



How did we do? Annual Report and value for money statement

2022 – 2023

October 2023

Welcome to our tenth customer charter report produced for our customers

Scottish Housing Regulator report

The Scottish Housing Regulator (SHR) has published the landlord reports for all housing associations and local authorities. To view the individual reports and use the regulator's comparison tool, visit scottishhousingregulator.gov.uk and search 'Home in Scotland' to find our report.

Every May, we gather information on our performance against the Scottish Social Housing Charter (also known as the Charter) which we submit to the SHR. The regulator asks us to prepare a report for customers on how we have performed over the last year and how our performance compares to previous years and to others.

This report for customers, developed with our customer group (Viewpoint team), illustrates our performance against the Charter's outcomes and standards over the last year and compares our performance against the average for all social landlords in Scotland.

It should be noted that whilst the SHR compares our outcomes with the average of all Registered Social

Landlords, in order to assist customers in understanding our relative performance with similar landlords, we have created our own peer group (PG) which we believe is more representative as it covers all the areas we have customers in, and with organisations that more directly match our aims.

Why not join us?

Did you know there are many ways you can get involved with Home Group? These range from being involved in customer assessments, estate walkabouts to giving your feedback during our Viewpoint team meetings, to joining our digital review group **anyone@home**.

Email us at involvement@homegroup.org.uk to find out more.



Benchmarking: Geographic spread of internal Peer Group



Report summary

At our recent Viewpoint customer forum meeting, you told us you would like a summary from this years report.

In this report, a number of our measures remain unchanged:

- Overall customer satisfaction
- Repairs satisfaction
- Neighbourhood management satisfaction
- Value for money
- Keeping you informed satisfaction

This is because our customer satisfaction survey is done every three years. The figures in this report relate to the last survey in 2020. We are currently carrying out the 2023 survey, which will make up the 2024 annual report. As a result, some of our performance will show as 'unchanged'.

The remainder of our measures reflect 2022-23.



Home Group continues to perform better than our peer group and the Scottish average in handling complaints

We have improved the number of repairs we get right first time



Our timescale for making medical adaptations has improved. It is significantly better than other landlords



We have seen a small increase in the number of homes which become available to re-let during the year



The percentage of rent we collected is over 99%



Who we are

Home Group has 4,288 social rented homes across Scotland. We also provide 524 mid-market rented properties and manage 700 factored properties which are not included in the charter performance report.



“Home Group’s ambition is to enhance the quality of life for people in our communities. I’m pleased we have seen improvements to many areas of our performance this year.”



Audrey Simpson
Director of Scotland

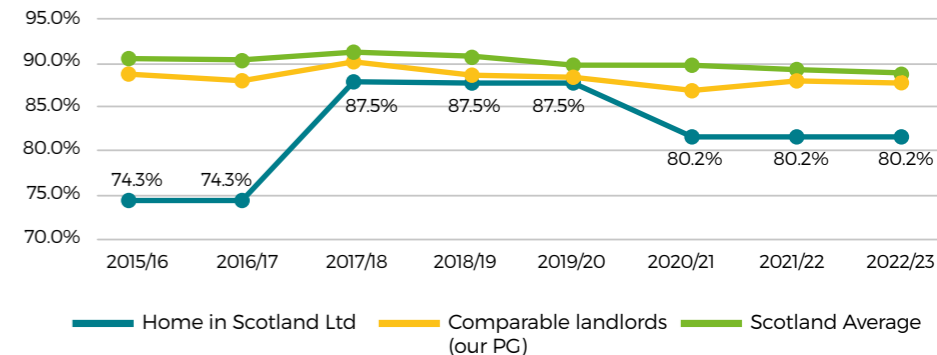
Annual Assurance Statement

Our board approves the Annual Assurance Statement, which is submitted to the Social Housing Regulator (SHR). It is a statement from the board about meeting all of our regulatory and legal requirements as a landlord. The statement also includes details of areas where we want to improve. For more information, visit homegroup.org.uk/scotlandregulators

Customer satisfaction

Our peer group has seen a slight decrease in satisfaction levels, compared to a slight increase across Scotland. Home Group’s satisfaction rate remains static as we are currently conducting our three-yearly customer survey.

Percentage of tenants satisfied with the overall service provided by their landlord



Key:

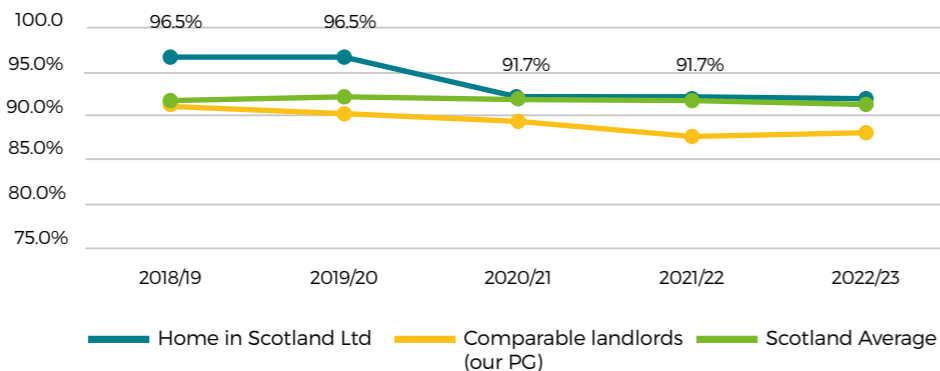
- Improvement ↑
- Deterioration ↓
- Unchanged ↔

	Home Group in Scotland Ltd				Comparable landlords (our PG)				Scottish average			
	2016	2017	2020	Change	2020/21	2021/22	2022/23	Change	2020/21	2021/22	2022/23	Change
Percentage of tenants satisfied with the overall service provided by landlord	74.30	87.45	80.19	2020 - 2023 ↔	86.50	86.22	84.7	2021/22 - 2022/23 ↓	88.95	87.74	86.7	2021/22 - 2022/23 ↑

Keeping you informed

Home Group is performing better than both our peer group and Scotland as a whole based on our last survey.

Percentage of tenants who feel landlords are good at keeping them informed about services and decisions



	Home Group in Scotland Ltd				Comparable landlords (our PG)				Scottish average			
	2016	2017	2020	Change	2020/21	2021/22	2022/23	Change	2020/21	2021/22	2022/23	Change
Percentage of tenants who feel landlord is good at keeping them informed about services and decisions	82.40	96.53	91.73	↔ 2020 - 2023	89.20	87.38	87.75	↓ 2021/22 - 2022/23	91.71	91.15	89.68	↓ 2021/22 - 2022/23

Complaints

We reported a small decrease in the percentage of stage one and stage two complaints responded to in full. However, we continue to have better performance than both our peer group and the Scottish average. The average time taken for us to respond to complaints

decreased for stage one and we continue to outperform other landlords on average. Our timescales for stage two complaints increased slightly, but we remain within the Scottish average.

The percentage of complaints responded to in full at stage one and at stage two

	Home Group in Scotland Ltd			Comparable landlords (our PG)			Scottish average		
	2021/22	2022/23	Change	2021/22	2022/23	Change	2021/22	2022/23	Change
Percentage of all complaints responded to in full stage one	100.00	98.38	↓	97.36	95.68	↓	96.76	95.34	↓
Percentage of all complaints responded to in full stage two	100.00	95.16	↓	96.33	91.81	↑	93.79	92.53	↓
Average time in working days for full response stage one	3.70	3.59	↑	4.87	4.57	↑	5.76	5.75	↑
Average time in working days for full response stage two	15.10	19.53	↓	15.29	17.24	↓	27.44	19.34	↑

Repairs

In 2022/23, we completed 3588 emergency repairs. The average time to complete those emergency repairs was 2.35 hours. This is better than the Scottish average of 4.17 hours and an improvement on our performance last year.

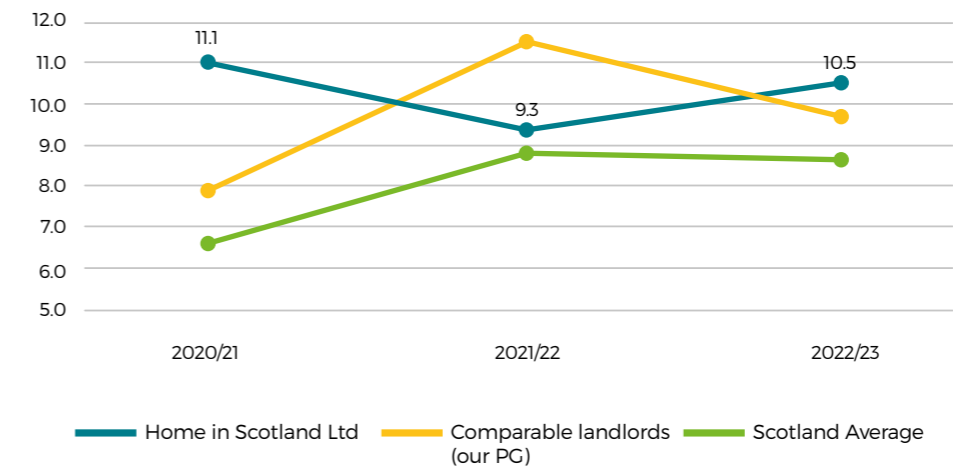
This was in addition to 8320 non-emergency repairs which were completed in an average of 10.51 days. This is above the Scottish average of 8.68 days and an increase compared to our performance the previous year. The average for our peers is 9.75 days.

	Home Group in Scotland Ltd				Comparable landlords (our PG)				Scottish average			
	2020/21	2021/22	2022/23	Change 2021/22 - 2022/23	2020/21	2021/22	2022/23	Change 2021/22 - 2022/23	2020/21	2021/22	2022/23	Change 2021/22 - 2022/23
Average hours to complete emergency repairs	2.76	2.76	2.35	↑	3.93	4.61	4.40	↑	4.22	4.16	4.17	↔
Average working days to complete non-emergency repairs	11.05	9.26	10.51	↓	7.93	11.60	9.75	↑	6.74	8.87	8.68	↑

Hours to complete emergency repairs



Days to complete non-emergency repairs

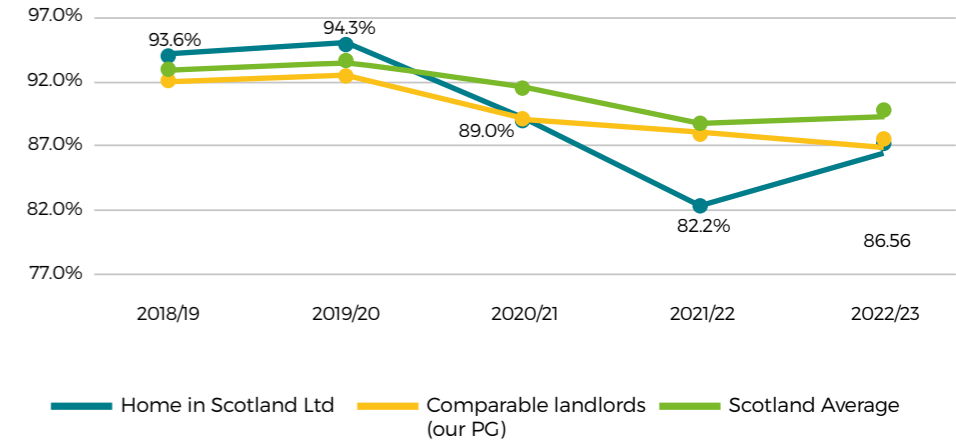




Right first time

The percentage of repairs we got right first time was 86.56%. This is in line with the Scottish average and our peers. This is an improvement on last years performance.

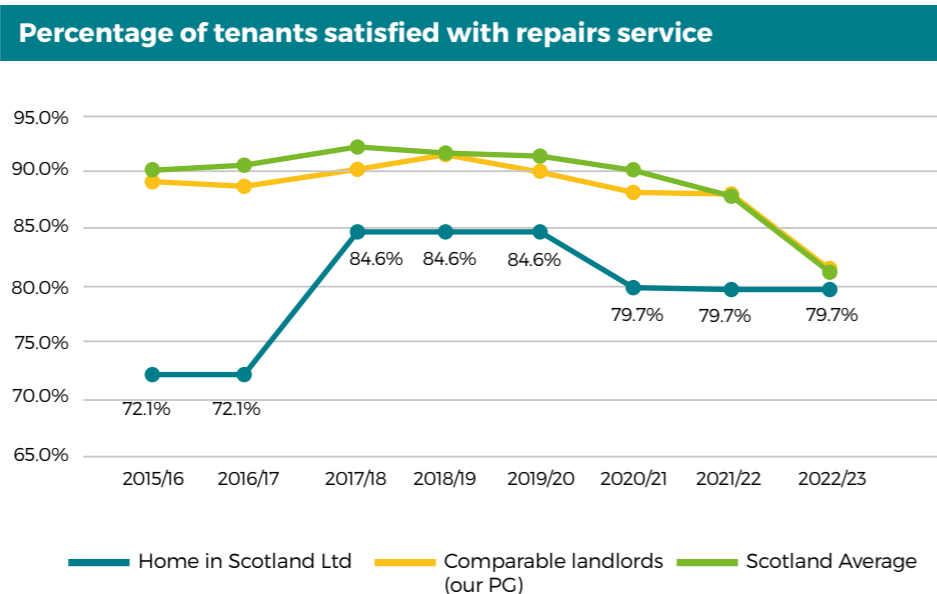
Percentage of reactive repairs completed right first time



	Home Group in Scotland Ltd				Comparable landlords (our PG)				Scottish average			
	2020/21	2021/22	2022/23	Change 2021/22 – 2022/23	2020/21	2021/22	2022/23	Change 2021/22 – 2022/23	2020/21	2021/22	2022/23	Change 2021/22 – 2022/23
Percentage of reactive repairs completed right first time	89.02	82.23	86.56	↑	89.09	88.32	86.65	↓	91.46	88.27	87.8	↓

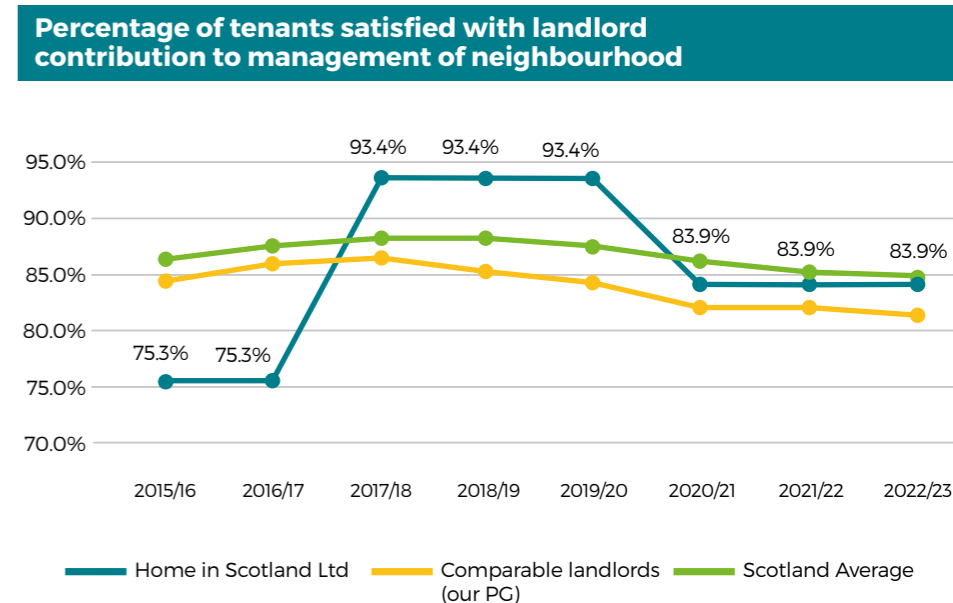
Repairs and maintenance

Our peers and the Scottish average have seen small increases in customer satisfaction with repairs this year. Our level remains unchanged as the figure is taken from our satisfaction survey.



Neighbourhood and community

Our peer group saw a slight improvement this year, whilst the Scottish average fell slightly. Our customer satisfaction level remains unchanged and in line with Scottish and peer averages. This is because the figure is taken from our satisfaction survey.



	Home Group in Scotland Ltd				Comparable landlords (our PG)				Scottish average			
	2016	2017	2020	Change	2020/21	2021/22	2022/23	Change	2020/21	2021/22	2022/23	Change
Percentage of tenants satisfied with repairs service	72.12	84.55	79.66	↔	88.09	87.84	87.92	↑	90.05	88.01	88.02	↓

	Home Group in Scotland Ltd				Comparable landlords (our PG)				Scottish average			
	2016	2017	2020	Change	2020/21	2021/22	2022/23	Change	2020/21	2021/22	2022/23	Change
Percentage of tenants satisfied with the landlord's contribution to the management of the neighbourhood	75.29	93.44	83.85	↔	81.73	81.73	81.64	↔	86.08	85.09	84.3	↓

Lettable homes

This year we reported a small increase in the percentage of our properties which became vacant during the year. Both our peer group and

the Scottish average saw a small reduction in the percentage of homes which became available this year.

	Home Group in Scotland Ltd				Comparable landlords (our PG)				Scottish average			
	2020/21	2021/22	2022/23	Change	2020/21	2021/22	2022/23	Change	2020/21	2021/22	2022/23	Change
Percentage of lettable self-contained houses that became vacant in the year	6.56	5.92	6.05	2021/22 – 2022/23 ↓	6.75	6.84	6.78	2020/21 – 2021/22 ↑	6.95	7.76	7.42	2021/22 – 2022/23 ↑

Medical adaptations

Home Group continues to complete medical adaptations in significantly less time than our peers or

the Scottish average. This is despite all three measures improving this year.

	Home Group in Scotland Ltd				Comparable landlords (our PG)				Scottish average			
	2020/21	2021/22	2022/23	Change	2020/21	2021/22	2022/23	Change	2020/21	2021/22	2022/23	Change
Average time taken to complete medical adaptations (in days)	22.67	25.63	24.17	2020/21 – 2021/22 ↑	50.08	47.47	30.12	2020/21 – 2021/22 ↑	58.00	54.35	46.83	2021/22 – 2022/23 ↑



“Our 2023 customer satisfaction survey is expected to be complete by the end of the year. You’ll see the results of this reflected in our next customer report.”

Audrey Simpson
Director of Scotland



“Ensuring we provide services that represent good value for money is essential. We continuously work hard to achieve the right balance between the delivery of high-quality services to our customers and keeping rents affordable.”

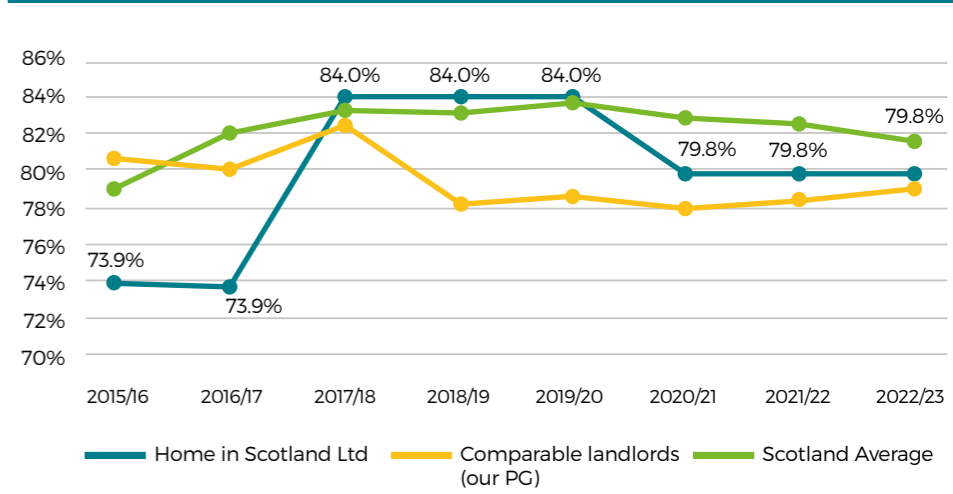
Audrey Simpson
Director of Scotland



Value for money

Our figures here remain the same. Our peer group has seen a small improvement, although remain slightly behind our levels of satisfaction. The Scottish average has seen a reduction this year, but is overall higher than Home Group and our peer group.

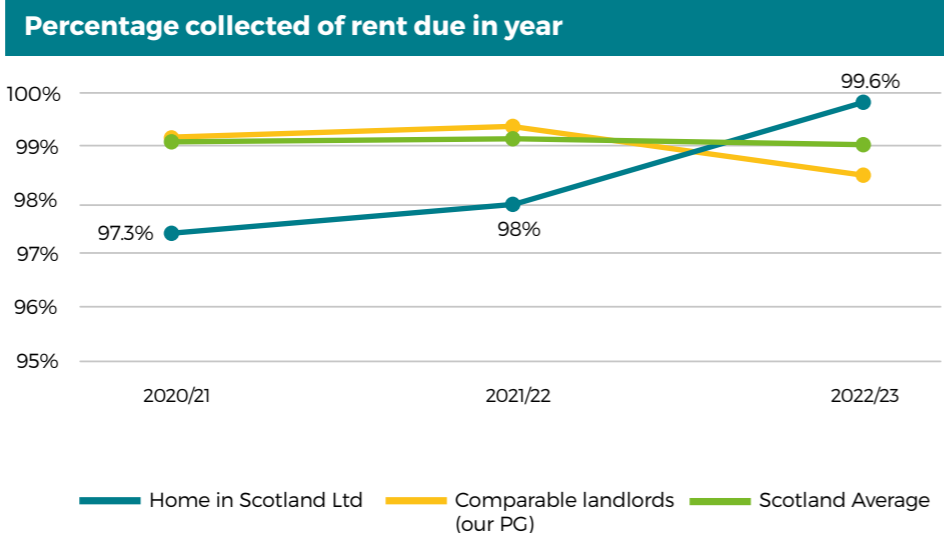
Percentage of tenants who feel rent for property represents good value for money



	Home Group in Scotland Ltd				Comparable landlords (our PG)				Scottish average			
	2016	2017	2020	Change	2020/21	2021/22	2022/23	Change	2020/21	2021/22	2022/23	Change
Percentage of tenants who feel that the rent for their property represents good value for money	73.89	83.98	79.81	2020 - 2023 ↔	77.93	78.35	79.14	2021/22 - 2022/23 ↑	82.77	82.51	81.79	2021/22 - 2022/23 ↓

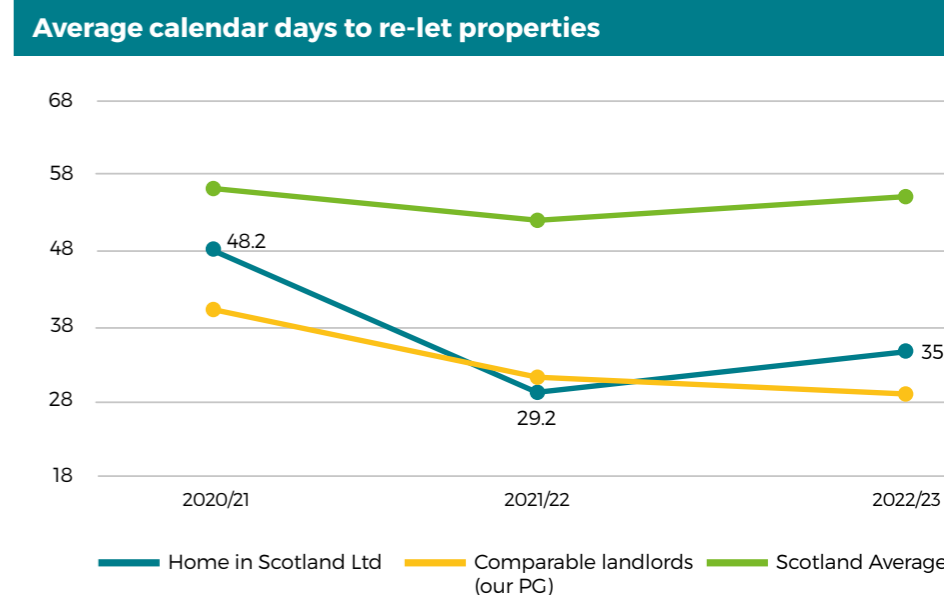
Rent due collected

Home Group saw an improvement in the percentage of rent due which was collected. As a result, we continue to perform better than both our peer group and the Scottish average.



Days taken to re-let

Home Group, in line with the Scottish average, reported a deterioration in the number of days taken to re-let properties. However, our timescale remains well below the Scottish average. Our peer group reported an improvement this year and continues to outperform us.



	Home Group in Scotland Ltd				Comparable landlords (our PG)				Scottish average			
	2020/21	2021/21	2022/23	Change	2020/21	2021/22	2022/23	Change	2020/21	2021/22	2022/23	Change
Rent collected as a percentage of rent due in the year	97.31	97.97	99.64	2021/22 - 2022/23 ↑	99.11	99.38	98.52	2021/22 - 2022/23 ↓	99.06	99.28	99.03	2021/22 - 2022/23 ↓

	Home Group in Scotland Ltd				Comparable landlords (our PG)				Scottish average			
	2020/21	2021/22	2022/23	Change	2020/21	2021/22	2022/23	Change	2020/21	2021/22	2022/23	Change
Average calendar days to re-let properties	48.18	29.23	35.29	2021/22 - 2022/23 ↑	40.50	30.82	28.82	2021/22 - 2022/23 ↑	56.29	51.57	55.61	2021/22 - 2022/23 ↓

Value for money statement 2022/23

We have seen a downwards trend in many of these indicators compared to previous years as we increase the level of investment in our homes.

We experienced high cost inflation and delays on some of our key development sites. However, we were pleased to meet many of our targets and achieve results in line with other landlords.



		2020/21	2021/22
Business health		Actual	Actual
1	Operating margin overall (%)	29.6%	31.7%
2	Operating margin - social housing lettings (%)	29.4%	36.7%
Development capacity and supply			
3	New homes developed	49	76
4	New supply - social	1.2%	1.9%
5	New supply - non-social	0.0%	0.0%
Outcomes delivered			
6	Social housing investment (%)	5.0%	9.7%
Effective Asset Management			
7	Return on capital employed (%)	2.4%	2.6%
8	Occupancy - rented (%)	99.1%	99.2%
9	Repairs ratio	0.83	0.89
Operating efficiencies			
10	Social Housing cost per unit (£)	£2,441	£2,579
11	Overheads as a % of turnover	4.0%	6.0%

2022/23	2022/23	Comparable landlords (our PG) 2021/22		Explanation of the purpose of the Indicator
Actual	Target			
20.5%	25.5%	Red	17.4%	Measures the proportion of surplus generated from day-to-day activities and is a key indicator of operating efficiency and business health
31.9%	25.5%	Green	21.0%	
75	249	Red	N/A	Number of new homes developed. A key measure of the success of our strategy
1.9%	1.8%	Green	1.2%	New supply measures how many homes we develop as a percentage of total social and non-social homes we own or manage
0.0%	3.9%	Red	0.0%	
13.7%	14.8%	Red	5.1%	Shows the amount we invest in new and existing social homes as a proportion of the carrying value of the properties
1.5%	1.8%	Red	1.9%	Shows how efficiently we use our capital and debt to generate a financial return
99.3%	99.2%	Green	99.1%	Proportion of homes occupied and how efficiently we are re-letting empty homes
0.78	0.91	Green	0.73	Reactive repairs expenditure compared with planned maintenance and improvement works
£3,422	£3,213	Red	£3,863	High level measure of the amount it costs us on average to provide each social home we manage
9.1%	10.4%	Green	12.7%	Level of overheads, a low ratio shows our back office functions are working efficiently

For any further information

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Registered Office: Pavilion 6, 321 Springhill Parkway, Glasgow Business Park, Baillieston, Glasgow G69 6GA.
A registered society under the Co-operative and Community Benefit Societies Act 2014, registered number 1935R(S).
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Scottish Letting Agent registration No. LARN1907024. Parent association: Home Group Limited
October 2023. All statistics correct at time of print.

We're continually reducing the cost and introducing new ways to keep our customers updated.

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