



**Black Country
Housing Group**

Resident Success Strategy





2030 Vision

BCHG is a recognised contributor to neighbourhood success and tenancy sustainment with excellent customer service and creates a long term mutually trusting and supportive relationship with its residents.

Output Measure

Reduction in avoidable tenancy turnover.

Perception Measure

TP08 - satisfaction that landlord treats them fairly and with respect.

Resident Commitments

We provide a person-centred housing service, recognising each resident and their family as individuals. Our residents will know the name and contact details of their Customer Relations Manager (CRM) and Scheme Manager (SM) and we will always respond quickly to any questions, queries or concerns.

We will do all we can to support residents when they move into our homes. This will be through pre tenancy assessments, meeting their CRM or SM and if moving into a new development, meeting their new neighbours. Our homes will be clean, safe and ready for our residents to move into. We will support residents to understand their obligations as tenants or leaseholders and to understand our obligations as a landlord.

We want our residents to be happy in their homes, to sustain successful tenancies and to live in thriving neighbourhoods and communities. We will deal quickly, and effectively, with instances of antisocial behaviour, domestic abuse, hate crime and safeguarding, working in partnership with the police and other agencies where we need to.

We will actively invest in our neighbourhoods by working with residents, partners and local communities to create safe, inclusive and well-maintained places where people feel a sense of pride and belonging. We will proactively seek opportunities to develop our tenancy support offer for residents, knowing the difference that this can make.

We understand that sometimes things can go wrong. If they do, we will always aim to put things right and learn and improve.

Equality and Diversity Commitments

We will treat all residents with dignity, respect and care.

We will ensure that we know who our residents and their families are, in each of their homes, and understand their unique need based on their circumstances. We will use this data to ensure that we can support residents throughout their tenancies. We will comply with the Public Sector Equality Duty in all actions involving residents, having due regard to the need to eliminate discrimination, advance equality of opportunity and foster good relations.

We will ensure that residents can contact us in a way that suits their needs and is accessible for them.

We will support residents who are experiencing difficulties and proactively signpost them to agencies and organisations who may be able to offer assistance.

Value for Money Commitments

We recognise that sustained tenancies deliver better outcomes for residents and better value for the organisation. By knowing our residents and targeting support where need and risk are highest, we aim to reduce rent arrears, avoidable evictions, void losses and the costs associated with tenancy failure.

We will make best use of data and insight to focus resources effectively, work in partnership to maximise external funding and embed tenancy sustainment into our housing management service.

Strategy Pillar 1

Providing a caring, accessible, person centred housing service

Goal



We will support our residents to sustain happy and successful tenancies with BCHG, We will maintain a strong and accessible presence in our communities and respond quickly to residents' queries and concerns, taking action where required.

We will offer tenancy support to residents who may need a helping hand.

Measurable Outcomes

- Reduced avoidable tenancy turnover
- Zero evictions
- Arrears exceeding KPI target
- Anti-social behaviour, domestic abuse, safeguarding and hate crime cases responded to within time
- 100% complaints responded to within time as set out in the [Housing Ombudsman Service's Complaint Handling Code](#)

Strategy Pillar 2

Knowing our residents

Goal



We will ensure we know who our residents are – including whether they have any vulnerabilities. We will keep their data safe and use it to tailor our service accordingly.

We will visit each resident, at least once a year, to ensure they're happy and settled in their home.

Measurable Outcomes

- 100% resident data held in Cx including vulnerabilities
- 100% annual tenancy visits

Strategy Pillar 3

Improving our digital offer for residents



Goal

To support residents onto BCHG Online to access our services and manage their tenancy

Measurable Outcomes

- Year on year increase in the percentage of residents registered on BCHG portal and actively using it.

Strategy Pillar 4

We will invest in our neighbourhoods and communities



Goal

We will develop a planned programme of investment in schemes where there are communal areas and facilities.

Measurable Outcomes

Year on year increase on TP10 Satisfaction that the landlord keeps communal areas clean and well maintained.

Year on year increase on TP11 Customer satisfaction that the landlord makes a positive contribution to neighbourhoods.

Year on year increase on TP12 Satisfaction with the landlord's approach to handling anti-social behaviour.

Strategy Pillar 5

We will work closely with partner agencies and other organisations to support our residents



Goal

We will be honest and open with residents about what we can and cannot do ourselves and will work with agencies and other organisations to support residents wherever we can.

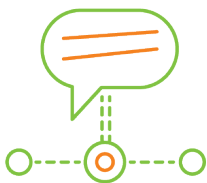
Measurable Outcomes

Increased number of referrals to partner agencies.

Documented case studies and evidence where partnership working has improved individual outcomes for residents.

Strategy Pillar 6

We will have an accessible complaints process that we use to put things right and learn from outcomes



Goal

Our complaints process will be in line with the Housing Ombudsman Service's Complaint Handling Code.

We will use complaints to identify learning and improve our services and processes.

Measurable Outcomes

100% complaints responded to within time as set out in the Housing Ombudsman Service's Complaint Handling Code.

Year on year increase in TP09 – satisfaction with the landlord's approach to handling complaints.

Link to resident engagement strategy and annual impact report.

Governance reporting

Updates on strategy delivery will be made to BCHG Board twice per year.

KPIs associated with the Resident Success Strategy will be reported at every Board meeting.



www.bchg.co.uk

info@bchg.co.uk

0121 561 1969

134 High Street
Blackheath
West Midlands
B65 0EE



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