

A word cloud of village names in Lincolnshire, arranged in a circular pattern. The names are in various colors and sizes, with some appearing multiple times. The names include: Markfield, Congerstone, Elmsthorpe, Croft, Bagworth, Measham, Brearton, Barnstone, Moira, Ratby, Fleckney, Swanton, and others. The names are arranged in a circular pattern, with some appearing multiple times. The names are in various colors and sizes, with some appearing multiple times. The names include: Markfield, Congerstone, Elmsthorpe, Croft, Bagworth, Measham, Brearton, Barnstone, Moira, Ratby, Fleckney, Swanton, and others.

Welcome to our annual report

This report explains how we performed between April 2024 and March 2025.

I was honoured to be elected as Leicestershire Rural Housing Association's (LRHA) Chair in December 2024. I'm excited to be guiding LRHA in its important role of managing affordable homes to enable people to thrive in the rural communities where they live or work. The entire LRHA team has a shared commitment to meeting the needs of residents and serving local communities. Their passion has been central to delivering the impressive results outlined in this report.

Throughout the year we've continued to deliver on our core purpose of providing and managing good-quality, affordable homes, on small scale developments, for local people in rural Leicestershire.

We provide a high-quality management service to 171 households in 17 villages across the county. Our continued success has been achieved by forging links with other housing associations and using our expertise to manage their rural homes. We're especially grateful for our relationship with emh and for their ongoing and vital support. We expect to increase the number of homes we manage in the coming years, as partner registered housing providers build more rural homes. Our growth ambitions will create opportunities for us to support even more residents in future.

It's been another year of change in the social housing sector, with the introduction of the Regulator of Social Housing's Consumer Standards in April 2024. We welcome these new standards, which aim to ensure that all social housing residents have a voice in how their homes and services are managed, are safe in their homes, and are treated fairly by their landlords. An independently audited self-assessment in May 2024 showed that we were already meeting nearly all of the new standards – there is always room for us to learn and improve further. We continue to review and update our policies, with a focus on improving our services, communication and responsiveness.

Supporting our residents

We've focused on delivering a great service to our residents. This has included closer monitoring of our contractors, increasing staffing in our maintenance team, and getting to know our residents better. We're very conscious of the continuing high cost of living, especially increased food and energy prices, and the great pressure this puts on our residents. To help, our housing team is on hand to advise residents and support them to ensure they're accessing all available financial help.

Engaging with our residents

We continue to listen to our residents. Throughout the year, residents have provided us with invaluable insight on what's most important to them in respect of their homes and the services we provide, what's going well, and what needs addressing. We're using their feedback to improve continuously.

We pride ourselves on our customer service and know that many of our customers really value being able to speak to us. We're pleased to report that calls to our Customer Care Team are answered, on average, within 21 seconds.

We've achieved a lot this year to provide the best possible homes and services for residents and, although we know there is always more we can do to improve, we're proud of our achievements. Below are some of the positive outcomes we delivered this year:



100%
of homes let to
households with a
local connection



100%
of residents agree our
contractors treat them
with courtesy and respect



5
policies/strategies
updated



**Calls to our Customer
Care Team answered,
on average, in 21
seconds**



404
reactive repairs /
maintenance requests
completed



94%
of residents satisfied
with our repairs and
maintenance service

There's no question that, with continued high inflation, rising costs and a growing demand for affordable homes, the scale of the challenges ahead is significant. But so too is our commitment to deliver for our residents and communities. We will continue to manage our finances and resources carefully to deliver value for money for residents, and invest in the maintenance, improvement and safety of our homes.

I welcome continued feedback from residents through surveys, conversations, complaints and compliments – they really do influence our service and help us prioritise where improvements are most needed.

I hope you find this report useful. If you would like any further information, please get in touch via enquiries@midlandsrural.org.uk

Alison Brown

Chair, Leicestershire Rural Housing Association

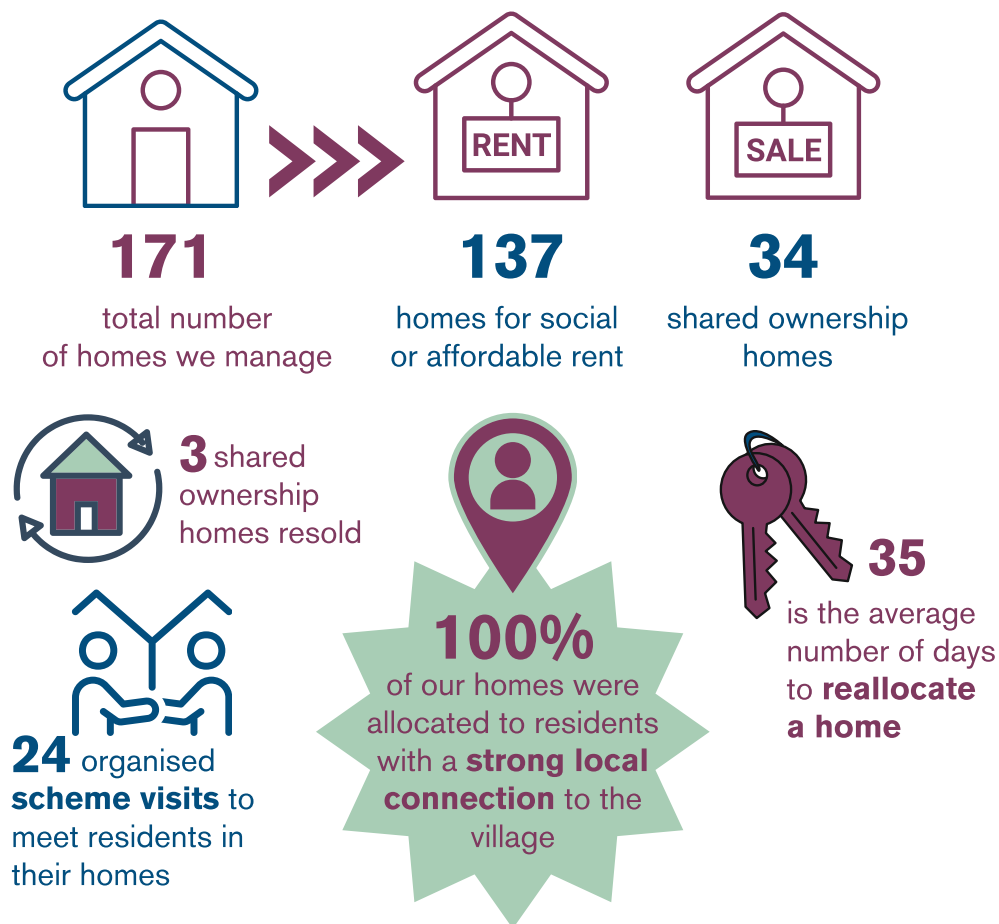
Supporting our residents in their homes and neighbourhood



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 **17** communities. Our housing officers provide all aspects of the housing management service including allocations, tenancy support, ASB management, and rent management and support. This holistic approach means the housing officers really get to know our residents and their needs.

Housing management



Neighbourhood management



Supporting our residents in their homes and neighbourhood

Rent and service charges

On average, throughout the year, rent arrears are:

0.85%

Our housing team engage with, and support, residents to help them manage their rent

How your service charge was spent

(top four areas):

1. **Landscaping**
2. **Electric charges**
3. **Pumping stations**
4. **Unadopted road sinking funds**

How your rent was spent

(top four areas spent on service delivery):

1. **Day-to-day repairs**
2. **Staffing and administration**
3. **Repairs to empty properties**
4. **Neighbourhood management**

£997,375

collected in rent

Helping residents access support

Each year when we write to residents about the upcoming annual rent increase, we send out a guide to cost of living support. This includes tailored information about support services in Leicestershire.

As well as signposting to services, we also support our residents with referrals to receive financial help.

- ✓ Last year we successfully referred **2 households** to access support from Leicestershire County Council's **Household Support Fund**.

Your guide to
cost of living support
in 2025

Leicestershire Rural
Housing Association Ltd



Giving our residents a great service



Our residents are at the heart of everything we do.

We strive to always deliver the best possible service. Our updated Customer Promises are published on our website. And we also provide a complaints performance update on our website every quarter.

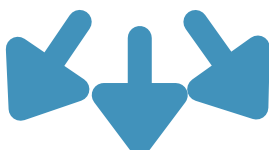
On average, per month, our Customer Care team dealt with:

1756 phone calls, MyHomeOnline contacts and emails*



924

phone calls



94

MyHomeOnline contacts



738

emails



**21
seconds**

average time for
Customer Care
team to answer
an incoming call

*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.

We're upgrading our **website**.

This will make it easier to find information, send us a request and manage your tenancy. We involved residents in the development of the site:



- ✓ we sent a survey to all residents asking for feedback
- ✓ included residents in an online workshop with the developers.

You said...
"The out of hours
advisor gave me
incorrect
information."

We did...

- ✓ We've changed our out of hours service provider (from 01 May 2025).

We've updated our **Customer Promises**.

Our promises let you know what service levels you should **expect from us**. Like how quickly we'll respond to you, how quickly repairs will be completed and how we'll keep you informed.



Giving our residents a great service

We're always trying to:

- get to know our residents better, so we can provide the right service
- ensure residents have choice about how they communicate with us
- ensure our policies are up-to-date, accessible, and communicated to residents.

Digital engagement

77%

of residents are registered on our portal **MyHomeOnline**



30%

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

Policy and strategy updates

Following the introduction of the new Consumer Standards, we're reviewing all our policies. As part of each review, residents are invited to give feedback on the content and clarity of the policy.

In 2024-25 we updated five policies/strategies:



Customer Promises



Compensation Policy



Anti-social Behaviour Policy



Vulnerability Policy



Mutual Exchange Policy

You said...

"MyHomeOnline isn't very easy to use."

We did...

- ✓ We're making improvements to the MyHomeOnline portal.

Stage one: making it easier for you to find what you need in the portal.

Stage two: adding more features, making it easier for you to manage your tenancy.

Getting to know our residents better

In the last **18** months, we've contacted

81%

of households to check the details we have about them are correct

We asked all residents if they prefer to be called residents, tenants, or customers...

40%

prefer **resident**

We're starting a new project to get a better understanding of each residents' needs so we can tailor our service.



Giving our residents a great service

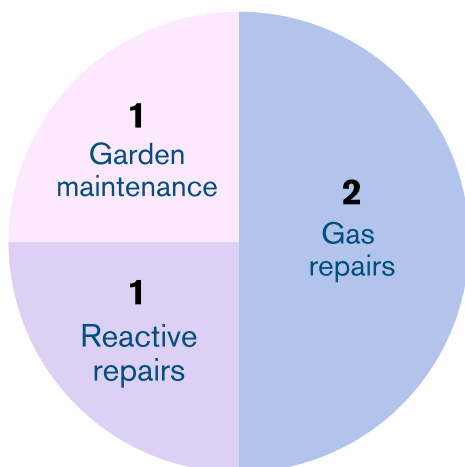
We welcome complaints and compliments as they help us see where we are getting it right and understand where we can improve.

Every complaint and service request is shared with the relevant team. This is to ensure that we're continuously learning and improving.

Formal complaints

- 3** complaints from rental residents
- 1** complaint from a shared owner

Breakdown of complaints by service area:



How are we doing?

Increase from 3 to 4 formal complaints compared with the previous year

Increase from 43 to 53 service requests compared with the previous year

100% of complaints responded to within Housing Ombudsman Complaint Handling Code timescales

0 complaints escalated to stage two of our complaints process

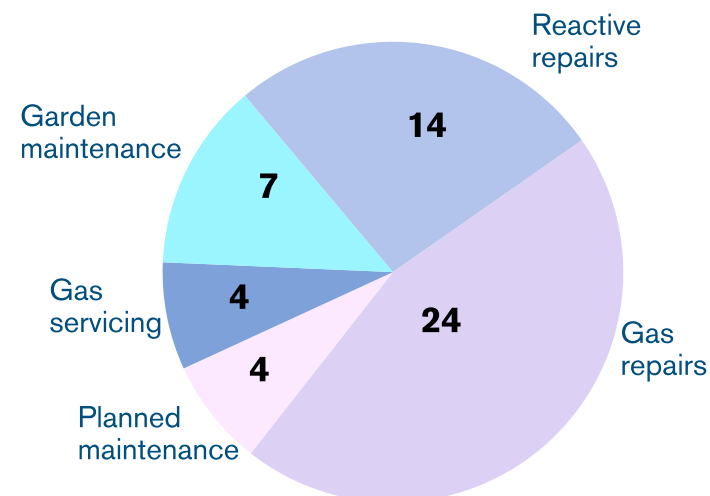
0 complaints escalated to the Housing Ombudsman

We publish our complaints performance on our website four times a year.

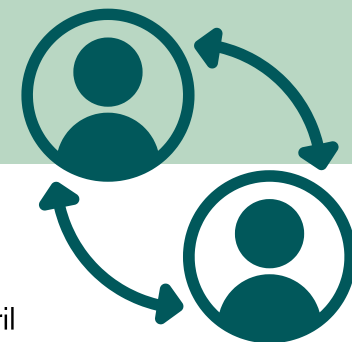
Service requests

A service request is a request from a resident requiring action to be taken to put something right. They're not complaints, but we still record and monitor them and use them to improve.

53 service requests



Providing respectful and helpful communication and engagement



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

The introduction of the Regulator of Social Housing's Tenant Satisfaction Measures survey (TSM) enables all residents to tell us which areas of our service they're satisfied with and where we need to do better. And, the Consumer Standards introduced in April 2024, aim to ensure you have a safe, secure, and well-maintained home with clear communication and support from your landlord.

Customer involvement

15 residents have told us they want to be more involved in the association and influence how we deliver our services



Tenant Satisfaction Measures

The Regulator of Social Housing created a set of measures to look at how all social housing providers in England are performing. These are called Tenant Satisfaction Measures (TSM).

A key part of the TSM is for landlords to survey their residents about how they think they're doing at completing repairs, keeping homes safe, engaging, managing complaints and keeping neighbourhoods safe and clean. As all Leicestershire Rural Housing Association (LRHA) homes are owned by **emh**, they are the landlord and they are required to carry out the TSM survey - but only on a sample of households. So, to ensure that all residents living in our homes have the opportunity to share their views, we invite all LRHA households to complete the same survey to give us a greater insight. Take a look at www.leicestershirerha.org.uk/you-said to see some of the changes we've made following our residents' feedback.

We're carrying out a **new TSM survey in October 2025** with all our residents, and will report on their satisfaction levels in early 2026.

Consumer Standards

Introduced in April 2024, the Consumer Standards are enforced by the Regulator of Social Housing (RSH). The **four Consumer Standards** outline the outcomes social housing landlords must deliver:

Safety and Quality Standard: Landlords must ensure homes are safe and of good quality, free from hazards, and in good repair.

Tenancy Standard: This standard covers the fair allocation and letting of homes and how tenancies are managed and ended.

Neighbourhood and Community Standard: Landlords must engage with relevant parties to help residents live in secure, maintained neighbourhoods.

Transparency, Influence and Accountability: This includes residents having a say in decisions, accessing services, and having fair complaints processes, while landlords are open about their performance.

How are we doing in meeting the standards?

An independent audit has taken place to provide assurance on our approach to meeting the requirements of the Consumer Standards.

The audit found that we have:

- ✓ sufficient controls to monitor compliance with each element of the Consumer Standards, and
- ✓ evidence to demonstrate compliance.

Keeping residents' homes safe and in good repair



Our priority is the safety and comfort of our residents.

How do we decide what to spend?

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

This covers:

 the upkeep of your home  the work to prepare empty properties for letting  the measures we take to keep you safe

Satisfaction with our repairs service and the maintenance of our homes

94%

of residents surveyed, **following the completion of a repair**, are satisfied with our repairs and maintenance service



92% of residents are satisfied that their home is well maintained



84% of residents are satisfied that their home is safe *



73% of residents are satisfied with the time taken to complete their most recent repair

Data from Tenant Satisfaction Survey October 23

100%

of residents surveyed agree our contractors treated them with **courtesy** and **respect**

You said...

"Repair jobs take too long to complete."

We did...

- ✓ We've updated how we monitor repair jobs in progress
- ✓ When a job's completion date is due, our customer care team call the resident to check the work has been completed. If the completion date has been missed, they will immediately follow it up with the contractor and update the resident.

*Based on 12 responses: 10 customers satisfied, one customer neutral and one customer dissatisfied

Keeping residents' homes safe and in good repair

Responsive repairs

404 repairs completed



47

emergency



149

urgent



208

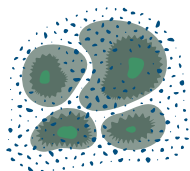
routine

35
(75%)

completed within
target time

256
(72%)

Damp and mould



12

cases of damp
and mould
reported

100%

cases resolved

What we've spent

£140,929

on completing repairs

£5,238

average spent getting an
empty property ready to re-let

End of year compliance



100%

fire risk
compliant



100%

gas safety
compliant

You said...

"I was dissatisfied with
the gas servicing
process and
communication."

We did...

- ✓ We're changing how we manage gas service appointments
- ✓ The administration for gas servicing appointments is currently managed by emh (with Phoenix Gas). From autumn 2025 the appointment process will be managed by Midlands Rural, meaning we have more oversight and can provide more timely communications.

Statement of comprehensive income

For the year ended 31 March 2025

	2025 £	2024 £
Turnover	230,692	222,555
Operating costs	(192,479)	(182,476)
Operating surplus/(loss)	38,213	40,079
Interest receivable and similar income	4,646	-
Surplus before tax	42,859	40,079
Surplus for the year	42,859	40,079
Other comprehensive income		
Remeasurement of Social Housing Pension Scheme	3,915	(30,396)
Total comprehensive income for the year	46,774	9,683

Turnover is derived from continuing activities.

Full financial reports are available on our website: www.leicestershirerha.org.uk/annual-reports

Statement of financial position

As at 31 March 2025

	2025 £	2024 £
Current assets		
Trade and other debtors	56,806	96,134
Cash and cash equivalents	412,960	419,162
Total current assets	469,766	515,296
Creditors: amounts falling due within one year	(61,246)	(141,003)
Net current assets	408,520	374,293
Provision for liabilities: pension liability	(18,907)	(31,454)
Net assets	389,613	342,839
Capital and reserves		
Called up share capital	10	10
Revenue reserves	389,603	342,829
Total funds	389,613	342,839

“ The man that came to my property was
kind, knowledgeable and **polite**.

He ran through all the works he had done
and was neat and tidy. ”

LRHA resident

“ The gas contractor was
fantastic.

Thankyou, they did a very
thorough job. ”

LRHA resident

“ I was very happy with repair.
Engineer was a lovely man.
He came the next day.

Great service! ”

LRHA resident

“ Thanks very much for your help,
you made the whole process
quick and easy.

I'm very pleased.”



LRHA resident

Leicestershire Rural Housing Association

enquiries@midlandsrural.org.uk

0300 1234 009

www.leicestershirerha.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