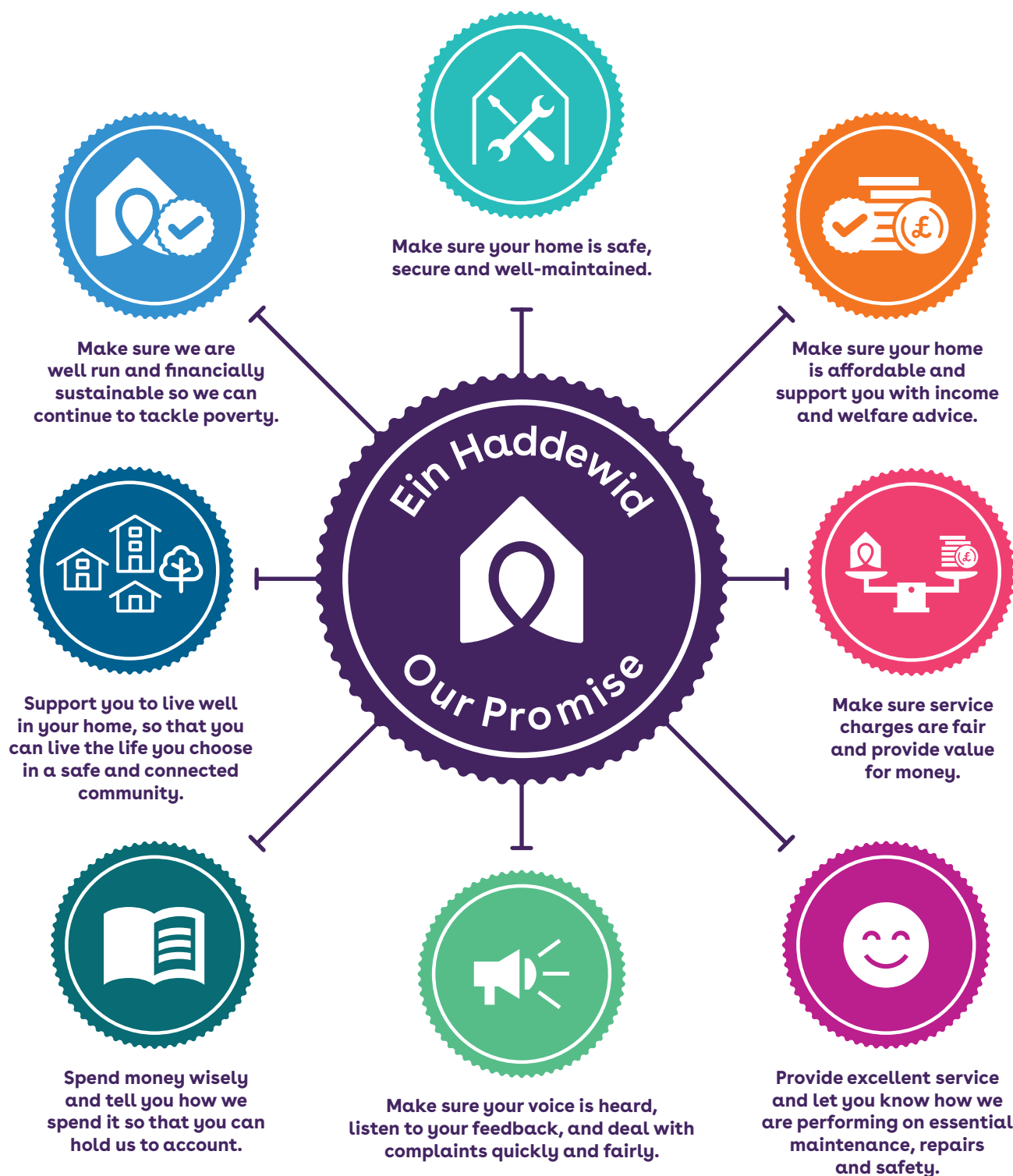


# Our Promise Report for 2024/2025



**ClwydAlyn**

[ClwydAlyn.co.uk/OurPromise](https://ClwydAlyn.co.uk/OurPromise)

How We  
Do Things:



Trust



Kindness



Hope



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## Our Promise is our residents' charter.

Our Promise has been created with our Resident Committee and #InfluenceUs volunteers to measure how we're performing, drive improvements to the way we do things and enable residents to hold us to account and ensure that we're meeting your expectations.

Our aim is always to be first and foremost, a great landlord that provides safe, well maintained homes and delivers excellent services through our promises to residents to:

- |  |  |
|--|--|
|  <b>Provide a Safe Home in Good Condition</b> |  <b>Listen and Act on Your Feedback</b> |
|  <b>Provide an Affordable Home</b>            |  <b>Be Open and Honest</b>              |
|  <b>Provide Value for Money</b>               |  <b>Build Pride in Our Communities</b>  |
|  <b>Provide Excellent Service</b>             |  <b>Manage Our Business Well</b>        |



## Provide a Safe Home in Good Condition

Make sure your home is safe, secure and well-maintained.



**86%**

of our residents are satisfied with the quality of their home



**91%**

of residents feel safe and secure in their home

We're required to visit homes regularly to check that they meet all safety requirements. Where we are below 100%, this is because we haven't been able to gain access to a home and make these checks.



**100%**

of homes with a gas appliance have an in-date, accredited gas safety check



**100%**

of properties that require a fire risk assessment are in-date and compliant



**99.45%**

of our homes have had electrical installation condition reports in line with the five-year testing cycle

We have also been working with residents to make sure that we're ready for the changes in the updated Welsh Housing Quality Standards 2023, which place a greater emphasis on energy efficiency, health and wellbeing, safety and security and modern amenities.



**100%**

of our homes meet the Welsh Housing Quality Standards (WHQS) checks

## Home improvements →

**92%** of residents are satisfied with how repairs and maintenance are dealt with.

**£10.5 million** invested into repairing and maintaining homes.

**387** homes upgraded with retrofit work.

**£4.5 million** invested in energy efficiency works to existing homes funded by ORP.

**£4.2 million** invested into existing home improvements.

**£100k** secured for the Residents Fund, helping with gas and electricity costs.

**441** empty properties were refurbished to enable them to be allocated to new residents.

**473 total number of home improvements**

### We installed:

new windows and doors to

**135 homes**

**218**

kitchens and bathrooms

**120**

boilers

**One resident who had a new bathroom fitted told us:**

"The workmanship is excellent with superb

attention to detail and I am very pleased with the polite and friendly service I have received from this department and the quality of work."

## Investing in existing homes

Last year, we invested over £19 million into improving your homes. This included a record year in our work to improve the energy efficiency of homes to make them warmer and more affordable to heat for residents with our biggest investment to date - £4.5 million.



## Retrofitting your homes

This £4.5 million funding was provided by the Welsh Government's programme of investment to enable housing associations to upgrade existing homes, called the Optimised Retrofit Programme (ORP).

This has enabled us to deliver a wide range of improvements to the homes that need it the most.



This included installing: ➡



**30** batteries connected to solar panels to enable any electricity that is generated but not used in a home to be stored for us when it's needed, so that you can use it to run your home for free at night.



**51** NexGen infrared heating systems in homes – Where air source heat pumps aren't practical to install, we have trialled the installation of infrared radiant heating which is fixed to the ceiling. The feedback and data has been very positive, showing a reduction in energy usage and residents reporting that they are very comfortable in their homes.



**387** intelligent energy systems and environmental sensors which detect levels of CO2, humidity and temperature within habitable rooms, as well as clamps on electrical wiring. The data from these sensors and clamps is displayed on a dashboard allowing residents to use the energy their home needs in the most effective way, supported by our energy advisors.



**45** solar diverters to hot water – these divert any solar generated electricity that is not used in the home to the hot water tank. Using this excess electricity maximises the generation in the home and allows for a secondary benefit after the direct electric use.



**60** homes with Airex mechanical air bricks – this involves replacing the traditional air bricks in a home with mechanical alternatives that open to allow air to circulate under suspended timber ground floors but then close when ventilation is not needed to prevent drafts and cold air entering the home.



**381** solar panel installations – The installation of solar photovoltaic (PV) panels generates renewable energy and reduces reliance on non-renewable energy sources.



## We also completed:

**228** loft insulations

**32** external wall insulations

**12** internal wall insulations

**120** homes with low energy lighting

**25** cavity wall insulations

**11** flat roof insulations

**7** air source heat pumps

### CASE STUDY

ClwydAlyn resident, Mike, who lives in Conwy, has been delighted by the installation of NexGen Ceiling Paper, a heating solution which has enabled him to make significant savings on his energy bills.

Mike said: "It's marvellous and it's made a big difference to our lives. Even on the coldest days in winter the heat output is more than enough.

"It took some learning to get used to the app, but now I can be savvy, it's reduced our energy bills by over half.



"And if I go away, I can turn the heating down from the other side of the country using the app!"

## Energy efficiency

The work we are doing to make homes more energy efficient continues to make a difference to the energy performance of our homes. We measure this using Energy Performance Certificate (EPC) ratings. Here's how we're doing:

EPC rating	# Properties (owned & managed)	% of our homes	2023/2024
A	962	14%	9%
B	1,285	19%	19%
C	2,550	38%	35%
D	1,377	20%	14%
E	40	1%	1%
F	0	0%	0%
G	0	0%	0%
Not Available	563	8%	22%
<b>Total</b>	<b>6,777</b>	<b>100%</b>	<b>100%</b>

**295** of these were new homes built, of which:

**78% are EPC A    22% are EPC B**

## Reducing the effect of fuel poverty

We understand that the cost of keeping homes warm continues to increase, which is why we're working to improve the energy efficiency of our homes to make them more affordable to keep warm.

Through our partnership with Warm Wales, we are providing residents with bespoke energy advice and support with reducing energy costs, as well as providing funding to help with energy bill arrears through our £100,000 residents fund. Over the last year, we supported 229 residents with the challenges they were facing:

**15** were linked to fuel poverty

**65** were linked to food poverty

**70** were linked to conditions in their homes

**67** were linked to residents' health and wellbeing

**4** were linked to employment and education

**8** were resolved directly by their housing officer

**If you need help managing your energy bills, call us on 0800 183 5757**



## Provide an Affordable Home

Make sure your home is affordable and support you with income and welfare advice.



### Rent and affordability

We work hard to make sure that our rents are affordable for you by listening to what you need and looking at your income and situation. We also look at the latest data on the lowest incomes, as part of our commitment to ensuring that we offer security for residents in a way that's consistent and fair across all our homes.

We work with residents to implement our 'Affordable Rents Policy'. This means that rents across all of our general needs and sheltered homes are based on the 'Living Rent Model' developed by the Joseph Rowntree Foundation, which builds affordability into any rent setting decisions.

### In 2024/25:

**100** new residents were welcomed into our extra care homes

**357** new residents were welcomed into general needs and sheltered homes

**93** people were welcomed into our supported living and homeless services

**42** households were welcomed into affordable homes

**57** people were welcomed into our group homes

**Our Welfare Rights Team and Early Intervention Officers also helped 331 residents secure £1.5 million in financial gains, an average of £4,500 per person.**



**331 residents**



**£1.5 million**



**£4,500**

### Secure tenancies

We understand that security of tenure helps to ensure that residents feel secure in their homes, as well as supporting the ability to find work and access local support networks and services. We offer secure contracts for families and individuals and for our sheltered and extra care homes.

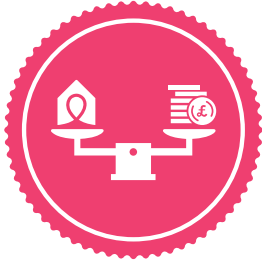
In our supported living schemes, residents start on a licence agreement which changes to a standard supported living contract after six months.

During the year, we also completed 308 new homes across a range of tenures to meet different needs and offer choice and affordability to residents including:

**180** homes for social rent (59%)  
(homes where the rent is set at a rate of up to 80% of the market rate, including service charges).

**62** homes for intermediate rent (20%) (These are homes where the rent is set at a rate of up to 80% of the market rate, including service charges.)

**66** homes for older people (21%).



## Provide Value for Money

Making sure service charges are fair and provide value for money.

**68%**

of residents said that they are satisfied that their service charge provides value for money

### Service charges

We want our residents to be happy with our services. In 2023/24, we worked with residents to make sure our service charges are fair and linked to rent prices and because of this, service charges were around 10% lower in 2024/25.

Our management charge pays for things like the staff that manage your housing and contracts for cleaning and repairs.

It also covers the cost of sending bills and handling any issues. The rest of your service charge goes to the actual cost of these services, like cleaning or fixing things in shared areas.



### Improving satisfaction

To improve satisfaction and transparency around our service charges, we've carried out a full review of how they are managed in our sheltered housing schemes.

As part of this, we set up a working group to look at how things are done now, find areas we can improve, and make sure our approach is fair, efficient, and easy for residents to understand.

We also compared our costs and practices with other housing associations and local councils. This helped us check that our charges are reasonable and in line with what others in the sector charge.

In addition, we've started installing smart gas and electricity meters in the shared areas of our schemes. These meters help us track energy use more accurately, cut down on waste, and make better decisions about how we manage energy.

Because of these changes, we've made real savings for residents - service charges in our sheltered schemes have gone down by an average of **£8.91** per month.



We sent surveys to all residents who receive grounds maintenance services, asking for their views on the quality, value, and consistency of the work. We then held a feedback session to talk about the results and find out what residents want to see in the future.

The feedback we received has helped shape the new contract. To make sure the process is fair and transparent, we're working with external company, Procurement Assist, a specialist organisation that helps housing providers with finding a new contractor. Their support is helping us achieve the best value for money while making sure residents' views are reflected in the final outcome.

We're also working more closely with residents to make sure service charges stay fair, clear, and based on their needs.

A recent example of this is our work on the new grounds maintenance contract.



## Resident self-repair scheme

**We have introduced Resident Self Repair (see page 15 for more details).**

During 2024/25, **108** jobs have been completed by residents themselves, through the Resident Self Repair Scheme, which has saved:



**1,050 miles**



**280 tones of CO2**



**Around £2,160  
worth of vouchers  
paid to residents  
to say thank you!**

Residents have told us:

"It saves money and time, brilliant, good idea."

"Good service. Saves waiting in for engineers."

"An excellent service, 1st class customer care, very happy indeed."

"Excellent scheme. Saves time waiting."

## Award winning!

Earlier this year, the Resident Self Repair initiative was recognised by TPAS Cymru, the organisation which supports social housing tenants and landlords across Wales to develop effective participation and engagement in housing.

We're proud of this achievement and will continue working closely with residents to develop, deliver, and raise awareness of how residents can benefit from the initiative.



**Whether it's a loose cupboard door, a dripping tap, or a cracked tile; if it's a minor repair and you're happy to do it yourself, we're here to support you. Contact our Customer Service Team on [0800 183 5757](tel:08001835757) or email [help@clwydalyn.co.uk](mailto:help@clwydalyn.co.uk)**





## Provide Excellent Service

Provide excellent services and let you know how we are performing on essential maintenance, repairs and safety.

We completed **1,930** maintenance satisfaction surveys last year following routine maintenance works.



**86%**

of residents are satisfied with the quality of their home.



**100%**

of emergency repairs were completed in 24 hours.



**22,786**

day-to-day maintenance and repair jobs were completed.



**92%**

of appointments took place as planned.\*



**92%**

of residents are satisfied with repairs.



**87%**

residents feel safe and secure in their home.



**87%**

of jobs were completed on the first visit with no follow-up needed.

\* When appointments don't take place as planned, it can be for a number of reasons such as being unable to gain access to the home, emergency call outs or re-booking appointments.

### Resident feedback on carpentry & joinery

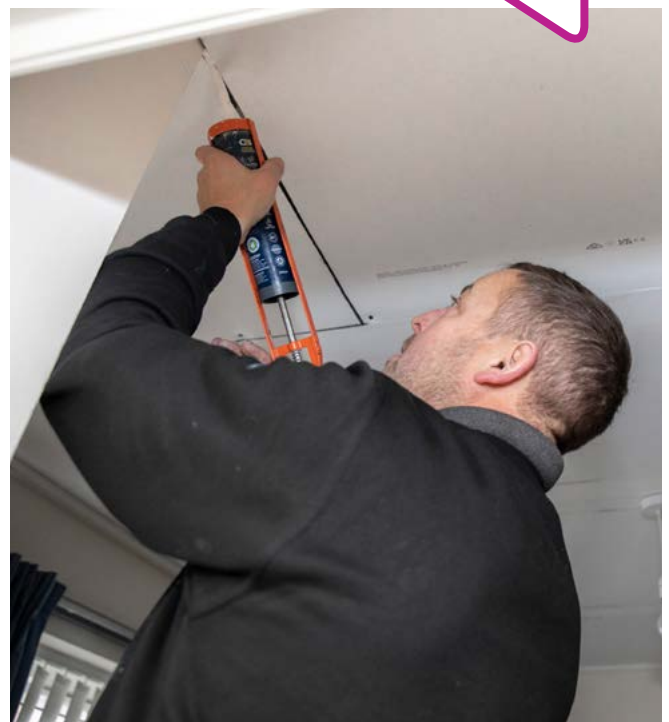
"A carpenter came to my property to do some repairs. He went above and beyond to make sure I was happy with the repairs he did. He cleaned up after himself was very polite. I'm very appreciative."

### Resident feedback on tiling

"Paul did an excellent tiling job. Lovely young man very polite and made sure he cleaned up after himself and made sure I was happy with his work. A credit to your company. Well done Paul."

### Resident feedback on general repair and customer service

"The workman responded very quickly, was very friendly and worked to a high standard ensuring that job was done correctly. Absolute credit to your team, can't thank him enough for his help. And to Emma who took my call and booked in the job. She took great care over the phone and was so helpful, reassuring me. She was absolutely lovely!"



## Contact Centre

Our customer contact centre works hard to deal with all your enquiries, from booking in repairs to accessing our services.

Over the last year, the team has:

Received **58,910** calls

Answered **79%** of calls

Answered **46,430** calls, **34%**  
in under **40** seconds

Handled **21,100** emails



**432** people registered for **MYClwydAlyn**, our residents' portal during 2024/2025. The portal is mainly used for rent payments and repair requests.

## Caller Wait Times

Sometimes, we can't answer every all straight away. While you wait, we let you know that you can use the residents' portal, which is quicker for some things.

Bad weather, like storms and floods, can cause many people to call us at once, making it hard to answer everyone quickly. These events also make more work for our maintenance team.

We now spend a little more time on each call to make sure we get things right first time. This has made waiting times longer, but it means we can fix problems faster once we're in your home.



"I wanted to pass on thanks for the amazing kindness from Beth today who went above and beyond to get care to one of the residents in Connah's Quay. I have spoken to the resident's son and the ambulance service have attended. Her blood pressure was very high and she needed reassurance and help from the service to get it settled She does not need further treatment but Beth recognised that she was agitated and needed assistance, calling myself, the ambulance service and notifying her son.

All the contact centre staff are amazing, what an absolute star!"

## Getting to know our residents

When we're developing our services and support, it's really important that we ensure that we are fully inclusive and create an environment where differences are celebrated and our residents feel supported and valued for who they truly are.

We've continued to reach out to residents during 2024/25 to complete our 'Getting to Know You' form.

This data makes a real difference in helping us to understand our communities so that we can provide the best services for everyone.

We monitor and analyse all the information we receive to ensure that our processes are fair, transparent and promote equality of opportunity for everyone. It helps us to:



✔ **Forward plan** - Your data helps us to make decisions on where to direct our plans, initiatives and services. By having up to date information about our residents, we can make sure we are tailoring our services and ensure our plans have meaningful impact in the communities where we work.

✔ **Know our communities** - We want to know you! We want to make sure our staff represent the communities that we serve. We want to be able to plan events, offer support, provide advice and guidance that is appropriate and helpful.

✔ **Be more inclusive** - We want to continue to build a culture that is fully inclusive for both our residents and staff. We are dedicated to taking a person-centred approach and supporting people in a way that works for them.

✔ **Get services right** - When our residents share their information, it helps us to get our services right. Maybe your first language isn't Welsh or English and you would prefer communication in a different language, or you have a disability and would benefit from additional support that we can tailor to you.

✔ **Be fair** - We need to make sure that we are being fair in the way that we deliver our services to everyone, and that we are removing any barriers our residents may face when accessing our services.

We understand that many are cautious about sharing personal information, and we are committed to ensuring that all our resident's data is kept confidential and never single anyone out. Your data will only ever be stored to make sure that we can develop services to meet the needs of all of our residents

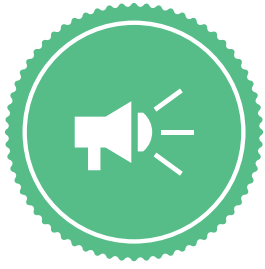


There are very strict laws to ensure that we protect your details and deal with them responsibly.

**Thank you to everyone who has completed our 'Getting to Know You' form. Our housing officers and scheme managers will continue working with residents to gather this information.**

**If you haven't already provided your data, you can do so here - <https://forms.office.com/e/9mFuvAt94f>**





## Listen and Act on Your Feedback

Make sure your voice is heard. We'll listen to feedback and deal with complaints quickly.

### Resident Voice



ClwydAlyn

Tenant and Resident Satisfaction Surveys (STAR).

**79%**

of residents say they trust ClwydAlyn.



**72%**

of residents are satisfied that ClwydAlyn listens to their views and acts upon them.



**65%**

of residents are satisfied that ClwydAlyn gives them a say in how services are managed.



**68%**

of residents are satisfied with ClwydAlyn's decision-making participation opportunities.



**67%**

of residents are happy with the way ClwydAlyn deals with anti-social behaviour.



During the year we consulted with a number of our sheltered housing schemes in regard to their telecare and warden services. Both of these services resulted in a service charge to the residents and as part of our wider service charge review we felt it was right to ask residents what they wanted from the services they were paying for.

Each scheme was consulted with individually and residents were asked what they wanted in terms of telecare provision and warden services. Following these consultations services were amended or decommissioned accordingly on an individual scheme basis as a direct result of resident consultation.

### Ways to get involved

Listening to, involving, and enabling, residents to influence how we do things is central to everything that we do at ClwydAlyn. We provide ways for residents to directly influence and challenge the decisions we make and hold us to account.

From the Resident Committee and #InfluenceUs to our Complaints Panel, focus groups and resident board members, we work together with residents to provide opportunities for them to check and assess the quality of our services and ensure we are governed well and accountable.



## #InfluenceUs

Our #InfluenceUs network is led by our Resident Engagement and Communications Specialist and continues to grow in membership.

If you'd like to get involved, email [InfluenceUs@clwydalyn.co.uk](mailto:InfluenceUs@clwydalyn.co.uk)

**23** residents have signed up to be an influencer in 2024/25



Over **3,500** surveys completed to gather feedback and views on our services.

We gather resident feedback through our annual satisfaction survey, alongside this we survey our residents for feedback on repairs, community events, social media, our resident magazine, and our corporate plan.

One example of feedback shaping our services is the Retrofit programme. Residents shared their experiences of the work, highlighting that communication could be improved. As a result, we are creating a new information booklet and have appointed a Resident Liaison Officer to support residents throughout the process.

Our colleagues hosted 20 community sessions across our schemes and local counties, bringing people together with refreshments, entertainment, and fun activities.



## Learning from feedback

**We see all complaints as helpful feedback, giving us a chance to learn and improve our services.**

We work together with residents to review complaints through our Complaints Panel, which is made up of residents, volunteers and senior staff.

The panel talks openly about the main issues and challenges that people face. We also work with an independent group to ask residents if they are happy with how we handled their complaints.

We keep track of the results and if we see problems, we add them to our Complaints Action Plan, which helps us to keep improving.

### In the last 12 months:

**55** complaints were resolved at stage one.

**27** complaints were resolved at stage two.

**10** complaints were considered by Ombudsman.

**ZERO** complaints were upheld by Ombudsman

**147** independent compliments received praising our staff and services.

**1,798** compliments through survey feedback from tenants about services received.

## Examples of compliments received by the Complaints Team over the past year:

After receiving help from one of the Welfare Rights and Money Advice Officers, a resident called to feedback and thank us for the work we had been doing to help with her finances. She was very grateful for our support, acknowledging the valuable service and stated that she can now take her dogs out for a walk again and breathe.

"I just wanted to take a moment to thank you for all the support you've given me recently, Your help with the referrals has been invaluable, and I'm so grateful for the food hamper you brought for us, it

Peter Smith-Hughes is a member of the ClwydAlyn Board, Chair of the Resident Committee and a member of the Assurance Committee

**"As an association, ClwydAlyn welcomes resident input and strives to ensure that resident's voices are heard. I'm proud to be part of an established panel of residents using our lived experience to work in partnership with ClwydAlyn, providing insight, feedback and analysis of on services, policies and performance."**



truly made a difference during a challenging time. Your kindness and effort haven't gone unnoticed, and I deeply appreciate everything you've done to help us get back on our feet. Thank you so much for going above and beyond."

-----  
"I am writing to you today in my professional capacity working on behalf of Children's Services at Denbighshire County Council. I would just like to give you some feedback in regard to one of your employees who works in the Rhyl department, I have been working alongside her on a case and I must say she is a credit to your service. She is amazing with the resident, going above and beyond to make her feel supported and valued, and much more".





# Resident Self Repair



## Resident self-repair

**Our Resident Self-Repair project was led and developed by residents in our Resident Committee, who identified the need to ease pressure on our repairs service following the impact of the Covid pandemic when waiting times were at their highest.**

The idea emerged that some residents may be happy to carry out small repairs themselves if they have the right parts.

From there, the ClwydAlyn team worked hand in hand with the Resident Committee to shape the project every step of the way.

We worked with one of our suppliers to ensure that residents could either collect the parts they needed themselves or have them delivered straight to their homes

We also trained our Contact Centre team so they could guide residents through the process and answer any questions.

Our Resident Committee was clear that the project needed to be open to everyone, regardless of skill or confidence. It was about offering choice – empowering residents to take action if they wanted to, while still knowing help was there if needed.

We initially piloted the initiative with the resident committee members who felt confident enough to give it a go. An example of one of the first jobs completed by our resident committee member Gemma was replacing a lock on her gate. Gemma shared how pleased she was with the initiative:

“This was a great experience for me, and I was happy to take part in the pilot. I was impressed with how quickly the Maintenance Team responded to my initial self-repair request and I’m proud of what I’ve achieved on my own. I really think this will give people the confidence to carry out more of their own small repairs in their homes.”

By offering residents the option to carry out these jobs themselves, we’ve seen a number of service improvements:

- ✓ Reduced waiting times across the board—not just for those choosing to do self-repairs, but for all residents, as it frees up appointments for more urgent needs.
- ✓ Faster repairs, done at the resident’s convenience, without waiting for an available slot.
- ✓ Increased resident satisfaction and confidence, with many residents telling us they feel a real sense of accomplishment and pride in completing repairs themselves.
- ✓ Greater choice and personalisation, especially with painting jobs—residents can now choose from a wider range of colours when ordering materials.
- ✓ Opportunities to build new skills, giving residents the chance to develop or enhance their DIY abilities.
- ✓ More efficient use of our maintenance team’s time, allowing us to prioritise residents who need more support, improving service equity across the board.

Crucially, this project is entirely voluntary—there’s no pressure to take part, and we’re clear that it’s an option, not an expectation, but because the idea came from residents, and has been shaped by them at every stage, the uptake and enthusiasm has been genuine.

This approach has strengthened the relationship between our team and our residents.

It’s shown that when residents are truly involved in shaping services, the results are not only more efficient, but more empowering and flexible.

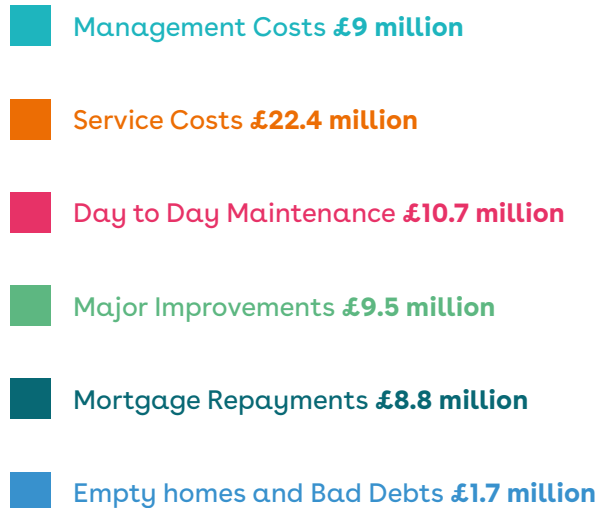


## Be Open and Honest

Spend money wisely and tell you how we've spent it so that you can hold us to account.

### Finances 2024/25

How all the income we collected last year was spent in 2024/25:



#### Management Costs

These are costs to run ClwydAlyn and includes things like paying for finance, IT, communication, housing staff and the basic expenses of running our organisation.

#### Service Costs

These cover the costs of services at our homes. This includes things like cleaning, gardening and paying for water and electricity. We also pay for things like door entry systems, gates and lifts. It covers staff costs for cleaners, nurses and workers who help in our supported living services.

#### Day to Day Maintenance

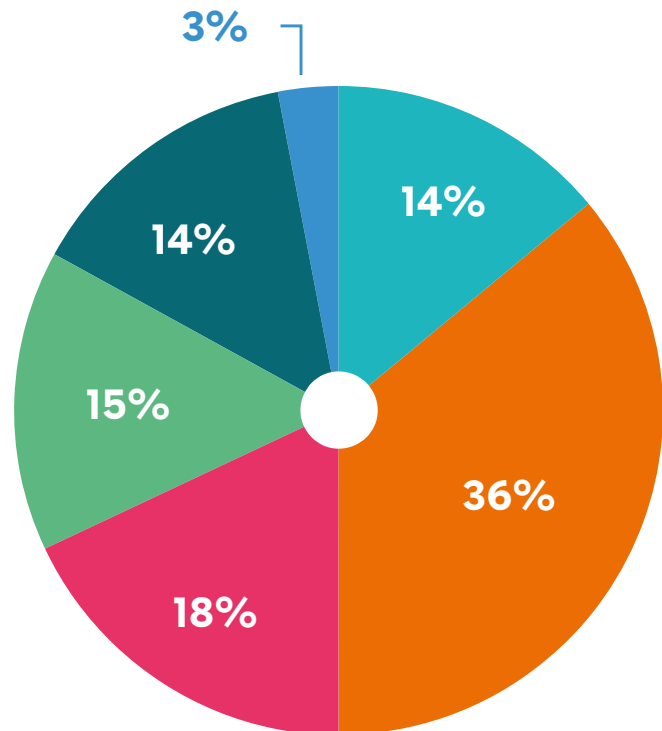
This is the cost of repairs we make when things break.

#### Major Improvements

These are big, long term projects to make our homes better. This includes things like putting in new kitchens, bathrooms, windows or roofs, and making homes more energy efficient.

#### Mortgage Repayments

This is the money we pay back on loans we use to build or buy homes.



#### Empty Homes

We always have some homes that become empty, which we call voids. This can be for lots of reasons, such as the amount of work needed to make them into a good quality home for the next residents. We want people to move into our empty homes quickly so we work with partners to find someone looking for a home, prepare their tenancy and make sure the home is ready and safe for them to move into as quickly as possible. Unfortunately, we lose some money from empty homes because we can't collect any rent while the home is empty. The rent lost in 2024/25 was £1.5 million, against our target of £1.15 million (2.3%).

#### Bad Debt

Bad debt is rent or services charges that we couldn't collect. This amount was 3.51% in 2024/25.

We collected 96.49% of rent this year (£824,428.42), with our target 96%.



## Cost of our homes

**229** EPC A rated new build homes were completed. Homes with an EPC rating of A can mean a reduction of up to half the cost of heating bills when compared to homes with a B rating.

The average total cost for one of our new build homes is **£285k (land and build costs)**.



In 2024/25 we built **308** new homes

Number of homes by category		
Housing Type	Number	% Stock
General needs	4,327	63.85%
Intermediate rent	276	4.07%
Supported housing	233	3.29%
Homes for older people	550	8.12%
Low-cost home ownership	714	10.54%
Care homes	130	1.92%
Group homes	379	5.59%
Other	178	2.63%



### CASE STUDY

## New inclusive homes in Mynydd Isa

Tara Richards and her family were delighted last year to move into a new home at our Mynydd Isa development of 56 energy efficient, affordable, lifetime homes in Flintshire.

Crucially, the accessible bungalow has enabled them to cater to the needs of their disabled son.

Tara said: "Our first impressions are that we love our new home. It makes everything so much more accessible. We're moving in for our disabled son to make his life easier, he's eight year's old.

"Because it's a bungalow, there's no more stairs for lifting and this will make the



biggest impact for us all.

"We've moved from private rented accommodation in Mold and were on the waiting list for over three years. We're so relieved to be moving in."



## Build Pride in Our Communities

Support you to live well in your home, so that you can live the life you choose in a safe and connected community.

### Resident support

We focus on working together with residents to understand your circumstances and any support that you may need to successfully maintain your tenancy.

This is why we take a community based approach, with our housing teams working in small communities patches of around 250 homes per officer, to enable us to build trusted relationships.

**330** residents were supported through our Residents Fund. Support included:

- ✓ Emergency food provision
- ✓ Help with gas and electric
  - ✓ Pest control
  - ✓ Essential furniture
- ✓ Support with rent arrears
  - ✓ Home clearance
  - ✓ Contents insurance

In addition to this we provided **15** residents in crisis with direct fuel poverty support.

**81%** of residents are satisfied that their neighbourhood is a good place to live.

We welcomed **649** new households.

**Zero** evictions into homelessness.

Provided **65** residents in crisis with direct food support.

Provided **67** residents in crisis with direct health and wellbeing support.



Provided **70** residents in crisis with direct support in maintaining their home.

Staff donated **69** Christmas gifts for residents in need.

Provided **£1,625** in food vouchers to 128 households at Christmas.





## Community projects

### DIY SAS

At ClwydAlyn, community support goes beyond homes –it's about building our values of trust, hope, and kindness into the fabric of the communities where we work.

A great example of this is through our colleague led sports and social committee (SAS).

Over the past 12 months we have embedded our DIY SAS Volunteer Day programme as a core part of our community investment offer. This encourages colleagues from across the organisation to volunteer their time and skills to improve shared spaces, foster local pride and build trusted relationships with residents.

### Last year:

**12** Volunteer Days were held across ClwydAlyn schemes and neighbourhoods.

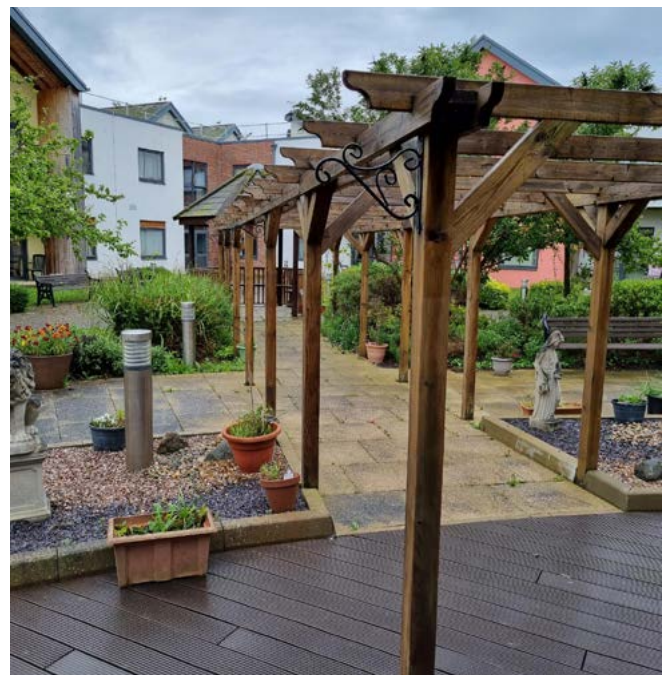
Over **130** volunteers (colleagues, contractors, family members) contributed more than **650** hours of community support.

**11** new members joined the SAS. Donations and funding were secured through internal budgets and through partners in our supply chain supporting our work.

## Here's just a few examples of the difference our colleagues have made:

### Tan Y Fron courtyard tidy up

Improving the central courtyard's appearance at our Tan Y Fron scheme in Llandudno, creating a more welcoming and sociable environment for residents.







### Plas Telford garden party preparation

Tidying up the front and upper grounds of Plas Telford, Acrefair, ahead of a resident garden party.



The team also supported resident-led improvements including the installation of a water feature and solar lighting, part-funded by resident contributions.

### Llys Emlyn Williams garden revamp

Restoring the garden space at our supported living scheme in Hollywell, cleaning, clearing and replanting to create a bright, usable area for resident enjoyment and wellbeing.



### Llys Eleanor garden improvements

Painting benches, assembling garden furniture, and repairing raised beds for residents at our independent living scheme in Shotton who struggle to maintain their outdoor spaces.



## CASE STUDY

## Chirk Court Opens Vibrant Sensory Garden

Chirk Court's manager Jane Humphreys was the mastermind behind a new sensory garden, which was designed with elderly residents and people living with dementia in mind.

The garden provides a safe, stimulating outdoor environment, where nature, colour, scent, sound and texture combine to support wellbeing, memory and relaxation. From accessible pathways, soothing wind chimes and running water to fragrant blooms, eye-catching features and raised beds ideal for wheelchair users; every element has been carefully considered to



create a fully inclusive, relaxing space. The creation of Chirk Court's sensory garden was a team effort which involved extensive research, fundraising, and many hours of volunteering from both staff and residents. The result is a magnificent, multi-sensory experience.

## Supported living

Our supported living services provide safe homes and support for people who have become homeless or need specialist support. With supported living

### Last year:

**99** residents have moved on into independent living

**122** residents have engaged in employment, volunteering opportunities, training and education courses

**156** residents have received support to increase their income and better manage their money

**186** residents have received mental health support

**96** residents have received support to improve their physical health

**12** residents from our supported living services, supported by the ClwydAlyn team, had a day trip to Glan Llyn to experience canoeing, bush craft and high rope skills to help build resilience and social skills.

**372** Residents have been supported in our Supported Living Services

schemes across Conwy, Denbighshire, Flintshire and Wrexham, our dedicated teams support people to deal with the issues that caused them to become homeless and to develop skills to help them maintain their own homes in the future.

"At Glan Llyn, I decided to push myself to join activities that felt challenging because of my peripheral neuropathy. I took on kayaking and the high ropes course, even though I was unsure about my ability. This experience showed me that my disability doesn't have to hold me back. I also made connections with residents I don't usually talk to, from working together as a team on the kayaks, and trusting them to hold the rope as I took 'the leap of faith.' This trip taught me that by stepping out of my comfort zone, I can discover new strengths and create bonds with others."



#### CASE STUDY

## Llys Erw Residents Create an Award Winning Community Garden!

**Residents at Llys Erw, an over 55s community in Ruthin, enjoyed creating a stunning communal garden and allotment, which has become the focal point of the vibrant residential scheme.**

The inclusive communal space, which was boosted using a grant from Keep Wales Tidy, has been awarded a Green Flag Community Award for its contribution to local biodiversity and embracing sustainability.

The garden, which is cared for by residents, boasts a wide variety of fruits and vegetables; which are all harvested for the benefit of the community.

John, chair of the committee which



manages the garden said: "We encourage everyone to come out, whether they are experienced gardeners or not. The garden is designed to be inclusive, accommodating those with walking aids and other mobility needs.

"It serves as a gathering place that connects us all. We have big plans including creating a wildflower meadow for pollinators and installing bird and bat boxes for local wildlife."

## Well Fed

Our partnership with social enterprise, Well Fed, is enabling us to work towards our shared goal that wholesome, healthy food, should be a right, not a privilege.

The rising cost of living has made it challenging for many to access affordable, nutritious meals and working with Well Fed, we want to tackle this by providing residents, communities and colleagues with access to healthy food in a range of ways.

This includes Well Fed's mobile shops, which provide fresh and healthy food options to communities where there may be limited access to



supermarkets, slow cooker packs and recipe bags, ultra processed free ready meals, along with pop up cookery kitchens.

During the year, Well Fed also launched MealLockers, refrigerated outdoor lockers that serve as a collection point for communities.

To find out more about more about Well Fed and how you can access any of their services visit [www.wellfedmeals.co.uk](http://www.wellfedmeals.co.uk).

We're working with Well Fed to explore opportunities to widen access to their meals and services into new areas of North Wales all the time in a range of ways. In the year ahead we'll be building on a successful project to trial a food hub in Rhyl to develop more food hubs across the region, so please keep an eye out for more in the year ahead on our social media channels.

## ClwydAlyn Women's Aid

Our domestic abuse support service supported 712 people. Our Women's Aid service not only provides refuge, but also offers outreach clients crisis support, including mental health services, counselling, and support for children and young people. Of those supported:

- 24** people have moved on successfully from refuge
- 65** have engaged in employment, volunteering opportunities, training and education courses
- 64** have received mental health support
- 291** received support to increase their income and better manage their money
- 391** have been able to improve their physical health with support from the service

Our iCAN Hub in Rhyl, which we host in partnership with Betsi Cadwaladr University Health



Board to provide a welcoming safe space for anyone in need of mental health or wellbeing support, supported 1,753 people. Out of the 1753 supported, 70% of those were employed.

For people not in work we offer support or signpost to other partners. We helped:

- 29** clients to access employment, volunteering opportunities, training and education courses
- 210** people have reported improved mental health with support from the service

## DFN Project Search

Helping young people into work is an important way in which we provide support to residents.

We are proud to be part of the DFN Project SEARCH Transition to Work Programme, in collaboration with Flintshire County Council and the charity Hft.

DFN Project SEARCH is a nationally recognised programme, which supports young adults with learning differences or autism to spend a year working in a host organisation. The programme aims to help build readiness for the workplace by nurturing life skills, supporting confidence and promoting independence.

By providing valuable work placements and actively participating in the interns' career development, we can contribute towards inclusivity and empowerment and play a crucial role in the success of the career progression of many young people.

In 2024 we hosted seven talented young adults – Deanna, Paige, Lewis, Ryan, Finnley, Haydn and Dewi. The interns left with not only a prestigious qualification, but also plenty of hands-on experience, and a real sense of what they can achieve. They joined the ranks of over 1,800 graduates in the UK, 70% of whom secured full-time employment after the programme.

## Addiction recovery course graduates

Four residents from one of our supported living schemes in Flintshire successfully graduated from a four-day course on 'Intuitive Recovery and Re-education for Addiction'.

The course, run by Intuitive Thinking Skills, is an accredited abstinence program that gives attendees the tools to say 'no'.

The content was tailored to meet the specific needs of the four attendees and was shared in an informal and welcoming environment, to encourage residents to talk openly.

All the attendees committed to making positive changes to improve their lives. One attendee said: "I really enjoyed the workshop. I learned loads about my thoughts and feelings and new ways to cope in difficult times. This course has really opened my eyes."







## Manage our Business Well

Make sure we are well run and financially sustainable so we can continue to tackle poverty.

### Financial sustainability

The Welsh Government checks our work every year. We send them a plan to show how we are doing and how we can get better.

ClwydAlyn is a not for profit organisation, which means we don't make money for owners or shareholders, we use our money to help our communities instead.



Good news! We've had no adverse regulatory findings in the last 12 months.



We earned a 'Green' rating – the highest possible – for both financial management and governance.

### Operating margin

*(money left over)*

Even with challenges like the cost of living and inflation, we made £6.4m profit surplus in 2024/25.

But leftover money is a good thing. It helps us improve more homes for people and it shows our lenders that we're doing well, so we can borrow money at a lower cost.

**We have an 'A' credit rating from S&P Global ratings. We also:**

- ✓ Retained 'A Stable' credit rating with Standard and Poor's.
- ✓ Retained A3 rating from Moody's (this is an unsolicited rating).

### Corporate Plan 2025 – 2030

2024/25 was also an important year for ClwydAlyn because we worked to develop our new Corporate Plan for the next five years.



This is an important piece of work because it sets the direction for how we'll develop our homes and services and what our future priorities will be.

Residents have been closely involved in developing our new Corporate Plan, which outlines our mission – **Together we will end poverty.**

We believe our mission is more important than ever because inequalities in North Wales are growing, and we think this is wrong. We want to create fairer, healthier communities where everyone has access to opportunities, and our Corporate Plan sets out how we hope to make progress towards this aim, whilst maintaining our commitment to being first and foremost, a great landlord.



"As a resident board member and chair of the Residents' Committee, I've seen first-hand the impact of ClwydAlyn's mission to beat poverty over the last five years.

"Crucially, this work and commitment has involved strengthening the voice and influence of residents across the organisation and taking the time and resource to really understand the challenges that residents are facing so that services and support can be designed to meet the needs of everyone."

**Peter Smith-Hughes, Resident Board Member and Resident Committee Chair**





# Our Promise Report for 2024/2025



Provide a safe home  
in good condition



Provide an  
affordable home



Provide value  
for money



Provide Excellent  
Service



Listen and act on  
your feedback



Be open  
and honest



Build pride in our  
communities



Manage our  
business well

## InfluenceUs

**#InfluenceUs - Have your say!**  
**We want to hear your views  
about our services**

Residents are at the heart of everything we do at ClwydAllyn and we need more of you to give us your ideas and feedback so we can provide the best possible service.

There are lots of different ways you can give us your ideas/feedback:

- By text
- By email
- By phone call
- By coming to meetings

Did you know that by completing our surveys and attending our focus groups you could earn shopping vouchers?

To find out more you can call **Laura McKibbin** on **07880431004** - or you can email: **influenceus@clwydalyn.co.uk**

Scan here  
to sign up:



**ClwydAllyn**

[ClwydAllyn.co.uk/OurPromise](https://clwydalyn.co.uk/OurPromise)



@ClwydAllyn

### Our Promise

Want to get involved and share your thoughts? We'd love to hear from you! You can reach us by emailing [influenceus@clwydalyn.co.uk](mailto:influenceus@clwydalyn.co.uk), connecting with us on social media, or giving us a call at 0800 183 5757.