

2010
ROTHERHAM LTD

The Story So Far...

...in search of excellence

Welcome

It is with great pleasure that we present to you this review of 2010 Rotherham's performance.

Since 2005, 2010 Rotherham has progressed from a one star rating overall to being re-assessed as providing 'good' services in both 2005 and 2008.

Our customers and partners have had a key role to play in creating better homes, neighbourhoods and communities and so too, our staff, so on behalf of the Board and the Executive Management Team we would like to thank them for their efforts.

A number of Chief Executives have also led the organisation during this time, with each bringing their own particular style and influence, resulting in a number of contributions to the performances contained within this report.

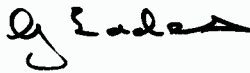
We also owe thanks to the previous Chairs of the 2010 Rotherham Board, who have each helped to ensure customers have always been at the heart of all that we do as a company.

We would especially like to thank our parent organisation, Rotherham Borough Council, for its support in our development and in the joint delivery of a number of services.

We hope that you will judge this document on its critical merit and, together, we look forward to continuing to provide high-quality, value for money services for our customers both now and in the future.



Chair
Paul Jagger



Chief Executive
Graham Eades

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Improving homes

What we've done...

- Almost 17,000 properties have received refurbishment improvements (including new kitchens, bathrooms, heating and re-wiring) as part of the Decent Homes programme and 18,500 properties have had new high-security windows and doors. Nearly £300m has been spent on the programme to date.
- We trialled cutting-edge energy efficient homes, such as through the Retrofit for the Future project, which aimed to cut fuel consumption by 80 % for tenants.
- We supported Rotherham flood victims, with tenants being amongst the first residents in Rotherham (and South Yorkshire) to move back into their homes.
- We reduced the number of homes standing empty during the last year from 346 to 244 (236 at the end of August). The rent loss associated with this has dropped – from 1.94 % of potential total rental income in June 2009 to 1.2 % in June 2010.
- We introduced the Houseproud standard and, with Rotherham Borough Council, revised the Local Letting Policy to reduce the number of hard to let homes.
- 99.61 % of our homes currently have annual gas safety certificates.
- 96 % of customers say they are happy with our repairs service.
- We are working with the Council to invest in non-traditional properties in the borough following on from the Decent Homes work.

“Our rent rise for 2008-09 has been paid by our energy savings, so to all who helped, a big thank you.”

– Customer Richard Billups, after finding out that Decent Homes (new heating, windows and doors) and new cavity wall insulation saved him £132 in gas and electricity in just three months.

“During 2009/10, five (31%) of our 16 core Key Performance Indicators (KPIs) were in the top 25% of all ALMOs and a further five were in the next 25%.”

– 2010 Rotherham Performance Manager, Andy Williams



Our performance figures

What we've done...

- In 2008, 2010 Rotherham was rated 'good' after being awarded a two star inspection result. The Audit Commission report highlighted a positive track record of performance in key areas.
- 60 % of our performance indicators have shown an improvement since July 2009.
- 69 % of our performance indicators are currently on target.
- During 2009/10, five (31 %) of our 16 core Key Performance Indicators (KPIs) were in the top 25 % of all ALMOs and a further five were in the next 25 %.
- During 2009/10, economic pressures impacted greatly on our customers and our rents procedures were tailored accordingly during this difficult period but still 99.53 % of rent owed was collected. We are currently in the top 25 % nationally for tenant arrears collected.
- We continue to keep empty homes turn round times to a minimum with rental income loss at the end of July showing 1.16 %.
- In 2008/09, we were the best performing Arms Length Management Organisation (ALMO) in the country in terms of the average number of calendar days taken to complete repairs, when compared to similar sized organisations (HouseMark, latest data available).
- A new internal automated performance report was created which assists greatly in the reporting of performance data.



Tackling anti-social behaviour

What we've done...

- Together with Rotherham Borough Council and South Yorkshire Police, 2010 Rotherham has been a key partner in the Safer Neighbourhood Teams, tackling anti-social behaviour within Rotherham estates.
- 2010 Rotherham's Neighbourhood Champions work closely with customers to identify problem areas and solutions, including new fencing and security lighting.
- 2010 Rotherham regularly join forces with South Yorkshire Police, Rotherham Wardens, Streetpride and Environmental Health to tackle problems such as nuisance vehicles; creating innovative solutions to deter off-road vehicles.
- 2010 Rotherham linked forces with the Council, South Yorkshire Police, South Yorkshire Fire and Rescue, and Voluntary Action Rotherham to give residents a greater say in the Chesterhill Intensive Neighbourhood Management Pilot Project, leading to a reduction in anti-social behaviour by 70%.
- Residents in Eastwood and Springwell Gardens reported a massive reduction in anti-social behaviour after taking part in a pilot as part of the Neighbourhood Management Pathfinder (NMP) project (involving a number of agencies, led by the Rotherham South Area Assembly).

“We are always looking for ways to improve opportunities for our elderly community to come together and enjoy themselves.”

– Ida Atkin, Tenants and Residents Association Secretary

“The cupboards have all been altered so I can get to them more easily.”

– Decent Homes customer Derek Hart



Celebrating diversity, challenging inequality, and supporting the vulnerable

What we've done...

- Fewer Rotherham tenants were evicted from their homes thanks to 2010 Rotherham's new financial exclusion strategy, with support for customers who do not have access to financial products or services. In 2007/8, for example, the number of evictions dropped from 110 to 67, with more focus on debt prevention help and advice.
- 2010 Rotherham staff regularly undertake training to learn about new equalities legislation and gain a better understanding of different cultures, ages, faiths and experience. This has included packages with Abacus Training to look at discrimination and, more recently, new legislation on transgender, and equal opportunities.
- We have ethnicity information on 100 % of our customer base and, through Checking our Records, we capture diversity information such as disability and sexuality. This information is then routinely used to tailor and improve services for our more vulnerable groups.
- We set up a new 'First Steps' team to support vulnerable tenants and reduce the number of failed Council tenancies by providing help with accessing services, financial services and signposting. First Steps works with Social Services, South Yorkshire Police, probation services, criminal justice teams, drug and alcohol services, Rotherham Council and the NHS.
- In 2009/10, over 441 referrals were made to enable tenants to receive debt and benefits advice.
- 2010 Rotherham trialled the Green Doctor scheme, offering advice and assistance to reduce energy consumption for those most vulnerable to fuel poverty.
- We have celebrated and acknowledged our customers' diversity through supporting events such as Fayre's Fair, Rotherham Diversity Festival, Black History Month, Lesbian, Gay, Bisexual and Transgender History Month, International Women's Day, and held a Men's Health Week for male employees.



Working in partnership

What we've done...

- 2010 Rotherham has been a key partner in the Safer Neighbourhood Teams since their launch in 2006. Together with Rotherham Borough Council and South Yorkshire Police, 2010 Rotherham has been involved in operations to target underage drinkers (seizing alcohol and informing parents), and helping to tackle anti-social behaviour.
- 2010 Rotherham linked forces with the Council, South Yorkshire Police, South Yorkshire Fire and Rescue, and Voluntary Action Rotherham to give residents a greater say in the Chesterhill Intensive Neighbourhood Management pilot project, which was short-listed at the Local Government Awards in the 'Making a Difference – Working Together to Improve' category.
- The Safer Homes Scheme, which carried out minor security work to doors and windows to Council houses, contributed to a reduction in burglaries (10.64 homes per thousand in 2008 compared to 26.6 per thousand in 2003/4). The scheme is administered by Victim Support and 2010 Rotherham, together with Rotherham Borough Council, South Yorkshire Police, South Yorkshire Fire and Rescue, Rotherham's Stayput and Age Concern.
- All ward councillors receive weekly update bulletins keeping them abreast of housing issues in their locality.
- We contributed to the work of the Council's Sustainable Communities Panel, presenting detailed information on particular aspects of our services and performance (such as empty homes).
- We have a strong track record of working in partnership with Area Assemblies, Rotherfed, Area Housing Panels, and Ward members to create better homes and communities for our customers.



“The Rotherham Decent Homes programme is on track to be completed on time and within budget with a consistent customer satisfaction rating of over 90%. Ongoing work to ensure all homes meet the Decent Homes standard will continue post 2010, using the Capital Works budget.”

– 2010 Rotherham’s Head of Investment and Asset Management Ramona Youhill

Providing value for money services

What we've done...

- We are the least expensive Arms Length Management Organisation (ALMO) in the country in terms of our 'total cost per property' housing management fee, when compared to similar sized organisations (HouseMark data).
- We are one of the least expensive agencies in the country (25%, lower quartile) in terms of our management of 'responsive costs per property' when compared to similar sized organisations (HouseMark 2008/09).
- Our overall management costs for 'rent collection' are the second lowest nationally when compared with similar service providers (HouseMark data).
- In 2008, we competed with 43 other businesses to win a four year contract (worth between £3m and £4m per year) to deliver aids and adaptations to Council homes. The bids were measured in terms of quality and value for money.
- Our Income Champions worked closely with customers facing financial difficulties, reducing evictions due to rent arrears by 3.2%, and we have a dedicated financial inclusion manager to assist customers through difficult economic times.
- Together with our contractor partners, we have worked hard to keep the Decent Homes programme on schedule and we will finish the programme on time and within budget.
- 2007/8 saw the launch of the five-year planned maintenance programme, to correct the balance between responsive (high cost) works and planned works.
- We continue to keep empty homes turn round times to a minimum.



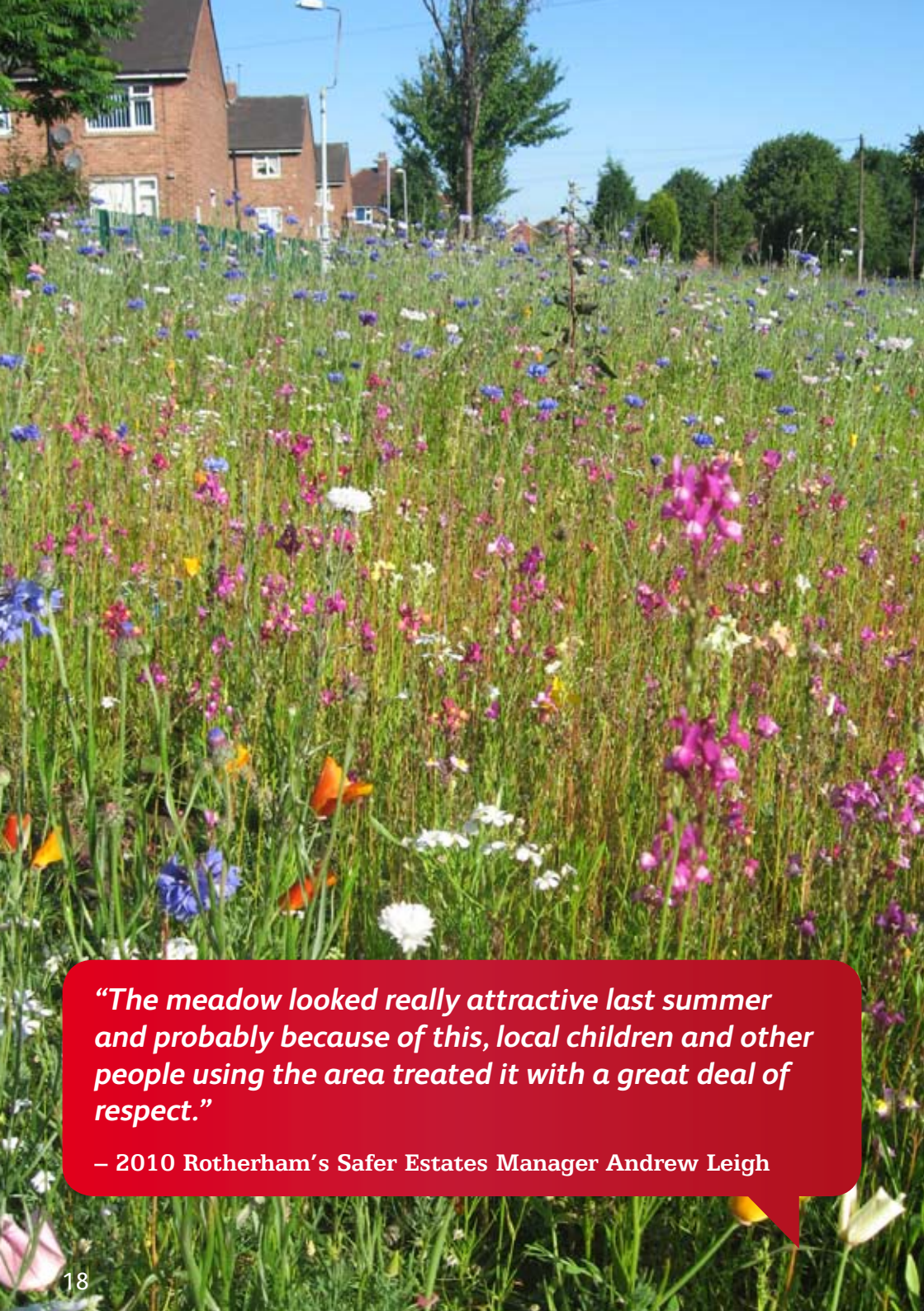
“As a forward thinking organisation, we are hugely committed to supporting the development of our future generations and our staff, demonstrated by our Borough Environmental Scheme, Access All Areas, Active Regen projects, school placements and extensive apprenticeship programmes.”

– Abigail Osborne, 2010 Rotherham’s Training and Development Manager

Being a good and caring employer

What we've done...

- We achieved the 'Investors in People' standard, demonstrating our commitment to improving our business performance.
- In 2007, we launched our Borough Environmental Training Scheme, supporting 16 to 18-year olds not currently in employment or training. More recently, they won a two year maintenance contract with the South Yorkshire Housing Association. A 2010 analysis of the programme showed that 69% of apprentices are either finding full time work, or entering further education following their six month work experience with 2010 Rotherham.
- We led the way in encouraging women into non-traditional jobs – with our female apprentices acknowledged at a national level in the Association of Public Service Excellence Awards (APSE). Several staff members (both male and female) have featured as finalists within the last five years.
- Five of our Decent Homes partners signed up to a scheme to get the long term unemployed back into work through Construction Jobmatch.
- Our senior staff completed the Institute of Leadership and Management, Team Leader and First Line Manager training courses.
- We participated in the Council's Access All Areas scheme, launched to help disabled people in the borough with a step onto the career ladder.
- Each month, teams, individuals and managers are nominated for a Quality Award - recognising their contribution to the organisation. To date, there have been over 40 winners from more than 180 nominations from colleagues and customers.
- Working with Phoenix Enterprise, we provided six month paid placements for over 70 unemployed people through the Future Jobs Fund.
- Our commitment to staff is demonstrated by our Access All Areas scheme, Active Regen Projects, school placements and extensive apprenticeship programmes. All apprenticeships within 2010 Rotherham are qualified to level 3, as opposed to the standard level 2 which most companies offer.



“The meadow looked really attractive last summer and probably because of this, local children and other people using the area treated it with a great deal of respect.”

– 2010 Rotherham’s Safer Estates Manager Andrew Leigh

Contributing to safer estates and safer lives

What we've done...

- The Chesterhill Intensive Neighbourhood Management pilot project saw partnership working reduce recorded crime in Dalton by 50 % and anti-social behaviour by 70 %.
- Reports of criminal damage to Council homes fell significantly in 2007 – with 924 reported incidents compared to 1,303 in the previous year. This was the first decrease in recorded figures since 1997/98.
- The Neighbourhood Management Pathfinder (NMP) pilot saw a massive reduction in reported crime by local residents living in Eastwood and Springwell Gardens. 2010 Rotherham joined local agencies including the Council, South Yorkshire Police, South Yorkshire Fire and Rescue, and Voluntary Action Rotherham to make improvements to the estate.
- 2008 figures demonstrated a continual reduction in burglaries across the borough, but the rate for Council homes has been much faster. South Yorkshire Police Community Information Unit stated that 10.64 Council homes per thousand were burgled compared to 11.46 private dwellings (March 2008 to August 2008). Between 2003 and 2004, 26.6 per thousand Council homes were burgled compared to 17.7 per thousand private dwellings.
- By 2008, Council tenants were less likely to be burgled than those living in the private sector. This was attributed to the installation of 'secure by design' high security doors and windows through the Decent Homes programme, a rapid response by 2010 Rotherham's responsive repairs service, and partners in the Safer Homes Scheme.
- We achieved ISO 9001:2008 accreditation for our quality management system which governs the processes for gas and electrical installation, service and repair, ensuring our customers have safe homes.



“It’s been a brilliant afternoon. The kids have really enjoyed it and it’s great to be able to bring the community together.”

– Joan Pilgrim from Henley Tenants and Residents Association, Henley Community Centre’s Easter party

Supporting communities

What we've done...

- We signed a Tenants Compact with the voluntary and community sector to improve links with community groups.
- The Decent Homes Community Partnership Fund (involving 2010 Rotherham and partners working together on the scheme) supported long term sustainable projects, including refurbishment on Blackburn Community Centre and the Welcome Centre for children of refugees.
- 2010 Rotherham and the Decent Homes partners linked up with Active Regen to help thousands of children across the Borough to access sports programmes, developing self confidence, promoting team working, and fairness.
- 2010 Rotherham supported a number of local community groups, including a cinema system for the Maltby Linx Participation Group.

“We are always looking for ways to improve opportunities for our elderly community to come together and enjoy themselves.”

– Ida Atkin, Peregrin Way Tenants and Residents Association Secretary

“We were delighted to win the contract, and we could not have achieved this without having specialist teams at ground level – our plumbers, joiners and bricklayers. It’s a credit to them.”



Developing Services

What we've done...

- Our Aids and Adaptations service competed with other 43 other businesses to win a four-year contract to deliver aids and adaptations. The contract is worth between £3m and £4m per year.
- We set up a new 'First Steps' team to support vulnerable tenants and reduce the number of failed Council tenancies. First Steps works with Social Services, South Yorkshire Police, probation services, criminal justice teams, drug and alcohol services, Rotherham Council and the NHS.
- Repairs customers saw more choice of appointments and an improved service with the introduction of handheld technology.
- In 2007, Estate Action Weeks were introduced, with every council estate visited on a continuous rolling programme. Every Council home is visited at least once every two years, with 2010 Rotherham joined by tenants, South Yorkshire Police and local councillors
- The 2010 Rotherham Security and Safer Homes funding saw 17,537 homes receive security improvements.

“This is a dramatic turn-around since 2003/4 when burglaries in Council homes were nearly 50% higher than in the private sector. With more than a third of properties still to receive high security windows and doors, we expect this figure to reduce even further in future years.”

– Safer Estate Manager Andrew Leigh in 2008

“We’ve built up good relationships with the repairs and maintenance staff and they really do everything they can to help us.”

– Tenant Hillary Cahill

“We appreciated the chance to air our views and point out our concerns.”

– Customer Bill Whittle, after taking part in an Estate Inspection



Helping Customers

What we've done...

- We successfully attained the Government's Customer Service Excellence (CSE) award, demonstrating customer service with a focus on service delivery, timeliness, information, professionalism and positive staff attitude.
- Our tenants gave the Decent Homes programme a huge seal of approval with a consistent satisfaction rating of over 90 % throughout the five years of the scheme
- Between April 2009 and March 2010, we received 643 complaints and 291 compliments.
- Fewer complaints were received from customers during April to June 2010 than the previous quarter year (111 compared with 165).
- Our time to resolve customer complaints within our target of ten days improved in the same period (58 % compared to 37 %). Each service area has contributed to the improvement in performance.
- During 2010, there was a decrease in the number of complaints made regarding actions of staff (from 19 % in January to March to 11 % in April to June).
- During 2009/10, Stage 1 complaints were dealt with in an average of 9.76 days against a 10 day target.

“Feedback from customers who completed their Customer Satisfaction Survey showed that around 97% of people were satisfied with their refurbishment and the way it was carried out.”

“A high proportion of our customers are interested in providing us with feedback and returning questionnaires. We continuously explore ways of involving our customers and always study closely the responses to see if any lessons can be learned or our services improved.”

– 2010 Rotherham’s Head of Investment and Asset Management Ramona Youhill



Encouraging Involvement

What we've done...

- Elections were widely publicised for tenant representatives on the 2010 Rotherham Board, with around 20,000 votes cast.
- 2010 Rotherham reaffirmed its commitment to learn from customers at regular events such as Borough Wide Forums and consultation events. Customers have their say on issues ranging from customer care to hate crime.
- In 2008, the Audit Commission's Inspection report acknowledged 2010 Rotherham's extensive range of opportunities through which it involved residents.
- Customers are integrated into housing management services through focus groups such as Decent Homes and Repairs and Maintenance. This includes making major decisions on how work is organised and budgets spent.

“Council tenants and 2010 Rotherham staff have worked really well together today to make a real improvement to the estate. 2010 Rotherham asked its tenants what they would like to happen, and this is the result.”

– June Madden, Maltby resident and Chair of the Local Area Housing Panel



Improving the environment and estates

What we've done...

- We worked with the Council to reduce fly-tipping and anti-social behaviour by installing CCTV cameras into empty homes.
- In 2007, Estate Action Weeks were introduced, contributing to the 'safer, cleaner, greener' agenda. The initiative was supported by 2010 Rotherham estate officers and the Borough Environmental Training Scheme, clearing rubbish and improving the environment.
- An Environmental Impact Team, and environmental officers, were recruited through the Future Jobs Fund, to improve neighbourhoods.
- 2010 Rotherham has been working with Probation Services as part of a Reparation Scheme, working with young people to tidy up neighbourhoods as part of their community service, in addition to taking part in the Restorative Justice mediation programme.
- The launch of our annual Garden Competition rewarded and encouraged tenants to participate in caring for and taking pride in their neighbourhoods.
- We have demonstrated continual significant improvement year on year in environmental performance since commencing benchmarking with the BitC Environmental Index.
- We trialled the Green Doctor scheme, offering advice and assistance on how to reduce energy consumption for our customers most vulnerable to fuel poverty.
- We developed an affordable warmth strategy and associated three year plan to deliver affordable warmth improvements.

Our Core Mission Statement:

To provide services that are valued by our tenants, residents, the Council, contribute to building sustainable communities and compare favourably with the best housing providers in the country.

Our Vision:

Creating and sustaining better homes, neighbourhoods and communities.

Our Mission:

Working with our diverse communities and partners to improve the quality of life, making every neighbourhood safe, clean and proud.

Our Core Values:

- Respecting all our customers and their diverse needs
- Being open and honest
- Listening, learning and achieving
- Continuous improvement
- Working with partners and communities for a better future
- Value for money
- Being a good and caring employer
- Respecting the environment now and for future generations

If you or someone you know needs help to understand or read this document, please contact us:

☎: 0300 100 2010

Email: contactus@2010rotherham.org

Slovak

Slovensky

Ak vy alebo niekto koho poznáte potrebuje pomoc pri pochopení alebo čítaní tohto dokumentu, prosím kontaktujte nás na vyššie uvedenom čísle alebo nám pošlite e-mail.

Kurdish Sorani

کوردی سۆرانی

نهگهر تو یان کهسبیک که تو دهیناسی پنیویستی بهیارمهتی هه بیته بۆ نهوهی لهم بهنگه نامه یه تیبتگات یان بیخویننیهوه، تکایه په یوه هندیمان پیوه بکه لهسه نهو ژماره یه ی سه ره وه دا یان بهو نیمه یه.

Arabic

عربي

إذا كنت انت أو اي شخص تعرفه بحاجة إلى مساعدة لفهم أو قراءة هذه الوثيقة، الرجاء الاتصال على الرقم اعلاه، أو مراسلتنا عبر البريد الإلكتروني

Urdu

اردو

اگر آپ یا آپ کے جاننے والے کسی شخص کو اس دستاویز کو سمجھنے یا پڑھنے کیلئے مدد کی ضرورت ہے تو برائے مہربانی مندرجہ بالا نمبر پر ہم سے رابطہ کریں یا ہمیں ای میل کریں۔

Farsi

فارسی

اگر جناب عالی یا شخص دیگری که شما اورا می شناسید برای خواندن یا فهمیدن این مدارک نیاز به کمک دارد لطفاً با ما بوسیله شماره بالا یا ایمیل تماس حاصل فرمایید۔



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