

thirteen

Managing and building homes

The 2020 Thirteen Stakeholder Perceptions Survey Results

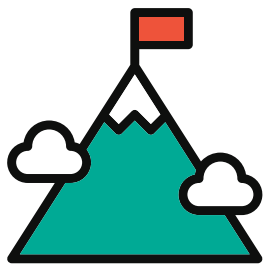
50 key partners were invited to talk confidentially to an independent research company about what they thought about Thirteen and its services. The last survey was in 2017. This survey was completed in January/February 2020. A wide range of stakeholders were involved although responses were consistent.

Collaboration



A key perception of Thirteen is our willingness and ability to collaborate well with others in the sector. The most commonly cited strength from the 2017 survey continues to be the same in 2020 – our willingness to share. Thirteen is seen as helpful and generous in sharing knowledge and experience.

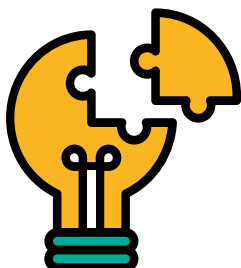
Ambition



Thirteen is perceived as an ambitious and innovative housing provider evidenced in our growth, the ambitious projects, looking to expand, operating in challenging areas as well as the targets in our strategic plan. People see our deep-rooted ambition for the communities we serve.

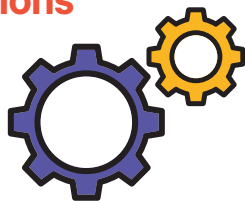
Many partners are aware of key developments since 2017, including the Homes England partnership, development and regeneration and a £1billion investment, although more could be done to boost awareness and knowledge, especially of the neighbourhood operating model. The 2020-25 Strategic Plan was well received by stakeholders, demonstrating clear and ambitious plans. Many would like to see updates on progress.

Innovation



More significant than 2017. Thirteen seen as 'ahead of the game' and 'forward thinking' due to our appetite to try things to provide improved services for tenants. Seen as continually looking to improve so we can deliver the best services for tenants.

Range of operations



In 2020, stakeholders perceive Thirteen to have emerged from our transition period in 2017-19. Feeling we have diversified well - with tenants still at the core of our values. Undertaking new services including private housebuilding alongside our social conscience. There is acknowledgement of Thirteen's variety of services in both social and commercial contexts. A few expressed concern of Thirteen moving away from social purpose alongside growth.

Customer engagement



Strong tenant engagement. Thirteen is seen as passionate about tenants and treats them well. Always looking to improve services.

Community focused



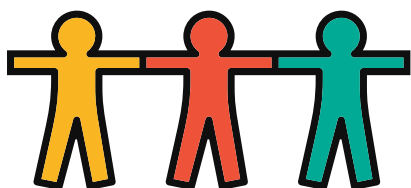
Thirteen is seen as community focused with a social conscience. Thirteen is seen to do work that goes beyond the bricks and mortar addressing the needs of the local community. We are seen as embedded and present in the community being supportive of needs.

Culture and employee engagement



This was an area for improvement from the 2017 survey. Partners said it has improved and is now a perceived strength. Seen as ahead of the game. Many commented on staff strategic alignment. In 2017 stakeholders felt Thirteen was still in a period of transition and had not yet stabilised. Now, Thirteen is seen as cemented and an exemplar. Culture is seen as really settled.

Relationships



Relationships with Thirteen are generally healthy, and getting stronger over time. Strong brand and branding. Open and honest. Positive and healthy. Thirteen key contacts are responsive. Willingness to engage and collaborate. Some relationships with Local Authorities could be nurtured.

Action points

- **Re-energise connections with some local authorities**
- **Produce bi-annual updates to key partners to evidence delivery and follow-through**
- **Promote work on property compliance**
- **Open-up discussions with partners about future plans**
- **Build on our visibility in the sector**
- **Increase awareness of Thirteen's efforts to influence policy makers in London**