



Annual Report to Customers 2022-23

Paradigm

Our
Vision

We provide
excellent
services to
customers

and build
new homes
to help more
people.

We make
sure our homes
are safe and
sustainable

and strive to do
more by making
the most of our
resources.

Introduction

Welcome to our 2023 Annual Report to Customers. We want to tell you about some of the highlights from the last financial year, relating to services we provide to you.

We know the last year was very tough for lots of people, with the huge cost-of-living increases affecting many. We focused our support on customers who were facing these challenges, including providing fuel vouchers and signposting to debt advice. Through our partnership with Citizens Advice, we helped customers secure £280,000 in benefits they were entitled to.

We also know that what really helps during this difficult time is to provide our basic services really well, such as repairs and maintenance and tackling issues that affect your neighbourhood. When you need to get something done, it's important you can do so easily and trust that we will sort it for you.

We're delighted that your feedback is that we're doing some of the basics really well, like answering your calls and carrying

out simple repairs. You have also told us that improvements are needed in some areas, including how we deal with more complex repairs and keeping you informed.

We have set out some of the improvements made over the past year on the following pages. There are lots of other facts and figures in this report which we hope give you more information about how well we deliver our services to you.

We would love to hear what you think about this report.

Please send any feedback or questions to Communications@ParadigmHousing.co.uk



With very best wishes

Hannah



Kerrie's story

Kerrie still can't believe she feels so safe living in her 'beautiful' new Paradigm home after fleeing domestic abuse.

Kerrie, who spent time living in a hostel, says the new-build house in Bedfordshire has given her and her young family a completely fresh start.

"It's amazing to just feel safe," says Kerrie, who has three children. "We had to flee domestic abuse and just couldn't stay where we were before. We did spend some time in a hostel but that really didn't work with the children.

"I still have to pinch myself every day, I just feel I don't deserve this home. We've never lived in a house before or had a garden before, it's made such a difference to all of us."



Our year in numbers



518 
number of customers we welcomed to re-let homes

429
compliments received for our teams 

377
number of complaints we resolved 


our Customer Contact Centre took **180,000 calls**

We converted **2,920**
five-year fixed-term tenancies to lifetime tenancies, to give customers more security

70%
of customers were satisfied with the quality of their new home

80%
overall customer satisfaction against a target of 82%

"I cannot tell you just how relieved and elated I felt opening my letter this morning from Paradigm explaining that I shall be moved across to a lifetime secure tenancy. I've always worried over the fact that I could be moved from this house that I've made my home, and money spent on home improvements would be wasted ... I'm in a much more secure position and can really make this a lovely home for myself and my children."

79%
calls resolved at first point of contact, against a target of 70%

Supporting you

Many people have been affected by the rising cost of living and we increased our support to customers.

Adam's story



Adam lost his job through ill health and needed help with budgeting and claiming benefits. We fund a specialist support worker for Paradigm customers at Citizens Advice and we referred Adam to this service.

Together we were able to:

- > Give Adam supermarket and food bank vouchers
- > Help him apply for Universal Credit
- > Help with his Council Tax Support application
- > Provide immediate budgeting advice, saving him about £50 a month
- > Negotiate write offs of credit card debts of £700
- > Complete a charity application to help him buy a new cooker.

We also 

Gave **£259,000** to help customers, including food and fuel vouchers, and grants to partners to provide debt advice and support with mental health.



Funded Citizens Advice to support customers with specialist debt and welfare benefit advice and they helped customers claim more than **£280,000** in benefits they were entitled to.

Excellent services to customers

We carry out regular telephone and email surveys and use all your feedback to improve our services. We welcome all your comments, both good and not so good!

We have a clear complaints procedure and our Customer Resolution team make sure your issues are dealt with efficiently and that we learn from your experience.

We had 11 more complaints last year than the year before and the top reasons for complaints were:

- > Lack of communication
- > Disagreeing with a policy decision
- > Chasing outstanding repairs
- > Anti-social behaviour

Our target is to resolve 90% of Stage 1 complaints within 10 days and Stage 2 complaints within 20 days. Last year, we missed this target, reaching 85%.

WHAT'S CHANGING?



You can see throughout this report how we are changing what we do based on your feedback.



Working with you

We've set up the Customer Experience Committee of our Board, making sure customers are represented at the highest level.

We're talking to our customers every day, in person, on the phone and through our digital channels. We also have some formal groups who meet regularly to help us really shape and scrutinise our services.

We now have:

1,269

customers engaged with us, up from 500 in 2021-22, an increase of 154%



21



projects and four formal groups incorporating:

- > The Resident Services Panel
- > Virtual Voices
- > The Readership
- > Resident Quality Inspectors
- > New Paradigm Customer Oversight Group

We'd love more people to join us. If you want to get involved email: Customer.Involvement@ParadigmHousing.co.uk



Listening to you

We don't always wait for you to contact us. We had several projects last year where we got in touch to see if there was anything we could help you with.

On Time to Talk Day we called customers we hadn't spoken to for a while to see how they were doing:

48 

colleagues spoke with 214 customers

84 

repairs raised

24 

referrals to our customer and rent teams

4 

aids and adaptation requests

16 

customers referred for more support

WHAT'S CHANGING?



You said: Parking was a problem at Applefield

We did: We introduced parking permits

You said: The bins were dirty at The Hawthornes

We did: We increased bin cleans to three times a year

You said: You were worried about security in the car park at a couple of schemes

We did: We fitted new security lights

You said: Communication wasn't good enough when you reported a defect

We did: We established a dynamic new Aftercare team dedicated to improving communication and ensuring you are satisfied with how we resolve defects. This specialised team proactively works with our developers and consistently follows up with customers to confirm that the defect repairs meet their expectations.

We love getting feedback from customers

"Thank you to the engineers who attended to my wall repair. I'm really happy with the work and they were lovely people."

"The engineer was really friendly and explained the whole process to me. Overall a great job."

Looking after your home

We know that an excellent repairs service is very important to our customers. We spent £38.3m in 2022/23 on repairing and improving your homes and employed an extra 48 technicians to provide a quicker service.

37,027
repairs
carried out



305
kitchens
fitted



146
bathrooms
replaced



416
windows
and doors
replaced



333
boilers
replaced



"I have difficulty walking and use a stairlift so I really appreciate the smaller timeslot for the appointment and to be able to follow the technician on route allows more time to get to the door."

Mrs B, Buckingham

WHAT'S CHANGING?



You said: You didn't like having to wait in for hours for an appointment with our technicians.

We did: We introduced Paradigm On Track to give you real-time updates about where your technician is and you now get a text to let you know when they're on their way.

You said: You found it frustrating when repair jobs couldn't be completed on the first visit and you had to wait ages for another appointment.

We did: We set up a new technician hotline to our Contact Centre so further jobs can be booked in while the technician is still in your home.

We've been working hard to fix as many problems as we can during the first visit and are exceeding our 90% target for first-time fixes at 91.1%.



Working to solve the housing crisis

Our mission is to provide homes for people who need them most and we're proud to have built 446 new homes during 2022-23, including 151 for shared ownership. This brings the total homes we own and manage to 16,237.



Chanel's story

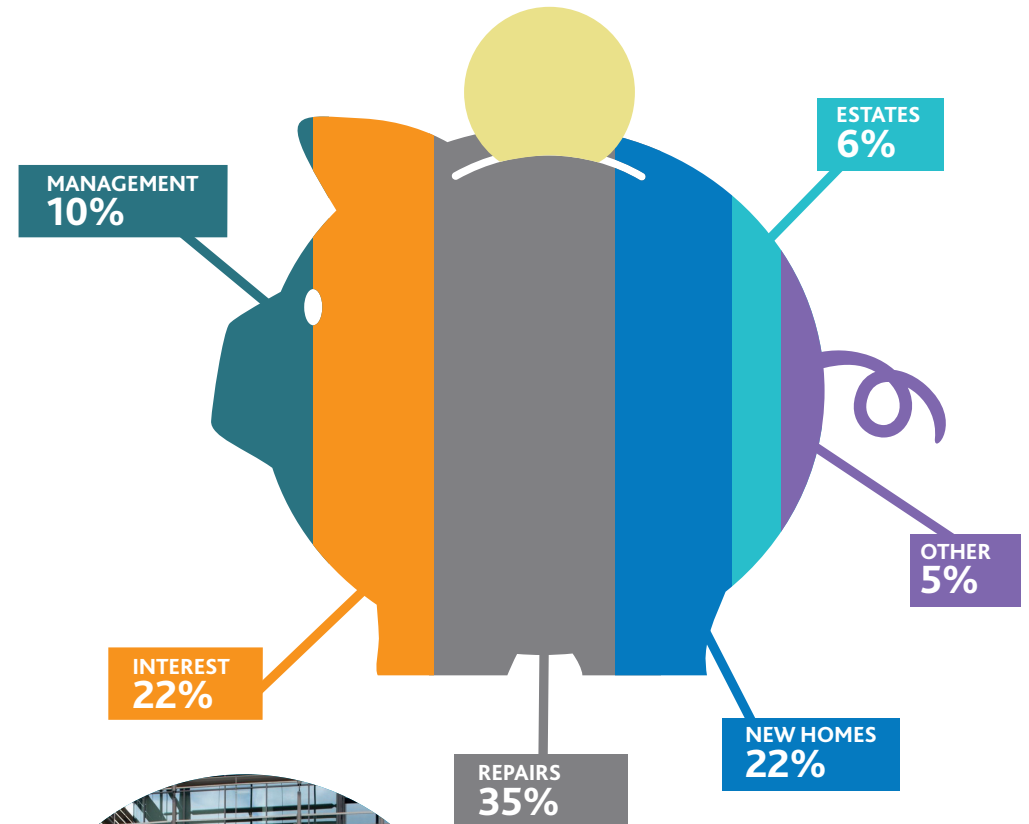
"I'm 28 years old. I was living in Launton, near Bicester with my parents, there hadn't been much opportunity for me to move out as trying to move out on your own is financially very difficult.

I saw that Paradigm were offering shared ownership homes in the village which seemed like the perfect solution. It benefited me greatly having Paradigm offer properties to local people first because the other houses that I was trying to go for were about 10-15 miles away. Living on my own, I didn't want to go too far away from family. If you can't afford to buy on the open market, shared ownership is 100% the way to go.

The quality of the home is just phenomenal. It felt really overwhelming the first time I put the key in the door. As soon as I closed the door and got my things in, it was just great to have my own space."

Our surplus for the year was £17.7m. As a not-for-profit charitable business this all goes back into providing services and building new homes.

Where your money goes



Email

For all general enquiries – including complaints and compliments – please email:
ContactUs@ParadigmHousing.co.uk

Telephone

You can reach our Customer Services team by telephone on 0300 303 1010.
Our telephone lines are open Monday to Friday 8am – 5.30pm.
Please be aware that calls are recorded for training purposes.

Post

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