

Thirteen Strategic Plan

What our customers are saying

Wish Local Area Communication Straight Happy Gardens
Customers Support Think Moment Housing
Stop Repairs Going Property Explain
Thirteen Quality Tenants Doors Live Letting
Priority Struggle Satisfied Two Years New Homes Easier

Introduction

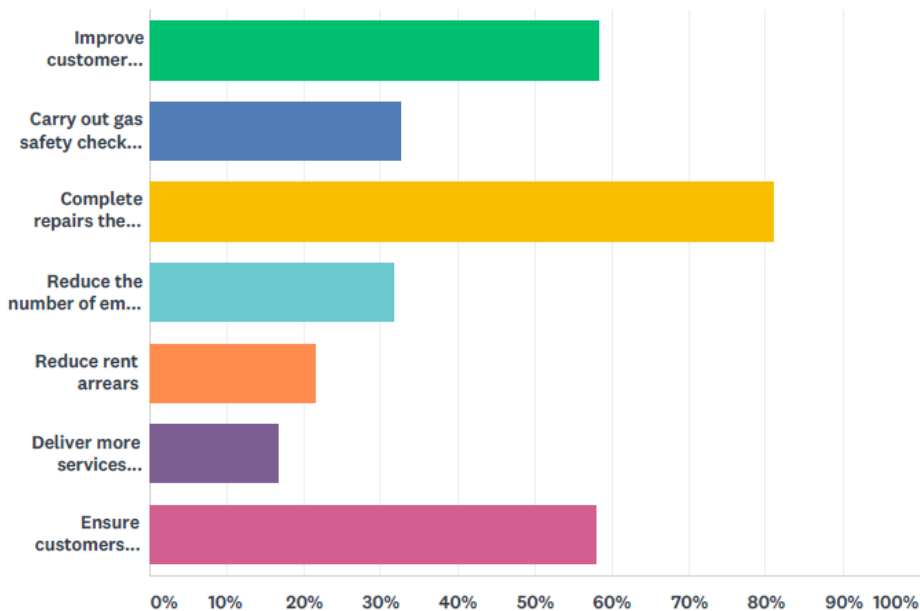
8000 text messages were sent out to a sample of customers across all our geographical areas, with a link to the survey. 290 involved customers were also emailed a link. A survey link was also posted on the Thirteen website consultation page and survey links were posted on social media.

1997 customers clicked on the link to view the survey information and 531 responses were received where customers were asked to identify the three priorities that were most important to them – these are summarised below. A significant number of additional comments were received – these are analysed on page 6.

Discussions also took place at the recent Thirteen Customer Council meeting - these are recorded below on page 7.

Priority One – Delivering great customer service.

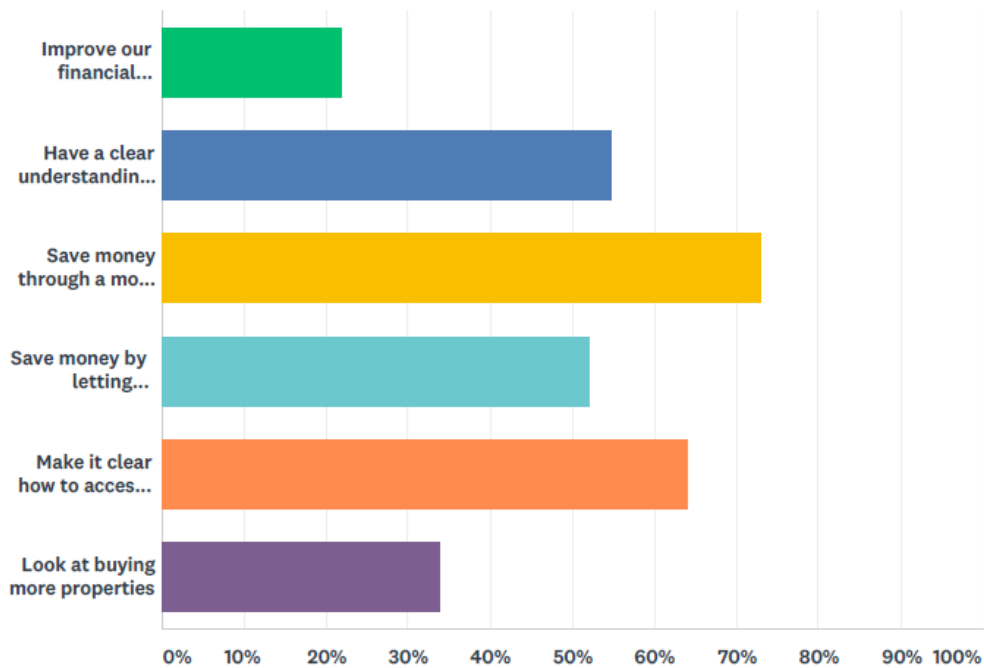
Customers rated the importance of our priorities to them:



ANSWER CHOICES	RESPONSES	
Improve customer satisfaction	58.46%	228
Carry out gas safety checks on time	32.56%	127
Complete repairs the first time and more quickly	81.03%	316
Reduce the number of empty properties	31.79%	124
Reduce rent arrears	21.54%	84
Deliver more services digitally	16.67%	65
Ensure customers understand the services we offer	57.95%	226
Total Respondents: 390		

Priority Two – Growing our business as a social entrepreneur

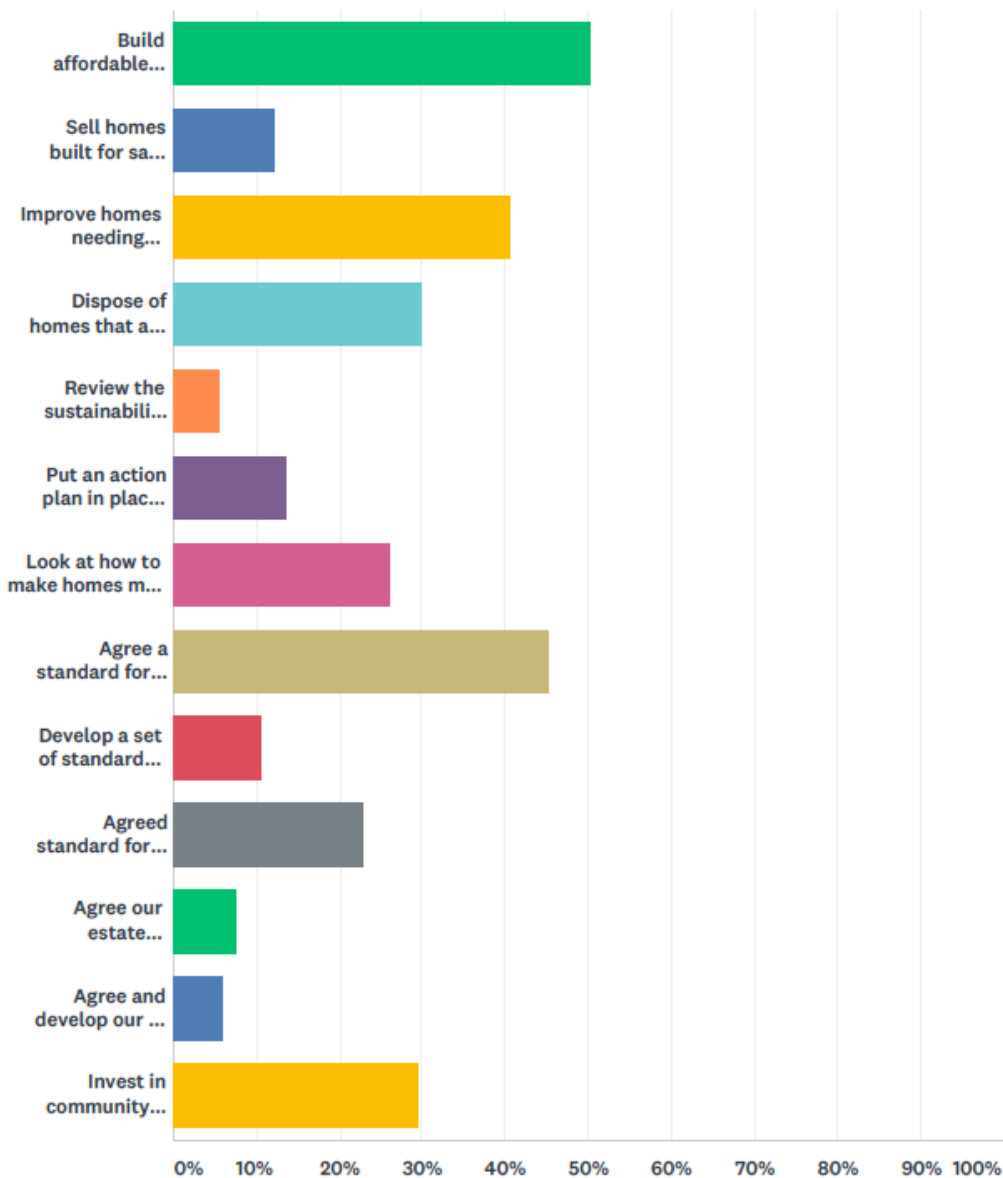
Customers rated the importance of our priorities to them:



ANSWER CHOICES	RESPONSES	
Improve our financial return	22.05%	86
Have a clear understanding of our social impact	54.87%	214
Save money through a more efficient repairs service	73.08%	285
Save money by letting properties more quickly	52.05%	203
Make it clear how to access our support services	64.10%	250
Look at buying more properties	33.85%	132
Total Respondents: 390		

Priority Three – Contributing to regenerating the Tees Valley

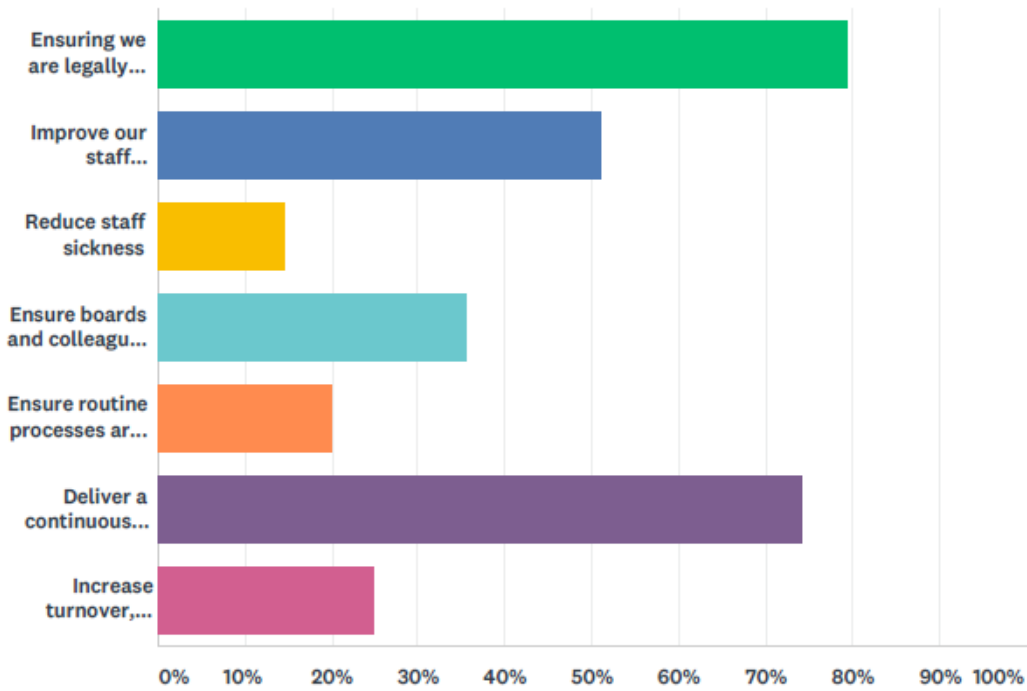
Customers rated the importance of our priorities to them:



ANSWER CHOICES	RESPONSES	
Build affordable homes	50.26%	196
Sell homes built for sale and shared ownership	12.05%	47
Improve homes needing investment, as identified by our stock condition surveys	40.51%	158
Dispose of homes that are no longer in demand and fit for purpose	30.00%	117
Review the sustainability of properties outside of the Tees Valley	5.64%	22
Put an action plan in place for the future of our high rise properties	13.59%	53
Look at how to make homes more sustainable, based on our sustainability model	26.15%	102
Agree a standard for the quality of a Thirteen home	45.13%	176
Develop a set of standard house types for new properties	10.77%	42
Agreed standard for street cleaning and public realm improvements	22.82%	89
Agree our estate investment programmes	7.44%	29
Agree and develop our new Thirteen homes portfolio	6.15%	24
Invest in community development within a range of regeneration areas	29.49%	115
Total Respondents: 390		

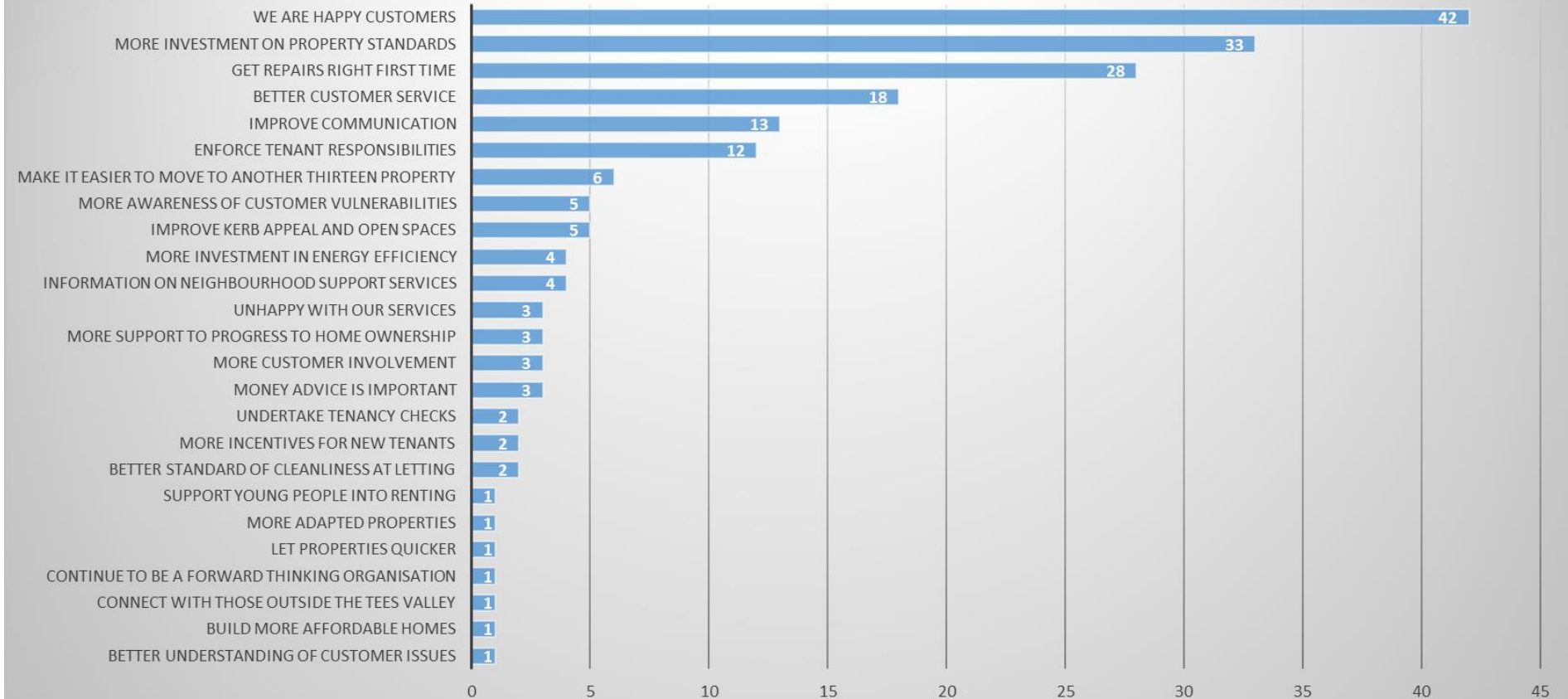
Priority Four – Being high performing, collaborative and efficient

Customers rated the importance of our priorities to them:



ANSWER CHOICES	RESPONSES	
Ensuring we are legally compliant and safe	79.49%	310
Improve our staff satisfaction levels	51.03%	199
Reduce staff sickness	14.62%	57
Ensure boards and colleagues have the right ICT equipment and systems	35.64%	139
Ensure routine processes are E-enabled	20.00%	78
Deliver a continuous value for money programme	74.36%	290
Increase turnover, margin and return on investment	24.87%	97
Total Respondents: 390		

Analysis of comments received about Thirteen's priorities by theme (by frequency)



Thirteen Customer Council views on the Strategic Plan priorities

Priority 1: Delivering great customer service

The TCC agree with the priorities and want Thirteen to continue to build on the improvements that are being made in customer service. It was suggested that a disabled and vulnerable tenant register would be useful and help us to be more responsive to customer needs. Clarity on our customer offer is also considered important. Other comments made:

- Agree it is important to reduce voids, and quicker turnaround is required.
- Ensure as many people digitally able, even very elderly people are capable.
- Agree it is always necessary to maintain gas compliance.
- Need to increase number of tenant's surveys.

Priority 2: Growing our business as a social entrepreneur

Most of the TCC are not keen on mergers. They feel there must be a benefit for customers, and urge us to be cautious so that it is not regretted afterwards, as big is not always beautiful. However the TCC feel that in terms of stock acquisition it is important to have good quality stock to meet the needs of all of our customers. Other comments made:

- A different rent model may help to stop people getting into rent arrears.
- There needs to be easy access to tenant support services where Universal Credit is being rolled out.
- We need to clarify the term social return – it can be unclear and ambiguous.
- We must keep up with the market changes and adapt as things change.

Priority 3: Contributing to regenerating the Tees Valley

The TCC agree with these priorities and would like to know more about where we are proposing to invest and disinvest, and whether we have sufficient properties to move people into if any tower block are disposed of. The TCC agree that we should have a standard for the quality of a Thirteen home and this should be the highest standard possible regardless of occupant. Other comments made:

- We should build to let not to sell
- How long will it take to complete options appraisal on stock outside of the Tees Valley.
- Is improvement to public realm a Thirteen responsibility?
- We need to do the best we can do within the regeneration areas.

Priority 4: Being Team Thirteen

The TCC agree that it is important to have the right ICT systems in place, test them carefully and ensure they are fit for purpose. We need the best staff possible, but must also ensure there are sufficient staff in place so they are not too stressed, and also so that we have the capacity to grow the business.