



Report to:	STOCKPORT HOMES MEMBER COMMITTEE		
	05 July 2021		
Report of:	DIRECTOR FOR FOUNDATIONS		
Contact Officer and contact details	<p>Tanya King, Head of Customer Engagement & Inclusion 07966 312307 tanya.king@stockporthomes.org</p> <p>Anne-Marie Heil, Assistant Director – Access and Support 07800 617747 annemarieheil@stockporthomes.org</p>		
Type of Report	Assurance		
Title of Report:	STOCKPORT HOMES GROUP CUSTOMER PROFILE REPORT		
Purpose of Report:	The report provides information on the wide range of people benefitting from Stockport Homes Group services who are referred to as 'customers'.		
Recommendation(s):	That the Members Committee note the content of the report.		
Confidentiality	Non Confidential		
Resource Implications	There are no resource implications arising from this report as it gives a description of existing services. Any expansion to these services would be subject to separate scrutiny of income and expenditure.		
Impact on Risk Appetite and Risk Register	There is no impact on SHG's risk appetite, however, having a good understanding of SHG customers are will ensure any risk associated with poor performance is mitigated.		
	Risk Number	Risk Description	Risk Mitigation
	7	Positive, strategic relationships /	By providing an overview of the

		approaches to partnership working are not maintained with SMBC, local politicians and other key local partners, including Greater Manchester (GM)	range of customers and services delivered by SHG, Members will have a clearer understanding of how Stockport Council and Stockport Homes can work together to deliver local and regional priorities.
	12	Growth, diversification and insourcing of work is not executed as planned / agreed and does not maximise opportunities or generate efficiencies / surpluses as expected	SHG's Business Plan will ensure new opportunities are fully appraised via detailed cost benefit analysis and agreed approval mechanisms. There are a range of initiatives ongoing which are based on diversification into new markets. Regular oversight of new business reported to SLT and Board as required.
Customer Voice	Stockport Homes Customer Voice & Influence Strategy sets out how inclusive, modern and insightful engagement will be developed which places customer influence at the forefront of business planning for all the services included in this report. Customer Engagement Officers are partnered with individual service areas to support them to ensure this happens across SHG.		

Equality, Diversity & Inclusion implications	Service user profiles are regularly collated across SHG including for the areas identified in this report, to identify trends in the profile of customers accessing services and levels of satisfaction. This information is used to make improvements to services where barriers to access or unexplained differences in satisfaction levels are apparent.
Regulatory compliance	N/A

STOCKPORT HOMES GROUP CUSTOMER PROFILE

1. INTRODUCTION

- 1.1 Stockport Homes' Group (SHG) Members' Committee receives regular performance reports about the delivery and development of housing and support services. Given the increasing scope of services now delivered by SHG, it seems timely to highlight to Members the wide range of people accessing and benefitting from those services who are often referred to as 'customers'.
- 1.2 SHG's tenants are at the heart of the Group's mission and aims, with access to multiple property and support services. Whilst core services will always be focussed on tenants and those who live with them, an increasing number of services are accessible to non-tenants, particularly those delivering access to timely, high-quality support, transforming the lives of individuals and local communities. Relationships with SHG include:
- Tenants
 - RTB and leaseholders
 - Homechoice & rehousing
 - Support
 - Housing Support
 - Temporary accommodation
 - Carecall
 - The Prevention Alliance (TPA)
 - Refugees
 - Anti poverty
 - Foundations Your Local Pantry
 - Furniture Recycling
 - Employment
 - Community/civil society groups
 - Commercial customers
 - Anti-Social Behaviour
 - ThreeSixty
 - 'Home' Marketing & 'DASH' Architecture

The term 'customer' is frequently used to refer to anyone who benefits from SHG's services. This report details for Members the variety of customer relationships with SHG, grouped under the bulleted groups outlined above for clarity.

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2 CORE TENANT SERVICES

- 2.1 The core customer base is Stockport Homes' 11,395 tenants (as at May 2021). When the 24,326 additional household members are included, the total number of customers living in SHG tenancies is 35,721. A further 752 rent properties owned by SHG itself. These customers can access a wide range of services as part of their tenancy, enabling them to live safely and securely in their property, which includes:

- A dedicated housing officer that is a point of contact for the tenant in case of tenancy issues.
- A repairs team that tenants can contact through a variety of methods in order to report issues in their home, including: plumbing, joiners, electrical faults, roofing and more.
- Customer Safety Team responsible for yearly gas maintenance and repairs, asbestos surveys and five-yearly electrical checks.
- ASB team who will investigate and resolve anti-social behaviour issues in relevant neighbourhoods.
- Support networks for tenants who those who require it including free counselling, energy advice, money advice and positive engagement support.

A profile of Stockport Homes properties and tenants is set out in more detail in section 2.2 below.

2.2 PROFILE OF STOCKPORT HOMES PROPERTIES

2.2.1 Property type

2.2.2 The total population of Stockport as set out in the JSNA 2020 was 291,775 people (as at 2018). Social housing tenancies comprise around 13.4% of housing stock in the Borough¹. Stockport Homes manages 11,395 properties as detailed in Table 1 below.

TABLE 1

Property Type	Number of customers
High rise	1,945
Low rise	3,123
Self contained housing	6,005
Sheltered accommodation	245
Temporary accommodation	77
TOTAL	11,395

2.2.3 Geographical distribution of properties

2.2.4 Stockport's social housing stock is grouped geographically into seven areas, with tenants distributed as per the table below.

TABLE 2

Stockport geographical area	Number of customers
Brinnington & Central	5,789

¹ Household survey cited in Stockport Housing Needs Assessment 2019

Cheadle	866
Marple	474
Werneth	1,037
Stepping Hill	1,095
Heatons & Reddish	1,765
Bramhall & Cheadle Hulme	365
TOTAL	11,395

2.3 PROFILE OF TENANTS

2.3.1 The tables below detail the profile of Stockport Homes tenants by the main protected characteristics. SHG provides a more detailed year-end report on customer profile and this is available on request.

TABLE 3

Sex	Number of tenants (%)
Female	6,996 (61)
Male	4,392 (38.5)
Unknown	2 (0.02)
Prefer not to say	6 (0.05)
TOTAL	11,396

2.3.2 The split between the sexes in the general Stockport population is 50.5% female and 49.5% male, so the number of female tenants within the Stockport Homes tenant base is significantly higher than the Borough profile. However, this figure only takes into account the sex of head of household so the actual split may be closer to the Borough totals.

TABLE 4

Age bracket	Number of tenants (% in brackets)
18-24	485 (4)
25-39	2,931 (25.7)
40-54	3,197 (28)
55-64	1,968 (17.2)

65-79	2,055 (18)
80+	760 (6.7)
Total	11,396

2.3.4 24.7 per cent of tenants are over 65 years of age and almost seven per cent are over 80 years old. The Office for National Statistics estimated that in 2018 Stockport 19.9 per cent of its population over 65 and 2.8 per cent over 85. This shows ageing trends are even more pronounced in the SHG customer base than Stockport as a whole.

TABLE 5

Disabled	Number of tenants (%)
No	9,247 (81)
Yes	2,149 (19)
TOTAL	11,396

2.3.5 There is a higher proportion of tenants with a disability at 19 per cent, compared to 18 per cent for Stockport as a whole. This is borne out by the prevalence of mental and physical health support needs identified by those accessing Stockport Homes support services.

TABLE 6

Ethnic background	Number of tenants (%)
White	10,088 (88.5)
Mixed/multiple ethnic groups	170 (1.5)
Asian/Asian British	231 (2)
Black/African/Caribbean/Black British	194 (1.7)
Other ethnic group	299 (2.6)
Total	11,396

2.3.6 There is an increasing proportion of BAME tenants which account for 9.3 per cent of all tenants. This reflects the fact that 16.3 per cent of applicants on the housing register are from BAME backgrounds.

2.4 HOME IMPROVEMENT AGENCY

The Home Improvement Agency (HIA) team helps vulnerable people across all tenures to remain living independently in their own homes as comfortably and safely as possible. The team delivers a range of services to our own tenants, tenants of other social housing providers and people living in the private sector. The range of services includes:

- Delivery of major adaptations for our disabled tenants.
- Delivery of major adaptations to disabled people living in all other tenures.
- Delivery of a range of private sector housing grants programmes on behalf of the Council to assist eligible applicants with adaptations, essential repairs or improvements to their homes.
- A project management service for “able to pay” customers who wish to self-fund adaptations, essential repairs or improvements to their homes.

2.4.1 Due to the customer groups supported by the HIA, demand for service was significantly affected in 2020-21 by the pandemic. The table below provides information on cases completed in 2020-21 and, by comparison, 2019-20 when demand was at more normal levels.

Table 7

Type of adaptation	2020-21	2019 - 20
No. of tenants assisted with major adaptations	128	166
No. of other customer assisted with major adaptations	120	167
No. of private sector grants completed -repairs/ improvements	6	2
No. of able-to-pay customers assisted	4	4
Total	258	339

2.5 RIGHT TO BUY

2.5.1 The Right to Buy scheme allows tenants in social housing to purchase their property outright, often with a discount. This scheme has been in place for many years and has led to 6,839 customers purchasing their property from Stockport Homes since the scheme was introduced in 1980². Stockport Homes currently has 427 leaseholders, who possess the lease to properties within Stockport Homes housing stock such as multi storey blocks.

2.5.2 The level of contact Stockport Homes will have with those that have live Right to Buy applications will depend on whether they purchase a property or a leasehold flat. Initially both types of applicant will be invited for an interview to check identification, confirm eligibility and satisfy money laundering requirements. They will then be the first point of contact for any queries on the scheme. The majority of properties sold are freehold, so after the application process is completed, the owner will take full responsibility of their property. If the applicant is purchasing a leasehold property, they are then managed by the Home Ownership Team who will advise on lease issues, set the service charge and manage the annual invoice and reconciliation process.

² Figures calculated to end of Q3 2020-21

3 HOMECHOICE AND REHOUSING

- 3.1 Available Stockport Homes and other social landlord properties in the area are advertised weekly through the Homechoice system. People can register with Homechoice and are allocated points according to their level of housing need. There are currently 6,308 Homechoice applicants on the waiting list for Stockport Homes properties, and a further 13,033 household members on the applications.

Some are existing tenants who wish to transfer to another property, the remainder are living in other types of accommodation including temporary accommodation. Table 7 shows the types of bids made by customers in the past 12 months to June 2021.

TABLE 8

Bedrooms	Applicants	Ads past 12 months	Bids past 12 months	Average bids past 12 months
0 beds (bedsit)		39	4,420	113
1 bed	4,335	246	33,195	135
2 beds	2,140	218	24,969	115
3 beds	988	64	9,768	153
4 beds	109	2	44	22
5 beds	9			
6 beds	1			
Sum:	7,582	569	72,396	127

- 3.2 Those under forty make up 61 per cent of applicants and 56 per cent of lettings, demonstrating high demand for social housing from this cohort.

4 SUPPORT SERVICES

4.1 HOUSING SUPPORT

- 4.1.1 The Housing Support Team provide help and support to customers who are moving into a new house or need support with their existing tenancy. The support available covers:

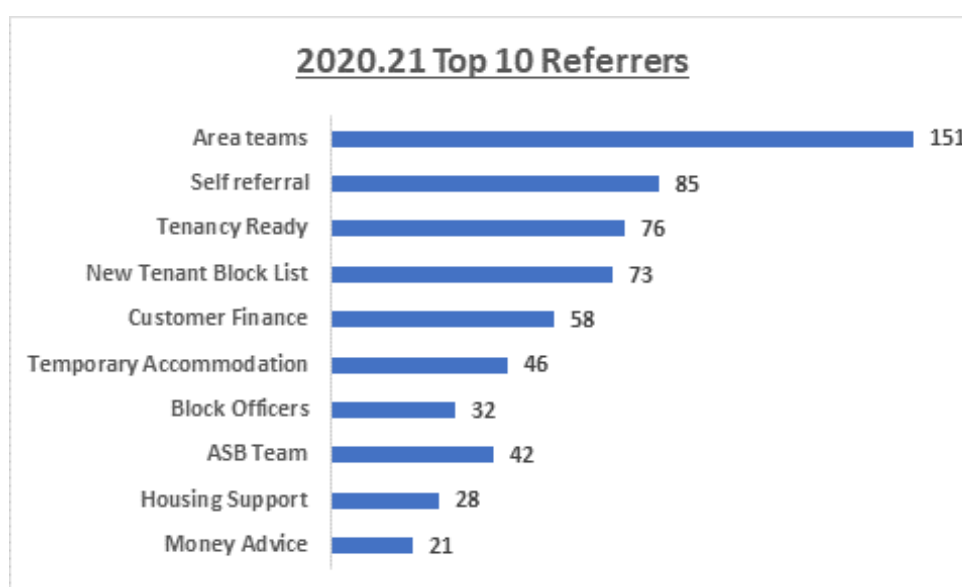
- Advice on housing options
- Help setting up your home and getting furniture and household goods
- Advice on budgeting, benefits
- Help with rent arrears
- Support with property condition, repairs and Hoarding issues
- Liaising with other organisations and agencies, including referring onwards for employment support, education, volunteering and training

- Help to access mental health support, drug, alcohol services and counselling.
- Support with domestic violence/ASB issues
- Support to attend appointments
- Help to access lower priced groceries
- Access to drop in surgeries

4.1.2 The team also have dedicated Block Officers based in the tower blocks at Lancashire Hill, Mottram Street and Brinnington. Most roles are generic with the exception of a specialist Housing Support role working with offenders.

4.1.3 During 2020/21 the Housing Support team received 763 referrals. The graph below shows the Top 10 referrers to the service:

TABLE 9



4.2 TENANCY READY

4.2.1 The Tenancy Ready service is similar to Housing Support but focused on working with customers who don't currently have a tenancy with SHG. These customers may be living in temporary accommodation and likely to be offered their first tenancy or a new tenancy with SHG (after having had a previous unsuccessful tenancy). The service supported 282 customers in 20/21 with the same support as given by Housing Support, but with more emphasis on helping people to prepare for their tenancy before they become a tenant. This aims to ensure they can start their tenancy in the most positive way, maximising the chances of it being successful. Partnerships with other organisations such as Stockport Without Abuse and Stockport Council's Leaving Care team give more specific support to particular cohorts of customers who are especially vulnerable.

4.3 TEMPORARY ACCOMMODATION

- 4.3.1 Temporary Accommodation provides a place to stay for those experiencing homelessness, allowing them to be brought into the support network provided by Stockport Homes and its partners. Households are accommodated across three temporary accommodation schemes; Buxton Road (men's scheme), Strathclyde House (women's scheme) and Brindale House (family scheme), as well as a number of dispersed supported properties for those with lower support needs. There are currently³ 108 homeless households within TA, comprising 171 people. The following table provides the numbers of properties in each scheme. Many households are rehoused into Stockport Homes' properties and provided with support to sustain their tenancies by the Tenancy Ready & Housing Support Teams.

TABLE 10

Accommodation	Number of properties
Strathclyde House	17
Brindale House	35
Buxton Road	22
Other offsite accommodation	34

4.4 CARECALL

- 4.4.1 Carecall provide a range of services to customers across the Borough, both in social housing and the private sector, who are at risk of falling or of admission/re-admission to hospital, returning home from hospital, in early stages of dementia or require support to maintain their independence. The level of support is tailored to a customer's needs. This includes:
- Falls monitoring, enabling those customers to live independently knowing that 24/7/365 help is provided in the event of a fall
 - Smoke/flood/carbon monoxide detectors that inform the support centre immediately if they are activated
 - Key safe and GPS tracking devices to ensure the safety of a customer's property and provide detailed information on the location of the customer so that friends and family can be informed
- 4.4.2 Some Carecall customers will receive support as part of living in accommodation specifically designated for older people, while others will receive it as part of a package of support from Adult Social Care. Those who are not eligible for either of the above are able to purchase individual services from Carecall, including those in the private sector. Carecall services are also offered to other Greater Manchester based housing providers. The total number of people supported by Carecall as at May 2021 is 4,589, broken down as follows:

³ As of May 2021

TABLE 11

Type	Number
Customers in accommodation designated for older people	723
Customers who receive support as part of a support package from Adult Social Care	1,262
Customers of other GM based Housing Providers	456
Direct purchase self-funded customers	2,148
TOTAL	4589

4.5 THE PREVENTION ALLIANCE (TPA)

4.5.1 The TPA comprises six 'not for profit' organisations commissioned by Stockport Council to improve health and wellbeing in Stockport as listed below. Their mission is to create change together through the strengths of people and communities, and that this approach will be the way of working in Stockport and beyond.

- Age UK Stockport
- Jigsaw Support
- Synergy
- Nacro
- TLC: Talk, Listen, Change
- Stockport Homes Group

4.5.2 The TPA is open to adults and families living in Stockport. They provide information, advice and guidance around health and wellbeing and work alongside people on a one-to-one basis whilst they make changes to improve their wellbeing. This can include working on some or all of the following areas:

- Physical health
- Mental wellbeing
- Relationships - including domestic abuse
- Budgeting
- Employment and skills
- Housing
- Social wellbeing

- 4.5.3 The TPA received 4,759 referrals during 2020/21, of which 983 related to domestic abuse. The team were also able to carry out 4,754 welfare checks during the Covid restrictions and 1,072 befriending calls to isolated local people.

4.6 REFUGEES

- 4.6.1 Stockport Homes provides specialist support for refugees through the United Nations Gateway Protection Programme. In addition to providing accommodation, a package of advice and assistance is delivered covering employment, welfare benefits, facilitating access to health services including getting registered with a GP, securing school places for any school aged children and providing some basic orientation support in the local community, working towards a successful transition to life in the UK.
- 4.6.2 Stockport Homes works with and supports 14 refugee households (42 people) to help them settle in communities and to find housing.

5. ANTI-POVERTY AND THIRD SECTOR

5.1 FOUNDATIONS YOUR LOCAL PANTRY

- 5.1.1 Foundations Your Local Pantries create a sustainable and long-term solution to food poverty and food banks. Members pay a small weekly fee of £3.50 (or £6.50 for a family sized bag), for which they can choose at least ten items of food each week, along with additional opportunities of volunteering and training. Members report improved financial positions, improved health and well-being and reduced isolation. The 2018 Social Impact Report also found that for every £1 invested, Pantries have generated a £6 return in social value. The following table provides detail on the range of pantry members.

TABLE 12

Type of pantry customer	Number
Social Housing tenants	565
Private rental	190
Owner occupier	106
Living with a relative	14
TOTAL	875

- 5.1.2 The Your Local Pantry franchise project, run jointly with Church Action on Poverty, is being rolled out nationwide with communities supported to set up their own affiliated Pantries, to emulate the success in Stockport and tackle food poverty in their area.

5.2 FOUNDATIONS FURNITURE RECYCLING SCHEME

- 5.2.1 The Furniture Recycling Scheme collects good quality donated white goods and furniture and provides them to Stockport Homes' tenants either free of charge or at a heavily discounted price to help sustain their tenancy by making their house a home. While most referrals relate to Stockport Homes' customers, other housing organisations, social care and probationary services also purchase items on behalf of vulnerable households. The following table provides detail on where these referrals come from and how many were received during 2020/21.

TABLE 13

Type of furniture customer	Number
Stockport Homes tenants	517
Guinness Homes	4
Private renting and Three Sixty	5
Your Housing Group	2
Moss Care St. Vincent	1
Onwards	1
Other social landlords	3
Great Places	35
TOTAL	568

5.3 EMPLOYMENT SUPPORT AND MOTIV8

- 5.3.1 Stockport Homes Employment Team have supported over 900 people since 1st April 2020 and have moved 292 into employment. The Employment service is 'tenure blind' providing residents of Stockport with Information, advice and guidance in relation to all aspects of employment support. Several contracts are delivered by the team to further broaden the support package available to customers. These include Hidden Talent, Work Placements and most recently the introduction of the Government's Kick Start scheme for young people, which currently provides eight placement opportunities within SHG. In addition to delivering sector-based work events, the customer training team provide a wide spectrum of online and face-to-face training encompassing the core themes of Employment, Health & Wellbeing and Community as part of the Skills for Life+ offer.
- 5.3.2 Motiv8 is the Athena Greater Manchester 'Building Better Opportunities' programme funded through the National Lottery Community Fund and European Social Fund. The fund supports participants to address multiple barriers relating to education, training & employment. Since the beginning of 2020, Motiv8 has received over 330 referrals across Stockport & Rochdale. Over 1,400 positive outcomes have been

achieved relating to health & wellbeing, finance & employability and self-confidence & self-development. In addition to this, since the beginning of 2020, Motiv8 has supported over 110 people into training, employment & with intensive job search following support they have received to address previous barriers.

5.4 COMMUNITY / CIVIL SOCIETY GROUPS

- 5.4.1 Community groups/civil societies are a core part of Stockport Homes' customer base, working collaboratively on projects which enrich neighbourhoods. These groups receive support from Stockport Homes guidance on setting up and running the group, and are led through the LIFE model (Lead, Influence, Follow, Exit). The Stockport Homes Funding Officer supported groups to secure £532,804 in grant funding during 2020/21. There are currently 1,689 constituted groups in Stockport, of which Stockport Homes' Funding Officer engages with and directly supports around 130. Financial support is provided to groups through the Foundations Community Fund, with the majority of applications benefiting residents of Stockport Homes neighbourhoods.

6 COMMERCIAL CUSTOMERS

- 6.1 In the past few years, SHG has identified a number of opportunities to strengthen and sustain the Group through commercial arrangements which generate income to reinvest into the business. This contributes to delivering its wider mission of transforming lives, whilst also making a valuable contribution to the wider prosperity of the Borough through job creation and high quality, value for money services.

6.1 ASB SERVICES

- 6.1.1 Stockport Council currently contract Stockport Homes' ASB team to manage cases in the private sector. This service provision includes responding to, investigating and taking appropriate action in reports of ASB in residential communities across the whole of Stockport. 184 cases of private sector ASB across Stockport were closed as of March 2021.

6.2 THREE SIXTY LIVING

- 6.2.1 Three Sixty Living offers a management package to private landlords similar to high street letting agencies and property management companies, in order to open up the private rented sector market to more people. This includes a full property management service for landlords from advertising properties to letting and then managing the ongoing tenancy. Tenants and landlords can benefit from the wider services available within SHG including ASB services, money advice, housing support and managing all property compliance and repairing obligations (at an additional landlord cost). There are currently 127 landlords across 186 properties.

6.3 SCHOOLS AND OTHER SERVICE LEVEL AGREEMENTS

- 6.3.1 Stockport Homes' Customer Safety teams deliver service level agreements to schools and care homes in Stockport, providing repairs and other maintenance services, including heating, electrical repairs, window and door maintenance, roller shutter and barrier entry services. There are current 69 schools and 12 Boroughcare care homes covered by SLAs.
- 6.3.2 Stockport Homes also provide Mental Toughness sessions to eight local schools through the Youth Engagement role. A dedicated Youth Worker does one-to-one mentoring and detached youth work sessions in the community with young people who are involved in ASB and at risk of exploitation/offending behaviour.

6.4 MARKETING AND ARCHITECTURE TEAMS

- 6.4.1 Stockport Homes has several teams providing services for the private sector. Under the brands 'HOME marketing' and 'DASH architecture', the Marketing Team and Architecture Teams respectively sell their services to external customers in the public and private sectors. The table overleaf contain the numbers of customers of these two services.

TABLE 14

DASH clients	15
HOME Marketing clients	5

6.5 SHARED OWNERSHIP

- 6.5.1 Stockport Homes also has 334 shared ownership properties, with this number increasing continuously as more new build developments are completed. Shared Ownership buyers will be in regular contact with Stockport Homes during the application process. The Home Ownership Team will carry out initial fraud and eligibility checks to ensure that those purchasing Shared Ownership properties are eligible for the scheme. The team will then be responsible for managing these properties, which includes services such as block management, advising on lease issues, service charge setting and managing annual invoicing and reconciliation. They are also responsible for the 'staircasing' process (where the Shared Ownership buyer purchases a larger share in their property) which will include liaising with the shared owners before the Legal Team takes over for conveyancing.

7 CONCLUSION

- 7.1 Stockport Homes has a broad range of customers, from its core tenants to private Carecall customers to customers of Stockport Homes' marketing, architecture and home sales teams. The total number of customers, avoiding double counting where

possible is almost 65,000. This report gives Members further details of the range and profile of those customers, which is continuously evolving as existing services are expanded and new ones developed to meet local needs. In growing its services, which include revenue and grant generating projects, Stockport Homes maintains delivery of excellent services to its core customer group of tenants whilst making a valuable contribution to the Borough's prosperity. This growth is aligned with local and regional ambitions, including the One Stockport initiative and the Greater Manchester 'Our People, Our Place' strategy.

8 RECOMMENDATION(S)

- 8.1 That the Members Committee note the content of the report