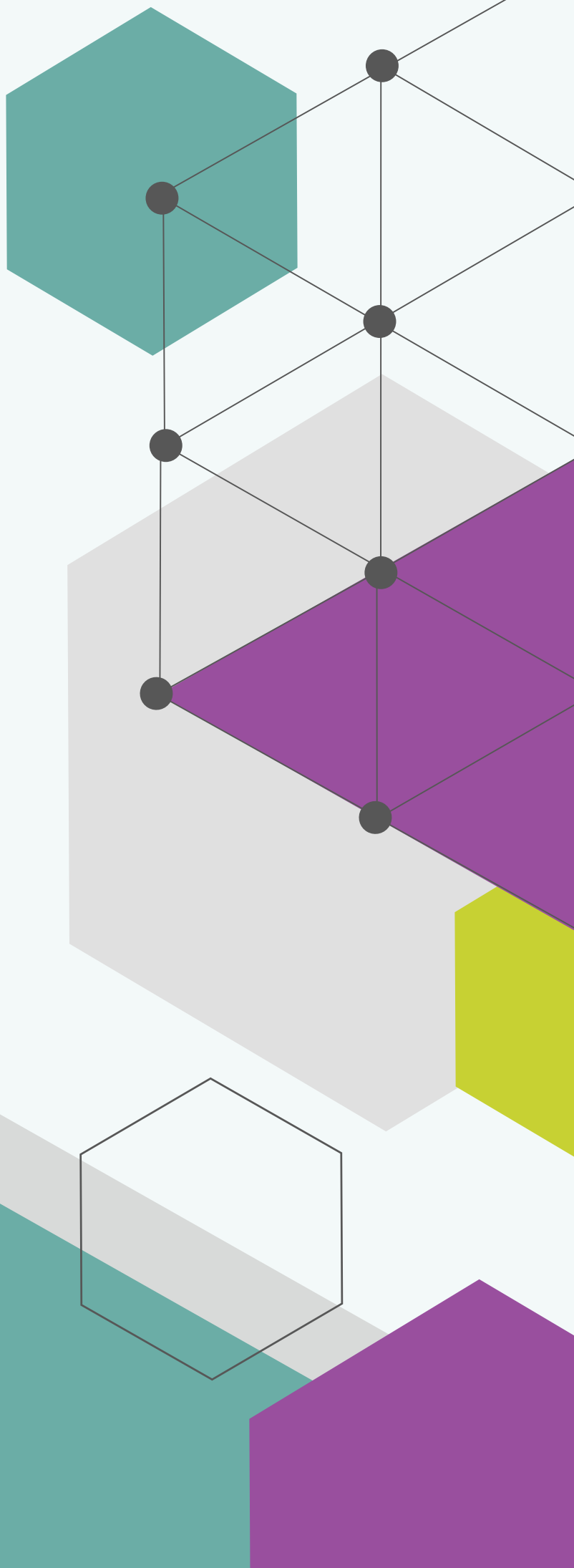




2019 - 2020

Annual Report

A brief summary of our performance this year



STENTS NE THE N CO C

01

Welcome

03

Repairs & Maintenance

05

Neighbourhoods

07

Lettings & Rents

09

Customer Care, Complaints
& Communications

11

Finance & Governance

13

Tenant Involvement &
Scrutiny

WELCOME

The aim of this report is to share information on how we have performed over the past year in comparison to the year before. You can also find the exciting plans that we have in place for the year ahead.

Over the past year we have been busy working away on a variety of projects that have all been put together with our customers in mind.

We have completed our new 38-property development in Netherley, launched our new Customer App and supported our communities through various funding and employment opportunities.

Despite the challenging circumstances we currently find ourselves in due to COVID-19, we are continuing to work day in, day out, to deliver the best possible service for our customers.

As we ease our way out of certain restrictions, we are finding it easier to work in ways we are used to while still being cautious. That being said, there are innovative ways of working that we have picked up during lockdown, such as carrying out virtual inspections and holding video viewings for any prospective tenants. These new ways of working have been really useful and will help inform how we work in the near future.

Thank you for taking the time to read our latest Annual Report. I hope it provides you with a brief update on how we have been performing recently and what we have planned for the coming year.

As always, if you have any questions at all then please don't hesitate to get in touch with us.

John Ghader
Prima Group CEO





Routine repairs completed within target time

88.5% 91.7%
18/19 19/20

Customers satisfied with recent repair

88.8% 90.4%
18/19 19/20

Average number of days taken to complete a repair

9.1 8.9
18/19 19/20



90

Homes had their bathrooms replaced



£301k

Invested in external repair and painting works



145

Homes had new central heating boilers installed



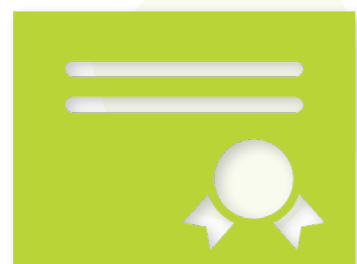
190

Homes had new kitchens fitted



100% 100%
18/19 19/20

Properties meeting the Decent Homes Standard



99.82% 99.86%
18/19 19/20

% of dwellings with valid gas safety certificates

REPAIRS & MAINTENANCE

9

Major adaptations were delivered using Disabled Facilities Grants

35

Minor adaptations were funded by Prima Group



What we did this year

- Our new arrangements are now operational, with Magenta and Ecogee in place as our key partners in delivering repairs services to homes.
- Carried out a full property survey on all of our Prima PHA homes to check the condition and did a full assessment of when upgrade works will be required to help us plan future investment.
- Built/acquired 56 new homes.

What we will do next year

- Successfully implement XM Reality, a new technology that will allow us to carry out property inspections virtually, making them more convenient for our customers.
- Resume cyclical painting works on the programme that was put on hold due to COVID-19.

NEIGHBOURHOODS

146 133
18/19 19/20

Referrals to RAISE for benefits, debt and money guidance advice

0.88% 0.9%
18/19 19/20

% of rent loss through properties being empty

139 67
18/19 19/20

Incidents of ASB reported

99.8% 99.95%
18/19 19/20

% of rent collected as % of rent due

506
19/20

Tenancy support referrals managed by Prima Group

£45,400
19/20

Income secured for customers by Prima Group

£

£188,613
19/20

Income secured for customers by RAISE

What we did this year

- Reviewed how we offered additional work, employment, training and community development support to customers.
- Introduced our Neighbourhood Plans that detail the promises we've set out for each area.
- Introduced a revised tenancy agreement, tenant handbook and rent setting strategy.

What we will do next year

- Refresh our Neighbourhood Plans so they have new look and are filled with the most up to date information available.
- Increase the take up of digital services to improve our customer experience.
- Further review our approach to community development by improving the lives of customers with more training, volunteering and employment opportunities.



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LETTINGS & RENTS

What we did this year

- Started to use the information we hold on customers to target services and support to those who need them most. Knowing our customers was vital when the country went into lockdown and this information enabled us to make contact with customers who needed more support.
- Introduced a new way to pay your rent, known as a re-occurring card payment. This means you can set up a regular payment from your debit card without the risk of incurring bank charges if there are insufficient funds.
- Celebrated the opening of Wheatfield Close, our 38-property development in Netherley, bringing much-needed new homes to the area.

What we will do next year

- Make best use of stock and land using intelligence to drive investment decisions.
- Grow our commercial activity where we can to generate additional income that will be used to support our customers.
- Implement changes to how we manage empty properties, making it quicker for people to move in to their new home.



£422k 18/19
£449k 19/20

Rent arrears



259 18/19
266 19/20

Homes re-let



9 18/19
4.1% of our overall lets
1 19/20
0.4% of our overall lets

Transferred tenancies



19 18/19
as of 31st March 2019
19 19/20
as of 31st March 2020

Empty properties



21.8 18/19
23.1 19/20

Number of days to re-let a home



13 19/20

Evictions due to rent arrears

1 18/19
56 19/20

New homes



CUSTOMER CARE, COMPLAINTS & COMMUNICATIONS



39 54
18/19 19/20

Stage 1 formal complaints



4 3
18/19 19/20

Stage 2 formal complaints



11 15
18/19 19/20

Complaints upheld



439

Downloads of the Prima Customer App



12,891

Customer contacts recorded
30.3% of these were using digital channels

Results from our customer survey show:

- 83% were satisfied the rent provides value for money
- 82% were satisfied that we were easy to contact
- 85% were satisfied with the way their repair was handled
- 74.7% overall customer satisfaction with Prima Group



What we did this year

- Carried out a telephone satisfaction survey to understand how customers rate both the services we provide and the quality of their homes. We also asked what they would like to see us improve on in the future.
- Launched our self-serve Prima Customer App enabling customers to check their rent account, update their details, make a payment, register a complaint and report repairs or ASB straight from their phones.

What we will do next year

- Ensure customers are central to service delivery by working to improve our customer experience and reviewing customer standards.
- Ensure more vulnerable customers have access to our services. To help us with this, we'll be asking customers more questions about their household make up and circumstances, so we can better target services based on improved customer info.
- Implement a new safeguarding support system.



FINANCE & GOVERNANCE

What we did this year

- Implemented the recommendations of the governance review, setting up a Common Board and establishing new committees.
- Acted upon customer feedback by launching our new Prima Customer Board as part of our new governance structure.
- Started working on a new finance system that will ensure that we release staff time and resources to deliver on our business objectives.

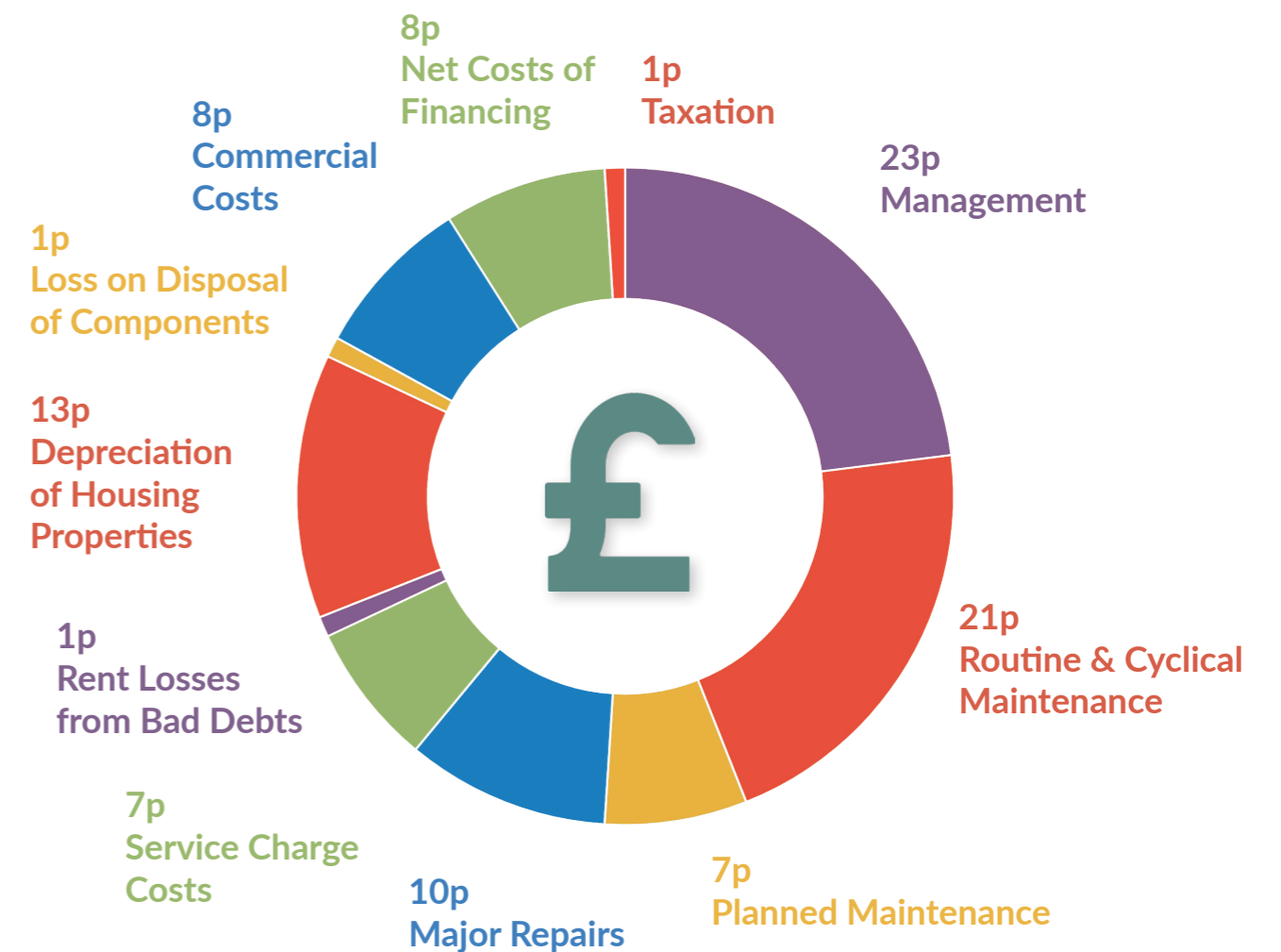
What we will do next year

- Continue to improve services in key performance areas by nurturing new and innovative ideas and increasing business efficiency.
- Implement our new finance system, OpenAccounts.
- Implement our new Value for Money approach.

Where we spent our money

In 2019/20, we generated income of £13.6m from rents and service charges. We spent £10.8m on managing/maintaining our properties and servicing debts.

This left us with a surplus for the year after taxation of £2.8m. The chart below shows how each pound was spent in more detail:



As of 31st March 2020, we had 11 Common Board members, six Commercial Board members and five Customer Board members.

TENANT INVOLVEMENT & SCRUTINY

What we did this year

- Implemented the recommendations of the Scrutiny Report on communication and repairs. By introducing the customer self service app, customers can report repairs 24 hours a day, 7 days a week.
- Launched the use of text messaging to all customers for important alerts and digital newsletters so we can send more regular updates on news and events to customers.
- Ensured we were able to hear the voices of our customers and act upon their feedback by launching our new Prima Customer Board.

What we will do next year

- Develop our customer involvement approach to support the work of the Prima Customer Board and further enable their direct influence on monitoring and improving service delivery. We will do this by carrying out a review on how we engage with customers and the ways we can capture their feedback.
- Embed the work of the new Prima Customer Board by recruiting more participants and training them so they can influence service delivery through co-regulation.

