



Customer Annual Report 2024/25

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YOUR FEEDBACK

Your feedback is important to us, and we use it to improve what we do every day.

There were many ways in which we collected your feedback in 2024/25, including:

TEXT AND EMAIL SURVEYS

Each time you have a repair, begin a new tenancy, report anti-social behaviour or make a complaint we ask for your feedback by text or email.



In 2024/25 we sent **37,842** surveys (compared to 25,286 in 2023/24) with **8,096** surveys returned, a response rate of **21%** (compared to 25% in 2023/24).

You gave us an overall satisfaction score of **4.8** out of **5** for these services.



98%

Repairs satisfaction
is 4.9 out of 5



92%

New tenant satisfaction
is 4.6 out of 5



86%

New home satisfaction
is 4.3 out of 5



80%

Anti-social behaviour
satisfaction is 4 out of 5



78%

Complaint satisfaction
is 3.9 out of 5

TENANT SATISFACTION MEASURES SURVEY

In September and October 2024, we carried out our Tenant Satisfaction Measures (TSMs) survey as required by the Regulator of Social Housing.

This survey asks how happy you are with the way Broadacres looks after your homes and delivers services.

596 customers took part, 472 by telephone and 124 online, across all different kinds of tenancies, ages and areas to make sure the results represent all our customers.

Overall Service

✓ 87%

are satisfied with the overall service provided by Broadacres, an increase of 1%.



Your homes and communal areas



89%

are satisfied that you are provided with a home that is well maintained, an increase of 4%

92%

are satisfied that Broadacres provides a home that is safe, an increase of 3%

69%

of customers with a communal area are satisfied that they are kept clean and well maintained, an increase of 9%

Repairs



86%

of customers who had a repair are satisfied with the overall repairs service, a decrease of 4%

84%

are satisfied with the time taken to complete the most recent repair, a decrease of 4%

69%

of customers said that they had a repair carried out to their homes in the last 12 months, compared to 71% in 2023/24

Communication and customer engagement



79%

are satisfied that Broadacres listens to your views and acts upon them, a decrease of 1%

82%

are satisfied you are kept informed about things that matter to you, a decrease of 1%

89%

are satisfied with the energy efficiency of your homes, an increase of 4%

36%

of customers who made a complaint were satisfied with complaints handling, a decrease of 12%

20%

of customers said they had made a complaint to Broadacres in the last 12 months

Your neighbourhood



76%

are satisfied that Broadacres makes a positive contribution to your neighbourhoods, a decrease of 1%

59%

are satisfied with Broadacres' approach to handling anti-social behaviour, a decrease of 10%

Wellbeing



6%

of customers are struggling with rent or service charge payments, a decrease of 4%

14%

of customers are struggling to meet the cost of household bills, a decrease of 6%

19%

of customers are struggling to pay utility/fuel bills, a decrease of 2%

81%

of customers are satisfied with the energy efficiency of their homes, compared to 77% in 2023/24

34%

of customers told us they were struggling with their mental health and general wellbeing, a decrease of 3%

67%

of customers would recommend Broadacres to other people, an increase of 3%

81%

are satisfied with the energy efficiency of your homes, an increase of 4%



COMPLIMENTS

In 2024/25 we received 247 compliments compared to 313 in 2023/24. Compliments help us share good practice and celebrate the great work we do.

Some examples are:

"I was a Broadacres tenant for 10 years, the customer service staff were brilliant."

"What a difference to our grass cutting. It is so much better now, so thank you for listening."

"The staff are friendly and helpful, and I've enjoyed living here over the last 9 months."

"Thank you for your kindness. The care you're giving me is above and beyond expectations and I am grateful for the patience and understanding by your staff."

"Everyone has been so welcoming, nothing is too much trouble. Everyone is so professional, helpful and friendly, I highly recommend Broadacres, you are a fantastic company."

COMPLAINTS

IN 2024/25 THERE WERE:

318

Stage 1 complaints
(279 in 2023/24)

34

Stage 2 complaints
(27 in 2023/24)

29

Enquiries from MPs
(31 in 2023/24)

5

Housing Ombudsman
determinations
(1 in 2023/24)

78% of customers were satisfied with how their complaint was handled, and 68% were satisfied with the outcome of their complaint.

Each year, Broadacres conducts a self-assessment against the Housing Ombudsman's Complaint Handling Code and this is reported to our Board to make sure we follow all the requirements of the code.

The latest self-assessment can be found by visiting our website at www.broadacres.org.uk and searching for 'complaints'.

Timescales for responding to complaints

We took longer to respond to six stage 1 complaints than the 10 working days the Complaint Handling Code requires. All stage 2 complaints were investigated within the code's timeframe.

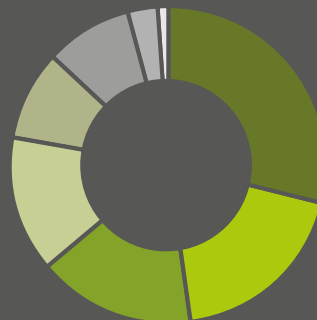
100% of stage 1 complaints were acknowledged within the Housing Ombudsman's 5-day timescale.

100% of stage 2 complaints were acknowledged within the Housing Ombudsman's 5-day timescale.

In response to these results, we have introduced:

- colleague training to ensure we communicate well with customers
- monthly contractor meetings, strong contract management and a quick response to contractor complaints
- a new Neighbourhood Team structure and Anti-Social Behaviour (ASB) Team

CAUSES OF COMPLAINTS:



COMPLAINTS BY SERVICES PROVIDED

63%

of complaints were related to property services, such as repairs and contractors or how we manage communal gardens

25%

of complaints were related to housing services, this is how we manage your homes and services in your communities

7%

of complaints were related to building new homes

3%

of complaints were about our telephone Contact Centre

2%

of complaints were about finance, such as your service charge or Direct Debit payments



HOW YOUR FEEDBACK HAS CHANGED THE WAY WE HANDLE COMPLAINTS:

- ✓ We now hold monthly meetings with managers to look at customer satisfaction results and complaints data.
- ✓ We work with colleagues to reinforce the importance of good communication.
- ✓ We introduced a new system for tracking complaints from start to finish.
- ✓ We introduced a policy to help colleagues provide accessible and inclusive services. This means that colleagues will provide a personalised service based on your preferences, e.g. how you would like us to contact you.
- ✓ We carried out a review of shared ownership and now provide training and guides for colleagues to support shared ownership customers.
- ✓ We introduced a way for customers to see the progress of their mutual exchange.
- ✓ We replaced the Visit in Pairs Policy with the Unacceptable Customer Behaviour Policy, developed alongside customers.
- ✓ We worked with customers to introduce a policy to make sure all customers who need support receive it.



COMMUNICATING WITH YOU



We continue to offer lots of ways for you to get in touch, so you can choose the one that's best for you.



By telephone: 01609 767900

In 2024/25:

- our Contact Centre received 48,584 calls, compared to 53,624 in 2023/24
- our 'Out of Hours' telephone service received 5,027 calls compared to just over 6,000 calls in 2023/24



By email: info@broadacres.org.uk

Our Contact Centre responded to 7,913 emails from customers, 2,273 more than in 2023/24.



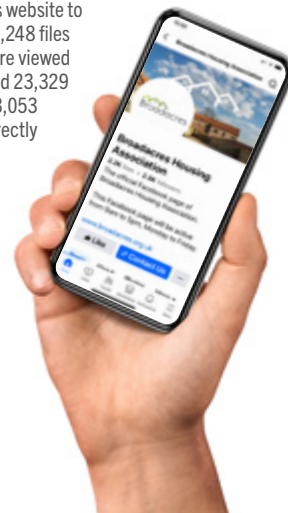
On the website: www.broadacres.org.uk

Over 85,000 people visited the Broadacres website to view over 290,000 pages and download 11,248 files or documents. The 'Find a home' pages were viewed 41,455 times, 'Vacancies/jobs' were viewed 23,329 times, the 'Contact Us' page was visited 13,053 times with 4,252 people sending emails directly from the website.



**On social media:
www.facebook.com/Broadacres**

Our main social media channel is Facebook with over 2,700 followers. In 2024/25 our posts reached 68,463 people and 18,403 people visited our Facebook page.



HOW YOUR MONEY IS SPENT



38.4%
New homes
34.8% in 2023/24

12.6%
Interest payments
12.8% in 2023/24

24%
Investing in existing homes
25.7% in 2023/24

4.7%
Supporting our customers
3.7% in 2023/24

17.3%
Operating costs
20% in 2023/24

3%
Other
2.9% in 2023/24

Our annual 'Value for Money Report' can be found by visiting www.broadacres.org.uk and searching for 'Value for Money'.



INVESTING IN YOUR HOMES

In 2024/25, we spent **£21M** on repairs, maintenance and improvements, compared to £23.3M in 2023/24.

In 2024/25 we managed **6,930** homes, compared to 6,831 the previous year, an increase of 99.

We let **282** homes to new customers, compared to 568 in 2023/24, and the average time to re-let a general needs home was 102 days compared to 82.2 days in 2023/24.

98% of you were satisfied with the repairs you received, the same as the previous year, based on email and text surveys sent after a completed repair.

98% of appointments were kept on time, an increase of 1% compared to 2023/24.

YOUR HOMES



156

kitchens were replaced,
135 less than 2023/24



251

windows and doors were replaced,
5 more than 2023/24



217

gas boilers were replaced,
49 more than 2023/24



35

bathrooms were replaced,
3 less than 2023/24

KEEPING YOU SAFE



5,071

gas services
(5,200 in 2023/24)



46

Liquefied Petroleum Gas (LPG)
services (41 in 2023/24)



6,501

homes maintained their 5-year
Electrical Safety Certificate
(6,450 in 2023/24)



139

annual asbestos surveys
were carried out in
schemes (139 in 2023/24)



90

oil services
(167 in 2023/24)



900

ASHP services
(803 in 2023/24)



119

buildings/schemes received
their annual fire risk assessment
(108 in 2023/24)



All legionella inspections
were completed (the same
as 2023/24)

IMPROVING ENERGY EFFICIENCY IN YOUR HOMES

Our target is for all homes to have a Standard Assessment Procedure (SAP) score of 69 or above by 2028. A SAP score is a rating from 1 to 100+ that indicates a home's energy efficiency and predicted annual energy costs. A higher SAP score means lower energy use and lower running costs.

We aim for this score because homes with a rating of 69 or above are likely to have better insulation, efficient heating systems and double glazing, resulting in lower energy consumption and reduced heating costs.

These homes are also more energy-efficient and contribute to lower carbon emissions and tend to have consistent temperatures and reduced draughts.



235

homes had their SAP
score increased to 69
or above in 2024/25

By the end of March 2025, 957 out of 6,930 homes had a SAP score lower than 69.

At the end of March 2025, 882 homes had air-source heat pumps (ASHPs), an increase of 44 from 2023/24.

In 2025 we completed a project to improve the energy efficiency of 400 homes funded by the Social Housing Decarbonisation Fund, which gave us more than £2M to complete this work.

The project installed:

Solar panels on **400** homes

ASHPs at **53** homes

Loft insulation in
156 homes

Smart air bricks in
24 homes

Floor insulation in
15 homes



MORE 'WARM HOMES' FOR BROADACRES CUSTOMERS

Hundreds of existing Broadacres homes will benefit from a £3.71M energy efficiency upgrade after funding was secured from the Government.

A total of 640 homes will have a mixture of loft insulation, solar panels and air-source heat pumps installed to reduce energy bills.

We were awarded £1,857,000 after a successful bid to the Warm Homes: Social Housing Fund, which will enable us to improve the energy efficiency of 384 homes, and Broadacres will use its own budget to complete work on 256 more homes.



£3.71
million

energy efficiency
upgrade

“We are delighted to have been awarded this funding which will help us carry out energy efficiency improvements on lots more homes.”

Helen Ball, Broadacres
Head of Sustainability

BUILDING NEW HOMES



96

We sold 96 homes in 2024/25 (67 in 2023/24), to the value of £14.3M (£6M in 2023/24), which exceeded the target of £13.9M.

£31M

We spent £31M building 148 new homes in 2024/25, compared to £25M building 160 new homes in 2023/24.

£1.3M

We received £1.3M grant income for building new homes in 2024/25, compared to £11M in 2023/24.

AWARD FOR YORKSHIRE DALES AFFORDABLE HOUSING PROJECT

Broadacres homes in Sedbergh in the Yorkshire Dales National Park won the prestigious award for 'Best Affordable Housing Development' in the 2025 Northern Housing Awards.

The 49 homes are a mix of two, three, four and five-bedroom homes, and all are heated by air-source heat pumps.

34 homes are for affordable rent and shared ownership, with people in Sedbergh and the surrounding communities given the first opportunity to rent or buy. The remaining 15 are for open market sale.

James Marley, Broadacres Head of Construction, said: "We are delighted to have won the award for our development in Sedbergh, especially when we were competing with so many other great schemes.

"Building on this scale in the Yorkshire Dales National Park is rare and needed careful planning to ensure the new homes were in-keeping in this picturesque area. This meant the quality of materials needed to be extremely high, including the stonework, slate roofs, quarried stone windowsills and a particular style of render.

"We also included plenty of green space and biodiversity through tree planting, creation of wildflower grasslands and the insertion of hollow 'bricks' into the homes to create nest sites for bats and swifts."

The judges commented that this was a careful design for the surroundings and its residents, and said it was a clear example of a partnership working well together to deliver the best outcome for people in the local area.



GETTING INVOLVED

THE CUSTOMER SCRUTINY PANEL (CSP)

The CSP is made up of 9 customers, including 3 new members, who work with Broadacres to make sure we provide quality services that our customers want. This group is overseen by the Broadacres Board and works very closely with the Group Customer Experience Committee and Customer Network.

Between July and December 2024, the CSP carried out a review of complaints following concerns about lower scores for customer satisfaction in this area.

The CSP made a number of recommendations that were approved by the Board and will be used to improve our complaint handling in 2025/26.

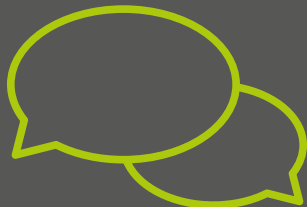
A selection of the agreed recommendations include:

- a review of complaints in extra care schemes
- a review of how complaints are closed
- ensuring the customer is fully informed throughout any work taking place
- training on empathy and complaint handling techniques to be given to all relevant colleagues

In 2024/25, the CSP also:

- challenged Broadacres to provide better training for colleagues in key customer facing roles
- attended Community Action Days
- contributed to an event hosted by the York and North Yorkshire Mayor
- provided feedback on strategies and policies that effect customers, including the Vulnerability, Protected Characteristics and Reasonable Adjustments Policy, to help Broadacres provide an accessible and inclusive service and make sure we do not discriminate against any customer

Colin Fisher, Chair, Customer Scrutiny Panel



THE CUSTOMER NETWORK

This group of customers give feedback using email surveys. There were 392 members in 2024/25, compared to 356 in 2023/24. They gave feedback which has been used to improve services, including contributing to:

- the Vulnerability, Protected Characteristics and Reasonable Adjustments Policy
- the Customer Promise
- the ASB Strategy
- choosing which groups receive a grant from the Community Development Fund



There were

392

members in 2024/25, compared to 356 in 2023/24.

YOUR LOCAL MONITORS

Local Monitors provide us with monthly feedback about environmental issues in their area, including garden maintenance and fly tipping.

There were 49 Local Monitors in 2024/25 (51 in 2023/24) and we received an average of 25 responses per month (24 in 2023/24).

Following feedback from the CSP, we introduced a Local Monitor Panel consisting of 4 members. The purpose of the panel is to monitor the grounds maintenance contract and provide feedback on behalf of all customers receiving this service.



ADVICE & SUPPORT

MONEY ADVICE

Our fantastic Money Advice Team understand that managing personal and household budgets can be difficult and they help customers who need support with their money.

£1.9M

was raised by the team for almost 1,000 customers, an increase of 19% compared to 2023/24

97%

of customers who used the service were satisfied with the outcome

CUSTOMER SUPPORT FUND

In 2024/25 we spent

£265,543

helping the most vulnerable people in our communities



We helped

239

households buy carpets/floor coverings (137 in 2023/24)



We purchased

80

appliances (106 in 2023/24) for customers in 68 households (89 in 2023/24)



We issued

614

hardship vouchers for food and energy top ups, compared to 771 in 2023/24, helping 246 households (339 in 2023/24)

DONATIONS TO FOODBANKS

During the year Broadacres donated £2,000 to foodbanks across North Yorkshire to help those most in need. Each foodbank below received a donation of £400 to help support their communities:

Selby and District Foodbank – Selby

Hambleton Foodshare – Northallerton

Community Works – Thirsk

Richmond Store House – Richmond & Barnard Castle

Colburn Hub – Colburn, Catterick



IMPROVING YOUR COMMUNITIES

We are committed to making your communities great places to live, including offering quality supported housing for a range of customers such as a women's refuge, mental health services and homeless services.

To do this we work in partnership with North Yorkshire Council, National Parks, the NHS, third party agencies, community groups and many more.

Below are some examples of what we did in 2024/25.

COMMUNITY ACTION DAYS

In 2024/25, 10 Community Action Days were delivered across many communities in North Yorkshire. These events focused on issues you raised before each event and we were helped by lots of agencies, such as North Yorkshire Police and the North Yorkshire Fire and Rescue Service, to provide support directly in the heart of your communities.

Broadacres colleagues visited 4,836 homes and collected feedback from 1,449 customers.



COMMUNITY DEVELOPMENT FUND

The Community Development Fund (CDF) provides grants for community and voluntary groups to deliver projects that benefit your communities. All successful grants are chosen by Broadacres customers.

In 2024/25 we donated £14,895 to 33 projects across North Yorkshire, and it's estimated the fund will support over 28,254 people living in North Yorkshire.

Hinderwell Village Hall

Hinderwell Village Hall used a CDF grant to buy a new tennis net and equipment including footballs, basketballs, rackets and other equipment after adapting two nearby tennis courts so that a range of other sports can also be played.



Vale of York Athletic Community

A Selby-based athletics club used their grant to contribute to a new athletic track and set up their own base in the town.



Burniston and Cloughton Village Hall

Burniston and Cloughton Village Hall near Scarborough used their grant to complete improvement work to ensure dance and exercise classes, youth clubs, entertainment and family celebrations can continue.



Easingwold District Community Care Association

A grant from the CDF will help Easingwold District Community Care Association continue to serve tea and tarts every month at the Galtres Centre.



Stokesley Walking Football

A CDF grant has helped a former professional footballer set up walking football sessions in Stokesley.



Great Broughton and Kirkby Sports Club

A grant from Broadacres has enabled Great Broughton and Kirkby Sports Club to buy pickleball equipment to offer sessions for older members who were finding tennis too painful.

Stokesley Town Hall Trust

Stokesley Town Hall Trust received a grant from Broadacres to buy lightweight, foldable tables which the Town Hall Stewards can easily manage.



North Yorkshire Soccer Academy

North Yorkshire Soccer Academy received a grant to help them kit out a new girls under-14 football team at Carlton Miniott near Thirsk.



Colburn Youth Project

Thanks to funding from Broadacres' CDF, the Colburn Youth Project can continue with its good work across the North Yorkshire town, with up to 80 young people aged from 5 to 20 given the chance to engage in a wide variety of activities.

Broadacres Housing Association Limited is an exempt charity. It is a registered provider of social housing (registration number LH4014), regulated by the Regulator of Social Housing, and is a registered society under the Co-operative and Community Benefit Societies Act 2014, society number 27656R.



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