



Report to:	STOCKPORT HOMES MEMBER COMMITTEE		
	11 October 2021		
Report of:	EXECUTIVE DIRECTOR OF RESOURCES		
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Type of Report	Assurance		
Title of Report:	ANNUAL REPORT TO CUSTOMERS		
Purpose of Report:	To provide Member Committee with the Annual Report to Customers.		
Recommendation(s):	That the Member Committee note the Annual Report to customers.		
Confidentiality	Non Confidential		
Resource Implications	This year the Annual Report has been designed as a slideshow; this approach saves £6000.		
Impact on Risk Appetite and Risk Register	SHG has a 'Minimal' appetite for risk in relation to Reputation, Key Relationships and Decision Making. The Annual Report provides assurance to the Board that SHG's reputation is being well managed and protected by keeping customers and stakeholders informed about its performance and levels of efficiency.		
	Risk Number	Risk Description	Risk Mitigation
	n/a	Failure to issue the annual report to customers could impact on their satisfaction about being kept informed.	By providing this information, which has been shaped through customer consultation this risk is reduced.

	5	SHG is not adequately prepared for the requirements of the Regulator for Social Housing (RSH) when it becomes a large provider (1,000+ units owned by Stockport Homes)	Although there is no formal requirement in regulatory standards for SHG to issue a VfM or performance statement to customers, the regulator does expect providers to keep customers informed about its performance and levels of efficiency.
Customer Voice	The Annual Report is a key publication for customers, and consultation on how customers prefer to receive publications and the style and content remains a priority for Stockport Homes. This consultation showed that 80% of customers would prefer to receive information digitally. The design and some of the content has been shaped through this process.		
Equality, Diversity & Inclusion implications	The report follows good practice guidelines on accessibility of language. It is also available on request in a range of alternative formats.		
Regulatory compliance	The Regulator of Social Housing states within its Tenant Involvement and Empowerment Standard that providers are required to publish an annual report containing relevant and timely performance information, including information on repairs and maintenance.		

1. INTRODUCTION

- 1.1` The Annual Report provides feedback to customers and stakeholders on the work and performance of Stockport Homes in 2020/21. Following 'A year like no other' where some services were unable to perform in the same ways, this year's Annual Report highlights how Stockport Homes have supported customers through the pandemic whilst still delivering core services and more.
- 1.2 The Annual Report to customers is a key publication. It is central to a range of written communications, which include targeted newsletters for customers. The increased use of social media and the Stockport Homes website as a platform for sharing news and information in recent years provides the most modern, digitally savvy way of now publicising the Annual Report, whilst still offering alternative formats for those who may not be digitally enabled.

2. THE PROCESS AND INFORMATION INCLUDED

Content and information

- 2.1 The Annual Report is a key publication for customers, and consultation on how customers prefer to receive publications and the style and content remains a priority (see section 2.4 for more information). The design and some of the content has been shaped through this process. The style of the Annual report is a slideshow, with several case studies presented as 'human interest' stories and the report makes optimum use of photographs, representing our diverse customer base, communities and colleagues.
- 2.2 The report is structured to link key company achievements over the year with the Aims of the organisation. The focus is on showcasing how Stockport Homes continued to transform the lives of customers during the pandemic.
- 2.3 The Report for this year also features learning from customer feedback, to show that we are listening to customers, not resting on our laurels, and how we are planning to improve services further.

Format

- 2.4 The Annual Report has developed in a video style for 2020/21 to help meet the group's Digital Journey aspirations. The report will be e-mailed to all customers who are signed up to receive information online, as well as shared across all social media channels, promoted on block notice boards, sheltered schemes and temporary accommodation schemes. Customers who wish to receive a paper copy will be able to request one.
- 2.5 Stockport Homes has been encouraging customers to receive publications digitally. A survey was sent out to customers, asking them how they prefer to receive publications. Over 200 customers took part in the consultation, with over 80% saying they would prefer to receive information online/via email. Over 4000 customers now receive publications digitally, which supports the overall goals for digital transformation. By promoting the Annual Report across all

platforms, this will allow those who are not digital to hear about the report and request a paper version, ensuring that it is accessible to everyone and that no-one is excluded.

Regulatory requirements

- 2.6 The Regulator of Social Housing states within its Tenant Involvement and Empowerment Standard that providers are required to publish an Annual Report containing relevant and timely performance information, including information on repairs and maintenance. This requirement applies to all registered providers regardless of the units of stock owned by the provider. As Stockport Homes moves towards becoming a “large” provider for regulatory purposes, the production of this report will ensure it continues to meet the full regulatory requirements. Stockport Homes demonstrates its overall compliance through an annual compliance self-assessment, which covers the full framework, including the requirement to publish value for money evidence outside of the annual accounts in any way they see fit if they consider this increases transparency with stakeholders. Stockport Homes does this, in part, through the Annual Report to customers.
- 2.7 The Social Housing White Paper, published in November 2020, aims to make providers more transparent and accountable to tenants. It aims to establish a culture where landlords share information with tenants so that they can be held to account. Any such information should be presented in a clear, consistent, accessible way. The Annual Report to Customers is one of the ways in which Stockport Homes provides information to tenants on service performance and outcomes. It is developed in consultation with customers to ensure it is clear, accessible and provides information that is of interest.

3. CONCLUSION

- 3.1 The Annual Report 2020/21 provides customers with a transparent and accessible overview of performance and value for money in the way services were delivered over the last year. It demonstrates that Stockport Homes continued to deliver high performing services and provided extra support to the most vulnerable customers. Stockport Homes are committed to ensuring customer voices are heard and as a consequence customers chose the style and layout of the Annual Report through an online consultation.

4. RECOMMENDATIONS

- 4.1 That the Member Committee note the Annual Report to Customers.