



## Home Rewards Club – May 2012

### Introduction

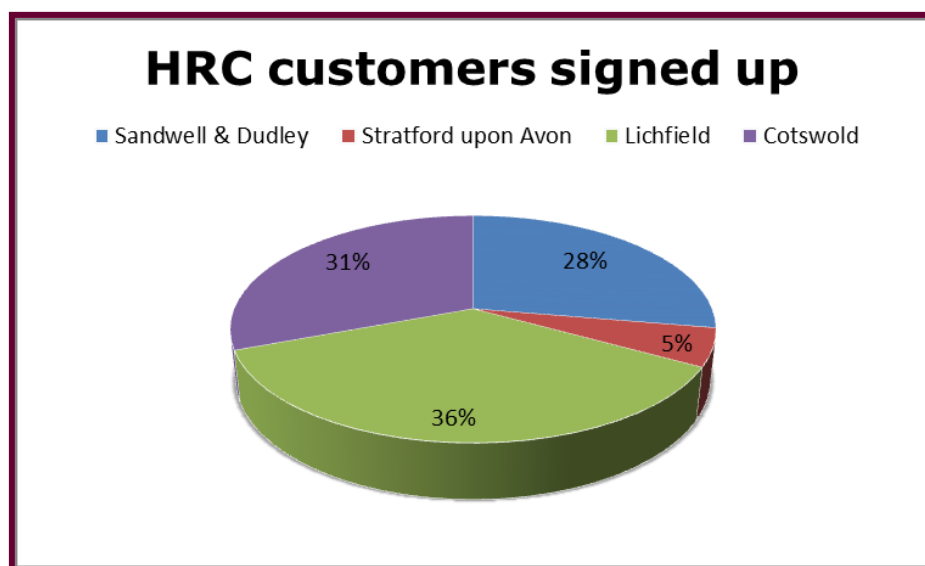
The Home Rewards Club is our Tenant Cashback pilot which has been up and running since November 2011.

Tenant Cashback ties in with our aim to help customers be as self-reliant as possible and to reduce dependency on our services. If customers have the desire and ability to do more we want to be able to facilitate this and give them the confidence to do so. It also fits with our aim to provide value for money to customers in that customers should only pay for, and receive the services that they need.

### Our customers and our homes

We decided to pilot our scheme in areas that represented a cross-section of our stock and geography. So we approached our general needs customers in Lichfield (large concentration of post-war stock) Sandwell and Dudley (inner city, including a good proportion of flats), Stratford (market town) and Central Cotswolds (semi-rural).

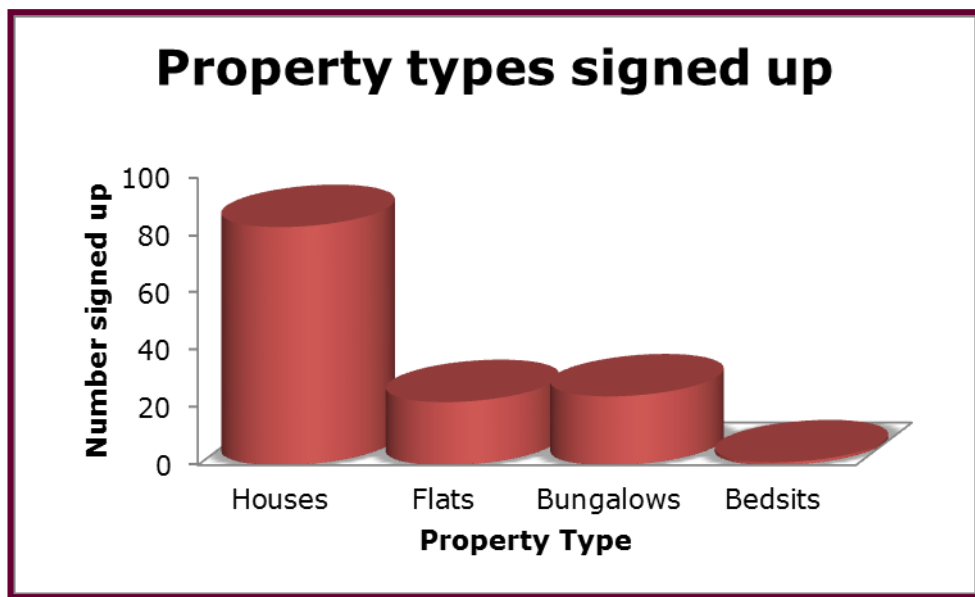
130 customers have signed up to the Home Rewards Club which equates to 5% of those we approached.



**51** - The average age of our HRC customers

**20** - The youngest of our customers

**88** - The eldest of our customers



### Repairs included in our pilot

Our customers have signed up to carrying out a number of low-level general DIY repairs and maintenance within their homes. Examples of these are:

- Fixtures and fittings to toilets, wash basins, baths and showers such as: replacing toilet seats, sink and bath plugs and toilet roll holders.
- Bathroom and kitchen tiles, grouting and sealants.
- Changing locks to doors and windows.
- Providing extra security locks and chains.
- Unblocking sinks, basins and bath wastes where the blockage is not a result of disrepair.

We will continue to offer our emergency repairs service and will retain responsibility for all electrical work, gas and heating appliances and anything asbestos related.

## Housing Management in our pilot

Customers can choose to take part in just the repairs element but do have the option to sign up to carry out their own low-level housing management for things such as:

- Ensuring they do not fall into arrears or fall behind on any agreements they have to pay their rent.
- Dealing with any estate management issues such as dumped rubbish.
- Seeking their own advice on housing options should they wish to move.
- Dealing with any low-level issues with neighbours.

For those who want to they can choose to take on both the repairs and housing elements.

**128**

Customers signed up to both elements of Home Rewards Club

**2**

Customers signed to the repairs element only

**72**

Signed to receive a reward by gift card

**58**

Signed to receive a cash reward

## Supporting our customers

As part of the sign-up process, each of our customers are visited by their Housing Manager and a Surveyor to discuss the scheme and ensure they understand their part of the agreement. We then carry out an Annual Property Survey (APS) where the condition of the home is checked, recorded and any outstanding repairs carried out. Customers are then shown around the property by the Surveyor who goes through their repair responsibilities and highlights the location of important items such as stop taps and fuse boards.

We also provide our customers with any copies of Asbestos surveys we may have carried out within their home, as well as doing a visual check for them on the day, to advise of any potentially unsafe

areas in which to carry out DIY. We supply each household with a leaflet on Asbestos awareness and documents on Health & Safety, Repair Standards and Repair Responsibilities.

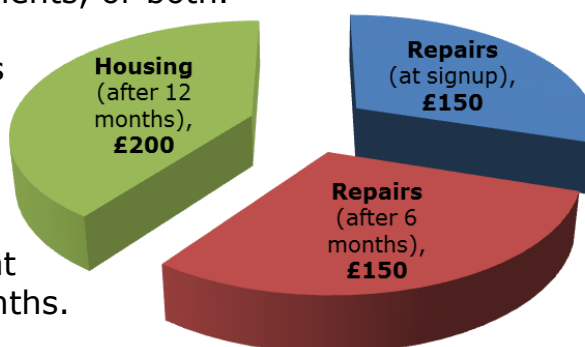
Our customers benefit from discounts from Dulux and Jewsons and we share with them a range of 'how to' guides and online videos to help them with some of their basic DIY repairs. Each of our customers will also be signed up to our *Bromford Connect* programme which allows them to build an online profile through our internally managed social media site. Customers can then engage with prospective employers, build CV's, identify training opportunities and integrate with like-minded users.

We have asked our customers to complete a repairs diary so we can monitor DIY repairs being carried out and to see how they are using their rewards.

## The reward

Our reward comes in two parts and gives customer the choice of signing to either one of the elements, or both.

We offer £300 for the repairs element as a cash or gift card payment, dependant on whether the customer receives any support of benefits. This is paid in two instalments; £150 at the start and £150 after six months.



We also offer £200 for the housing element as a cash or gift-card payment, dependant on whether the customer receives any support of benefits. This is paid at the end of the 12 months pilot if the customer successfully completes the year.

## Analysis

### *Background*

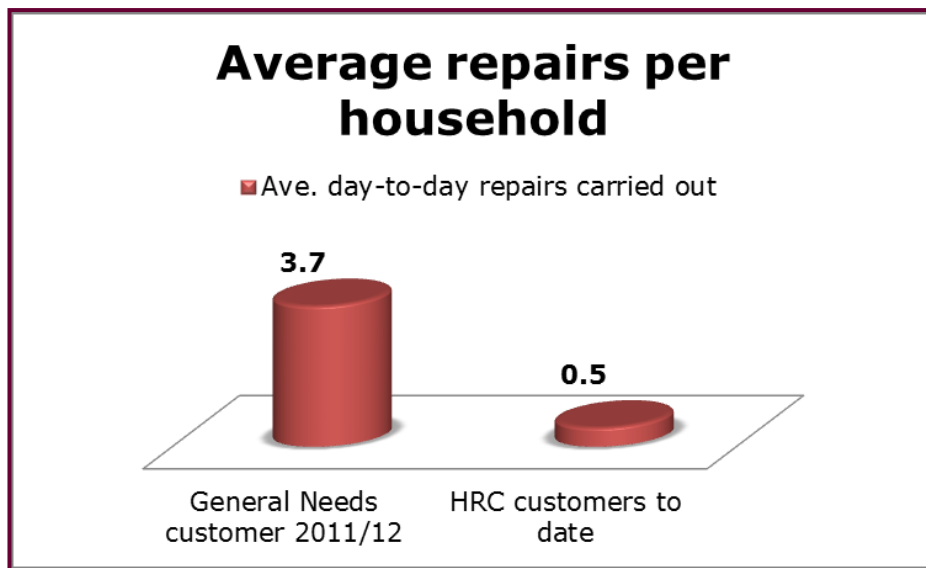
During 2011/12 our Contact Team handled an average of 3.51 enquiries from our customers and the average number of reactive repairs they raised was 3.7 – *this excludes gas and electrical maintenance.*

In this same year our APS access rate was approximately 68% across the group, our highest since we introduced the service three years ago.

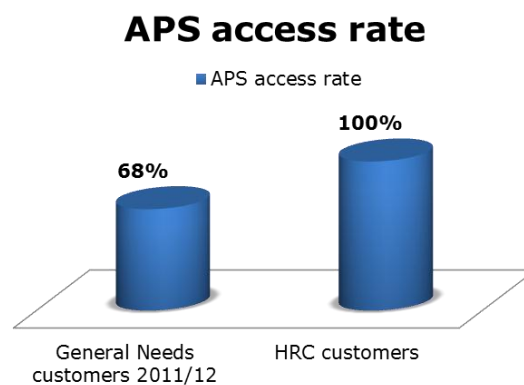
Our success rate for fuel servicing during last year was approximately 70% meaning that 30% of our customers had to go through the access procedure in order for us to get into those properties.

*Current benefits to Bromford*

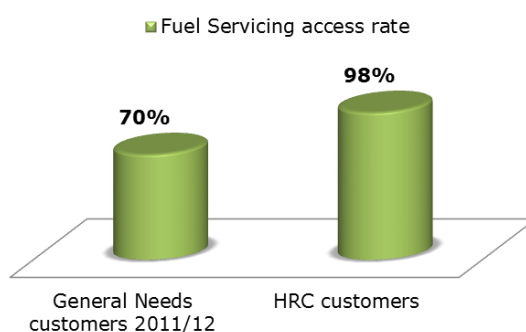
The number of day-to-day repairs reported to date by our Home Rewards Club customers is just 63 - that's an average of just 0.5 per home with most of these being glazing or guttering repairs that would not fall within their responsibility.



Since the introduction of Home Rewards Club (HRC) there has been a 100% APS access rate for customers on the scheme.



### Fuel Servicing access rate



We have also been really encouraged to see that our fuel servicing first time access rate has been 98% for our HRC customers.

Since Home Rewards Club started we have taken the opportunity to review our contents insurance offer to customers and we are pleased to have secured a great new deal, which includes accidental damage cover as standard, offering even more value for money and well-being for our customers.

Two thirds of Home Rewards Club customers are on email and happy to deal with us online which helps us to run the scheme in the most cost effective way.

We have also introduced the use of hand-held devices for our Housing Manager's and Surveyors which has reduced the need for hard copies of forms – another way in which we can see savings rolled out across Bromford.

## **Case Studies**

### *Repairs carried out by our customers*

Customer A is a female, single parent living in a three bedroom house in Lichfield. *All works completed by customer:*

- Replaced screws fallen out of kitchen cupboards = £2.75 per pack.
- Replaced socket covers up and downstairs that were damaged (power switched off at consumer unit) = £6.80 each.
- New screws for front door as wouldn't lock = used spare screws.

Customer B is a young family of two adults and two children in a three bedroom house living in Sandwell and Dudley. *All works completed by customer:*

- Letterbox replaced to front door = £15.
- Resealed bath = £8.

*This is what Home Rewards Club means to some of our customers:*

<http://www.youtube.com/watch?v=JCjng7WN1Ho>

<http://www.youtube.com/watch?v=TOYad3DzJVI>

## Summary

Our scheme has been positively received by our customers and below we have a couple of quotations we'd like to share:

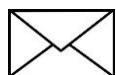
*"What I can't understand with other peoples' negativity is that 'it's a Bromford house', but to me this is MY HOME and will be my home for as long as I can have it so you put your heart and soul into it; that's what I do"*

*"I have got pride and I think the work I've done is to high standards. If nobody else likes Home Rewards Club then that's up to them, but what I would say is to try it yourself before you knock it. There's a lot of people around here who can do this and I do recommend it."*

We look forward to reviewing the scheme in December when we will assess the success and benefits of the Home Rewards Club and decide how best to roll this out to all of our customers.

## Keep in touch

*If you would like to know more or simply wish to follow our progress, please join us through the various channels below:*



[homerewardsclub@bromford.co.uk](mailto:homerewardsclub@bromford.co.uk)



0330 1234 034



1 Exchange Court  
Brabourne Avenue  
Wolverhampton Business Park  
Wolverhampton  
WV10 6AU