

# Annual report and financial statements for the year ended 31 March 2021



# Welcome to Leicestershire Rural Housing Association's annual report

**This report explains how we performed between April 2020 and March 2021.**

Leicestershire Rural Housing Association have provided much needed affordable homes, specifically for local people in Leicestershire's villages, for almost 20 years. We manage homes for 170 families, couples and individuals in 18 villages across the region.

2020 – 2021 was an unprecedented year for us all. The covid-19 pandemic, coupled with the ongoing impact of changes in the benefits system, the effects of Brexit and the introduction of the government's Social Housing White Paper, meant business as usual had to change.

However, despite these challenges, Leicestershire Rural Housing Association made a rapid and efficient transition to new ways of working, from home and online, and continued to deliver against our business plan objectives.

I was very proud of how the entire LRHA team worked together to ensure that the obstacles made as little impact as possible on service levels to our customers. At the height of the lockdown we temporarily moved to a reduced level of home service, which was necessary to protect our residents and staff. Thank you for your patience during this time.

Throughout the year our focus was on our continued delivery of **high-quality housing management services, developing our connections with residents, and developing relationships with partner associations.**

We know there will always be areas where we can improve. Your continued feedback, through complaints, compliments and involvement in surveys and focus groups, really does help us focus on the areas that need attention.

I hope you find this report useful. As you read on, please bear in mind that some of our performance results have been affected by the covid pandemic. If you would like any further information, please get in touch via **[enquiries@midlandsrural.org.uk](mailto:enquiries@midlandsrural.org.uk)**

Thank you.

*Reg Ward*

**Chair – Leicestershire Rural Housing Association**

# Responsible housing and neighbourhood management



Leicestershire Rural Housing Association is a profit-for-purpose housing association. This means we invest every penny we make into providing good quality homes and services.

We provide affordable, safe and comfortable homes for local people in 18 Leicestershire communities. We offer financial and wellbeing support to our customers and enhanced this for those struggling with the financial impact of covid.

## Housing management



170

total number of LRHA managed homes



140

homes for social or affordable rent



28

is the average number of days to reallocate a property



100%

of our properties were allocated to residents with a strong local connection to the village

## Shared ownership



30

shared owner homes



1

shared ownership home resold

## You said, we did...



**You said: We want information tailored to shared owners**  
**We did:**

- Introduced a dedicated newsletter for shared owners.
- Developed a new section on our website for existing shared owners.
- Created an email address for shared owners to contact the housing team directly.

# Responsible housing and neighbourhood management



## Rent and service charges

**£722,679**

was collected in rent

Arrears below  
**1.49%**

Our housing team closely support our customers to help manage their rent.

### How your rent was spent (top four areas):

1. Day to day repairs
2. Planned repairs / upgrades (heating, bathrooms, kitchens, windows, doors etc)
3. Staffing and administration
4. Repairs to void properties

### How your service charge was spent (top four areas):

1. Gardening: £21,535
2. Landlord's lighting: £4,744
3. Sewage pump stations: £3,516
4. Maintenance communal lighting: £1,989

## You said, we did...



**You said:** You want to see us out on your schemes more often

**We did:** Agreed budget to increase our housing officer resource, with new team members joining during summer 2021 and immediately starting scheme visits.

## Neighbourhood management

**£21,536**

was spent on keeping schemes tidy and communal garden areas maintained



**30**

anti-social behaviour (ASB) cases reported

### Top three ASB breaches:





# Keeping your home safe and in good repair



Our priority is, and always has been, the safety and comfort of our customers.

## How do we decide what to spend?

The maintenance and repairs budget is set by the Board and increased annually in line with inflation and business requirements.

This covers **the upkeep of your home, the measures we take to keep you safe**, and the work to **prepare empty properties for letting**.

## Impact of covid on service levels

Our maintenance service was affected by the covid pandemic, and all non-emergency works were suspended during the first lockdown. When we were able to restart, we introduced new safe working practices to protect both residents and our workforce. Throughout the year, some of our contractors needed to self-isolate, impacting our ability to maintain our usual service levels.

**96%**

of residents surveyed are satisfied with our repairs and maintenance service

**£109,465**

spent on completing repairs

**£2,737**

average spent on getting an empty property ready to re-let



**100%**  
gas safety compliant



**100%**  
fire safety compliant

## Responsive repairs

**498** repairs completed



**116**  
emergency



**165**  
urgent



**217**  
routine

## You said, we did...



**You said:** You wanted clarification on the different types of repair categories

**We did:** Updated our website making it clearer what emergency, urgent and routine repairs mean and what service levels to expect.



**You said:** You wanted more maintenance support

**We did:** Increased our maintenance resource with an additional surveyor dedicated to compliance and asset management.

# Effective customer service and handling of complaints

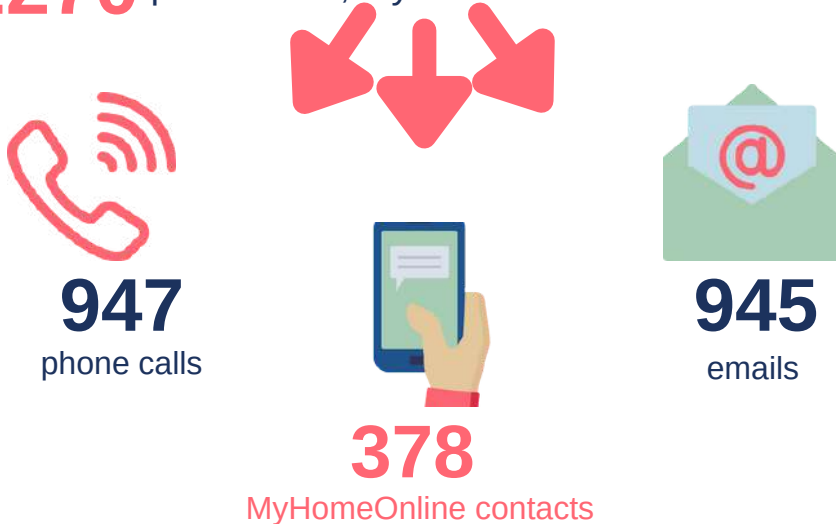


**Our customers are at the heart of everything we do.**

We strive to always deliver the best possible service. During, and following, the covid lockdowns, we have seen the way in which our customers want to communicate with us evolve, with many more now using email and MyHomeOnline.

**On average, per month, our Customer Care Team dealt with\*:**

**2270** phone calls, MyHomeOnline contacts and emails



**23 seconds**

was the average time taken to answer a call

**92%**

of customers surveyed are satisfied with the service they received from LRHA

**You said, we did...**

- You said: You wanted more information on our website**  
**We did:** We have new forms on the website for requesting a pet, requesting an alteration, and to log a complaint. We regularly update our support and benefits pages and promote all pages on social media.
- You said: You wanted more functionalities online**  
**We did:** We have a project team reviewing our MyHomeOnline service and will introduce new functionalities over the coming year, focusing on the ability to diagnose and book repairs online.
- You said: We don't always respond to some queries in a timely manner**  
**We did:** Reviewed our service promises, which are on our website. We have raised awareness within the organisation of these promises and continue to look at performance measures to monitor these.

\*Contact data is average per month into our Customer Care Team who cover LRHA and three other rural housing associations on behalf of Midlands Rural Housing.

# Effective customer service and handling of complaints

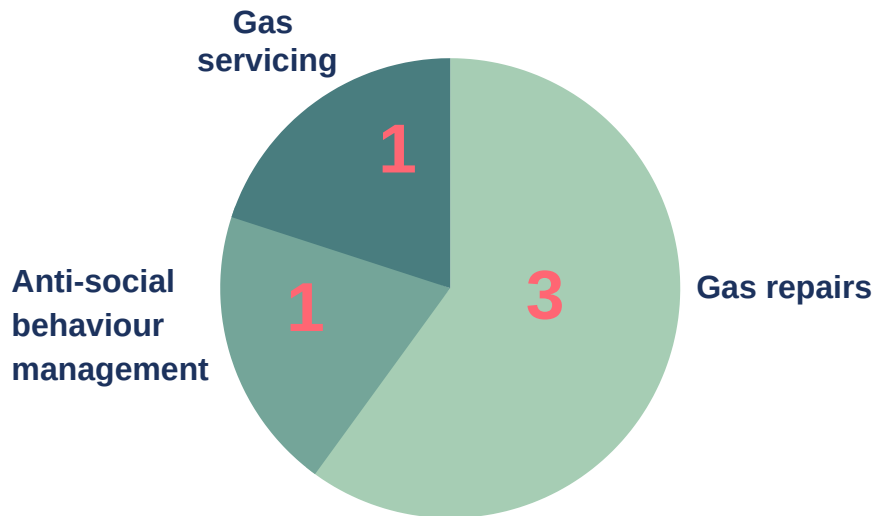


We welcome complaints and compliments as they help us see where we are getting it right and understand where we can improve.

We have adopted the Housing Ombudsman Complaints handling code. We are focused on ensuring that we learn and improve from every interaction with our customers and that we let you know what we've learnt.

## 5 formal complaints

Breakdown of complaints by service area:



0 complaints relating to communal areas  
1 complaint was related to not being treated with respect

**100%** of complaints resolved within agreed timescale

**1** complaint escalated to stage two of our complaints process

**0** complaints escalated to the Housing Ombudsman

## You said, we did...



**You said:** You wanted the complaints process to be short and clearly defined

**We did:**

- reviewed our complaints policy and procedures
- consulted with our resident involvement board
- produced a dedicated web page and online form for complaints to be made, setting out clear timescales.

We are now reviewing our compensation policy.



**You said:** We want to be able to contact you on social media  
**We did:** We enabled private messaging via Facebook/Messenger.

# Respectful and helpful engagement



**We know that to deliver the best possible service, we need to involve you and listen to you.**

We will be introducing new ways of engaging with you, to make sure you have a range of opportunities to share your views, to ensure we are delivering the services you have a right to expect.

**62%**

of customers surveyed are satisfied that we listen to their views and take notice of them

**57%**

of customers surveyed are satisfied with the opportunities available to put their views and ideas forward

**100%**

of customers surveyed are satisfied with how we communicate the essential things they need to know about living in their home

## Digital engagement



**2818**

new visitors to our website



**6%**

increase in number of new Facebook page likes



**69%**

of LRHA customers are registered on our portal MyHomeOnline






**45%**

of LRHA customers registered on MyHomeOnline used it in the last **6** months

During the first covid lockdown we called **70** of our most vulnerable residents to check if they needed any extra support

## You said, we did...

-  **You said:** You want to be more involved in the association  
**We did:** A survey to find out how you want to be more involved and which topics you're interested in. We will be using this information to introduce new ways for you to get involved soon.
-  **You said:** We want more information in the newsletters  
**We did:** Enhanced the newsletters to include more benefits updates and timely information about our services.
-  **You said:** You want to see us out on your schemes more often  
**We did:** Agreed budget to increase our housing officer resource, with new team members joining during summer 2021 and immediately starting scheme visits.



# Statement of comprehensive income

FOR THE YEAR ENDED 31 March 2021

	2021 £	2020 £
Turnover	190,361	188,731
Operating costs	(207,223)	(182,130)
<b>Operating (loss)/surplus</b>	<b>(16,862)</b>	<b>6,601</b>
Movement in fair value of financial instruments	(905)	(1,699)
<b>(Loss)/surplus for the year</b>	<b>(17,767)</b>	<b>4,902</b>
<b>Total comprehensive income for the year</b>	<b>(17,767)</b>	<b>4,902</b>

Turnover is derived from continuing activities.

# Statement of financial position

AS AT 31 March 2021

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
<b>Current assets</b>		
Trade and other debtors	30,627	105,155
Cash and cash equivalents	435,833	369,549
<b>Total current assets</b>	<b>466,460</b>	<b>474,704</b>
<b>Creditors: amounts falling due within one year</b>	<b>(171,011)</b>	<b>(156,836)</b>
<b>Net current assets</b>	<b>295,449</b>	<b>317,868</b>
<b>Creditors: amounts falling due after one year</b>	<b>(24,146)</b>	<b>(28,798)</b>
<b>Net assets</b>	<b>271,303</b>	<b>289,070</b>
<b>Capital and reserves</b>		
Called up share capital	10	10
Revenue reserves	271,293	289,060
<b>Total funds</b>	<b>271,303</b>	<b>289,070</b>

“Claire has been great. She knows I like reading and in lockdown she delivered me a large bag of books!”

LRHA resident

“Everybody at LRHA has been really nice over the years. Everything we’ve asked they’ve understood and anything we needed they’ve done.”

LRHA resident

“The whole allocation and moving in process has **been absolutely brilliant**, can’t fault anything. Mark **kept in touch throughout**, and visited when he was in the area, to say hello and check I was ok.”

LRHA resident

**Leicestershire Rural Housing Association**

[enquiries@midlandsrural.org.uk](mailto:enquiries@midlandsrural.org.uk)

0300 1234 009

[www.leicestershisherha.org.uk](http://www.leicestershisherha.org.uk)

 leicsrural

**Memorial House  
Whitwick Business Park  
Stenson Road  
Coalville  
Leicestershire, LE67 4JP**

Leicestershire Rural Housing Association Limited is a registered provider, with charitable rules, under the **Co-operative and Community Benefit Societies Act 2014 (29402R)**.

  
**Leicestershire Rural**  
Housing Association Ltd