standard**
- **Governance and Financial Viability standard**

The TSA have asked all landlords to consider, with tenants, how they are performing against these new standards and to agree with tenants what local standards, or offers, they might want to see.

Setting and agreeing local offers

We have met with our tenant Regulatory Panel (a group of tenants who meet regularly to make sure we consult properly with tenants and who check our performance) and held workshops with members of Community Voice (tenants who are involved in a wide range of involvement activity, from mystery shopping to reviewing our published documents). We discussed with these tenants the best way to involve as many tenants as possible in the setting and monitoring of our new service standards – or 'local offers'.

We already publish our Customer Charter, developed in consultation with customers, which sets out the standards of service you can expect to receive from us across a range of service areas. We also have a wide range of performance indicators which we use internally to measure our performance.

We will be using these as the basis for consulting and agreeing with you our 'local offers' or service standards and developing new services standards where required, across all of the areas covered included by the TSA, over the coming months. We will publish these new standards by 1 April 2011.

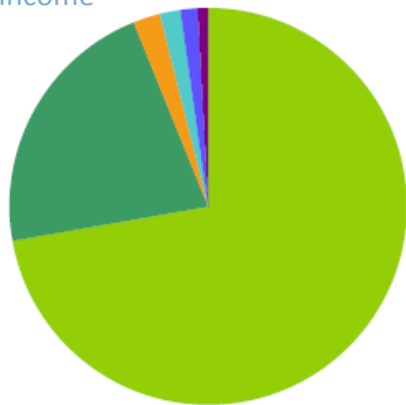


**Annual report
to tenants**
2010



Our income and expenditure

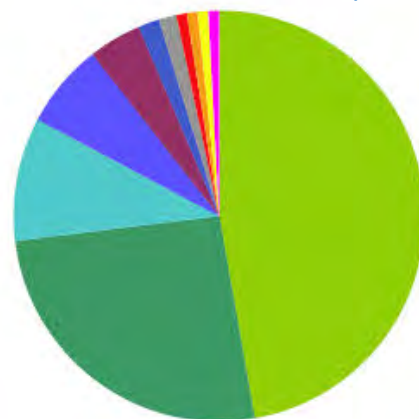
Income



	£, 000
Rents from general housing	18757
Rents from supported and sheltered housing	5607
Supporting People	604
Service charges	467
Other social housing activities	352
Housing property/ repairs	192

	£, 000
Management of general housing	9307
Housing property reactive repairs	5076
Management of supported housing	1922
Housing property planned repairs	1343
Finance charges	795
Other costs	331
Non-housing property major repairs	268
Bad debts	200
Supported services	166
Supporting People	166
Other services	144
Housing property major repairs	7

Expenditure

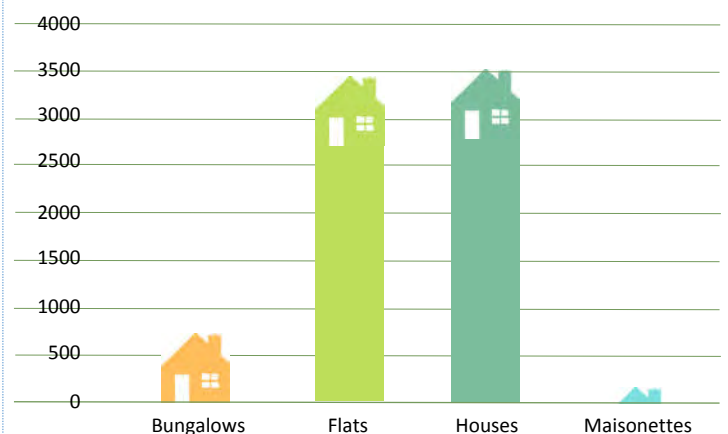


Please note that the above pie charts exclude surplus income from sale of properties, interest costs and other exceptional items. This financial summary is extracted from our financial statements. If you would like a full set of the financial statements, please contact our director of finance.

Our employees



Our housing stock



Home sweet home

We made **2652** offers of a home and **1124** were accepted in the following bands:

23 Emergency	482 Silver
56 Gold Plus	65 Bronze Plus
172 Gold	326 Bronze



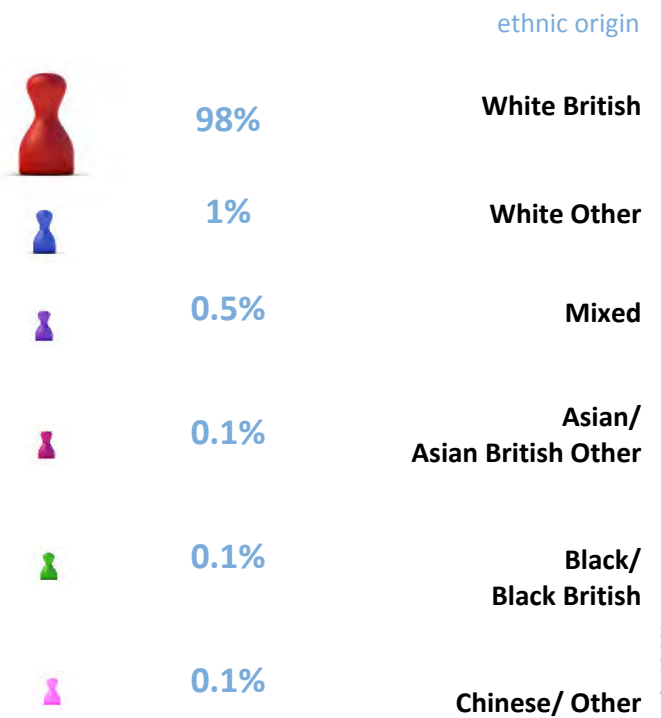
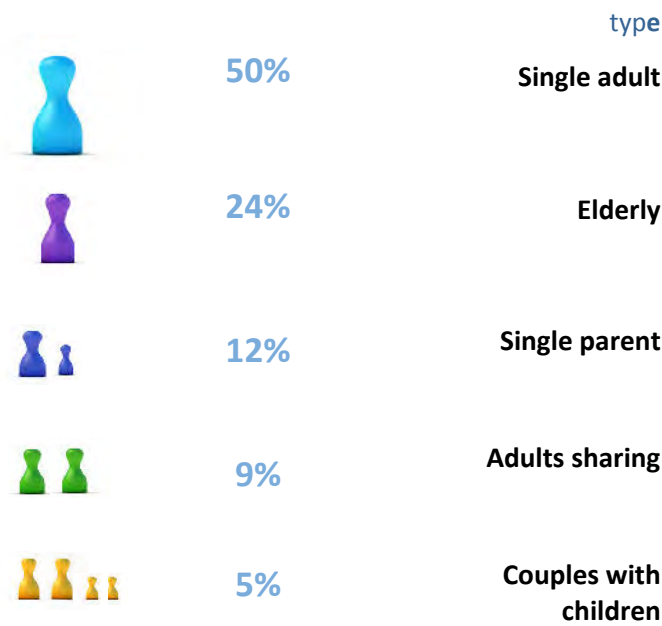


Tenancy Standard

- Allocations ●
- Rents ●
- Tenure ●

87% of you feel you get good value from your rent

Who did we house?

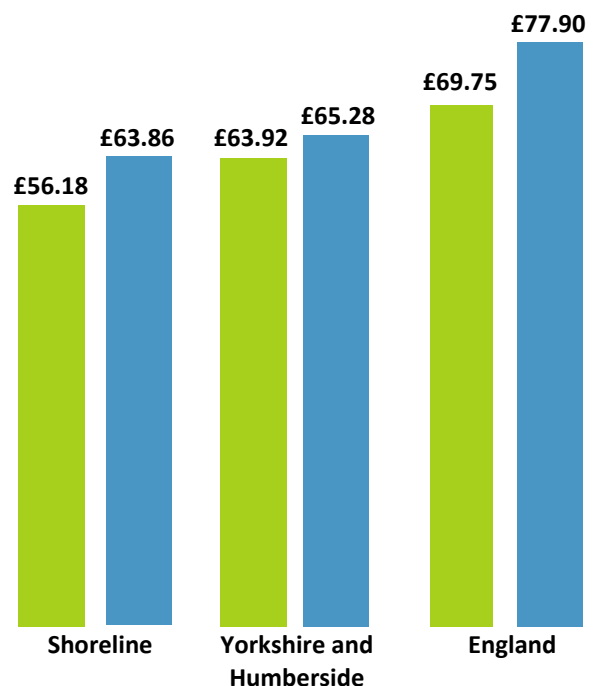


Current tenant rent arrears are at just over **2.24%** which means that for every £100 we are due, **£2.24** is outstanding.

In total, over half a million pounds is owed to us in outstanding arrears which equates to the cost of **122** new kitchens.

Your rent

■ Sheltered and supported
 ■ General needs net rent



Please note that due to the rounding of figures not all of the totals in this report will reach 100%

Tenant Involvement and Empowerment

- Customer service, choice and complaints
- Involvement and empowerment
- Understanding and responding to diverse needs of tenants



Thumbs up

An impressive 87% of you are pleased with your homes and the services we provide according to an independent survey carried out by the National Housing Federation in 2009.

The findings of the survey, showed increased levels of satisfaction in various areas of service. These results put us amongst the best performing social landlords in the country with tenant satisfaction with overall services **7%** higher compared to the previous survey carried out in 2006.

Results from the survey are shown in the sections for the relevant TSA standards in this report.

We were also delighted this year when we were awarded the government's Customer Service Excellence standard. The standard tests delivery, timeliness, information, professionalism and employee attitude and whether as an organisation we are developing customer insight, understanding your experience and measuring how happy you are with us.

meeting your needs

We are committed to meeting your needs and where possible will communicate with you in your preferred way. We have **2584** tenant communication requirements recorded including:

- **1403** requests for extra time to answer the door and telephone
- **232** people requiring an appointment before visiting
- **236** tenants who would like written information in a different format such as large print, Braille and audio or on different coloured paper
 - **182** requests for loud knocks
 - **45** tenants requiring information in another language

90%
of you find
our
employees
helpful

We will be working with tenants to maintain and improve on our achievements in the STATUS survey and the Customer Service Excellence standard – linking this directly with the development of the Tenant Involvement and Empowerment standard, particularly around access, choice, complaints and responding to the diverse needs of customers.



74% of
you think
we take
account
of your
views



let us know

In 2009/ 10 we received:

- **318** stage one complaints and responded to **93%** of them in time
- **34** stage two complaints
- **12** stage three complaints
- **169** compliments

82% of you feel we keep you informed

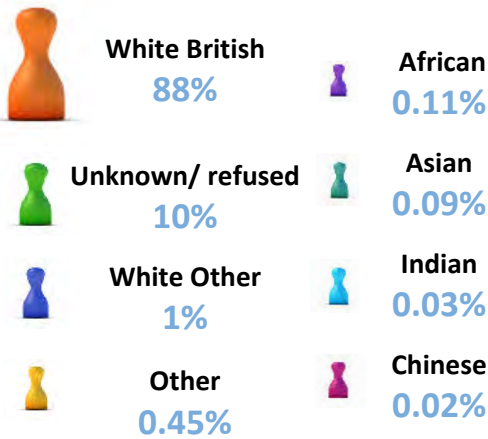
you called



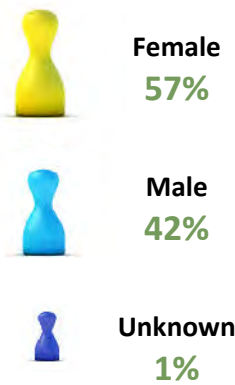
- Our customer contact centre answered **82, 918** telephone calls
- We answered **91% (75, 762 calls)** within five rings
- **3%** of telephone calls were abandoned

Current tenants - who are you?

ethnic origin



gender



disability



85% of tenants are satisfied with the overall repairs and maintenance service

Home Standard

- Quality of accommodation
- Repairs and maintenance

Gas repairs satisfaction rating

- **97%** of you are satisfied with our gas repairs performance.

Decent Homes

- Over **94%** of our housing stock meets the Decent Homes Standard.

Top Performer

89% of you are satisfied with the quality of your home



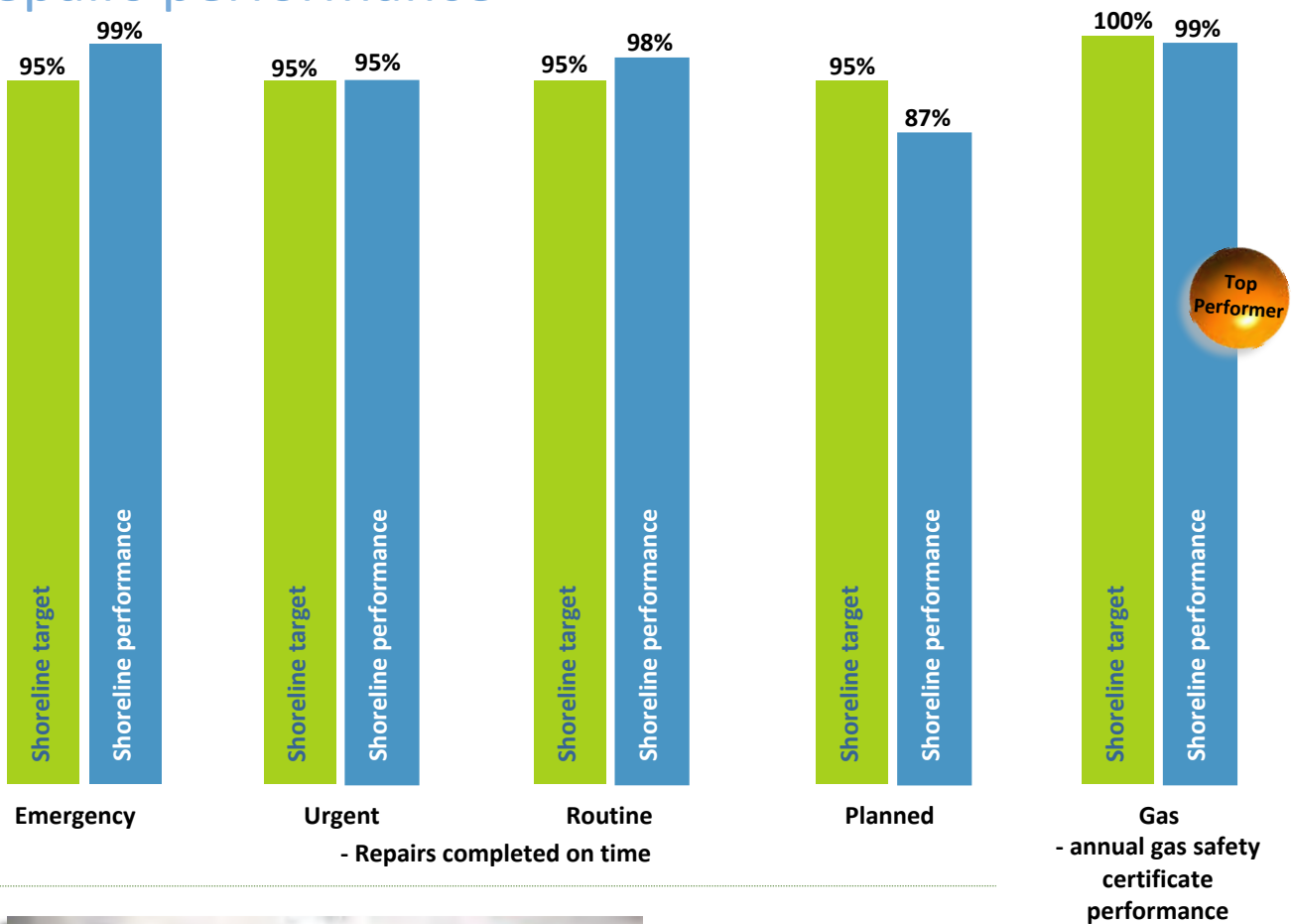
Standard Assessment Procedure

The energy efficiency rating across our housing stock is **74%**



The Standard Assessment Procedure (SAP) has been adopted by government as part of the UK Standard for calculating the energy performance of buildings. It provides a simple means of reliably estimating the energy efficiency performance of a home. SAP ratings are expressed on a scale of 1 to 100 - the higher the number, the better the rating.

Repairs performance



Our response to anti-social behaviour

- **94%** of reported anti-social behaviour was responded to within five working days
- **99%** of reported hate related incidents were responded to within two working days

Neighbourhood and community

- Neighbourhood management
- Local area co-operation
- Anti-social behaviour

Anti-social behaviour

What did you think?

- **76%** of people were satisfied with the way we dealt with the case
- **76%** of people said that their circumstances improved following the case
- **79%** of people were satisfied that we kept them informed
- **82%** of people said they were satisfied that we took their report seriously

Your thoughts on your local area

- **69%** of people surveyed said they were not concerned by anti-social behaviour in their area but **31%** said they were
- **96%** said they felt safe in their local area in the day
- **51%** said they felt safe in their local area after dark
- **47%** said their area had got better, but **19%** said it had got worse
- Out of all of the issues asked about, **25%** of people thought litter was a problem

83% of you are satisfied with your neighbourhood as a place to live

Did you know? We were awarded the cleaner, safer, greener quality mark for the Nunsthorpe from the Keep Britain Tidy Group.

Environmental action

Our environmental action team responded to the following amount of calls involving fly-tipping, cleaning, graffiti, litter picking and vandalism.



Fly tipping
357



Cleaning communal areas
69



Graffiti
52



Litter picking
17



Vandalism
11

How you can get involved in developing the local offers

We will be holding a series of events in your local area in the coming months to talk to you about the level of service that you expect from us and how you want to get involved in monitoring our performance. We will advertise these events in your local area and in the next issue of Shoreline News. We will also be speaking to existing tenant groups, Tenant and Resident Associations and the Group Dwelling Focus Group.

What happens then?

Following our consultation events with tenants we will publish, by 1 April 2011 our local standards. Our annual reports in future years will set out how we are meeting the standards and how our compliance against them is measured. It will highlight any gaps and improvement plans and will set out the way that we have provided opportunities for tenants to scrutinise our performance.

All future Annual Report for Tenants' will be agreed by our tenant Regulatory Panel to make sure they are satisfied that appropriate consultation has been undertaken.

get involved

Keeping our promises

Before the transfer of homes from North East Lincolnshire Council to Shoreline Housing Partnership in March 2005, extensive consultation with tenants was undertaken in order to develop the 'Offer Document'. We have been working to deliver the promises that we made to tenants in that document over the past five and a half years. There were a total of **143** promises made and we have achieved, or are on target to achieve, **all but five** of these. Details of the promises not achieved and the actions we are taking are given below:

Promise By 2010, every home will have, where necessary, a mains or lithium powered smoke alarm.

Action We will continue with the programme as part of the gas servicing contract and encourage take-up by residents, aiming to complete this programme by April 2011.

Promise Re-modelling of all bedsit accommodation to provide modern single bedroom flats

Action Beyond the refurbishment of The Limes, Waltham this is not proceeding due to a combination of lack of finance and changed priorities. We will undertake detailed consultation with affected tenants regarding the revised timetable and planned programme for the Decent Homes' work which will not be complete by the end of 2010 as previously promised.

Promise Develop 'Extra Care Housing' (a more supported form of sheltered housing)

Action This promise is outside of our direct control and we are therefore continuing to work with colleagues at the Care Trust Plus and North East Lincolnshire Council to produce a plan, but cannot guarantee the outcome.

Promise No hidden service charges.

Action This promise fell behind schedule due to the need to redraft and consult on the tenancy agreement, but the programme to introduce service charging has now been implemented.

Promise To tailor, through the 'Urban Renaissance' programme, issues such as the environment, transport and housing investment, creating high quality multi-tenure estates .

Action This promise is outside of our direct control and we are therefore continuing to work with North East Lincolnshire Council and the Enrolled Freeman on the Freeman Street neighbourhood development framework, but cannot guarantee the outcome.

Don't forget,
quarterly
performance information
is provided in the
'how are we doing'
insert of Shoreline News
and on our website -
www.shorelinehp.com

