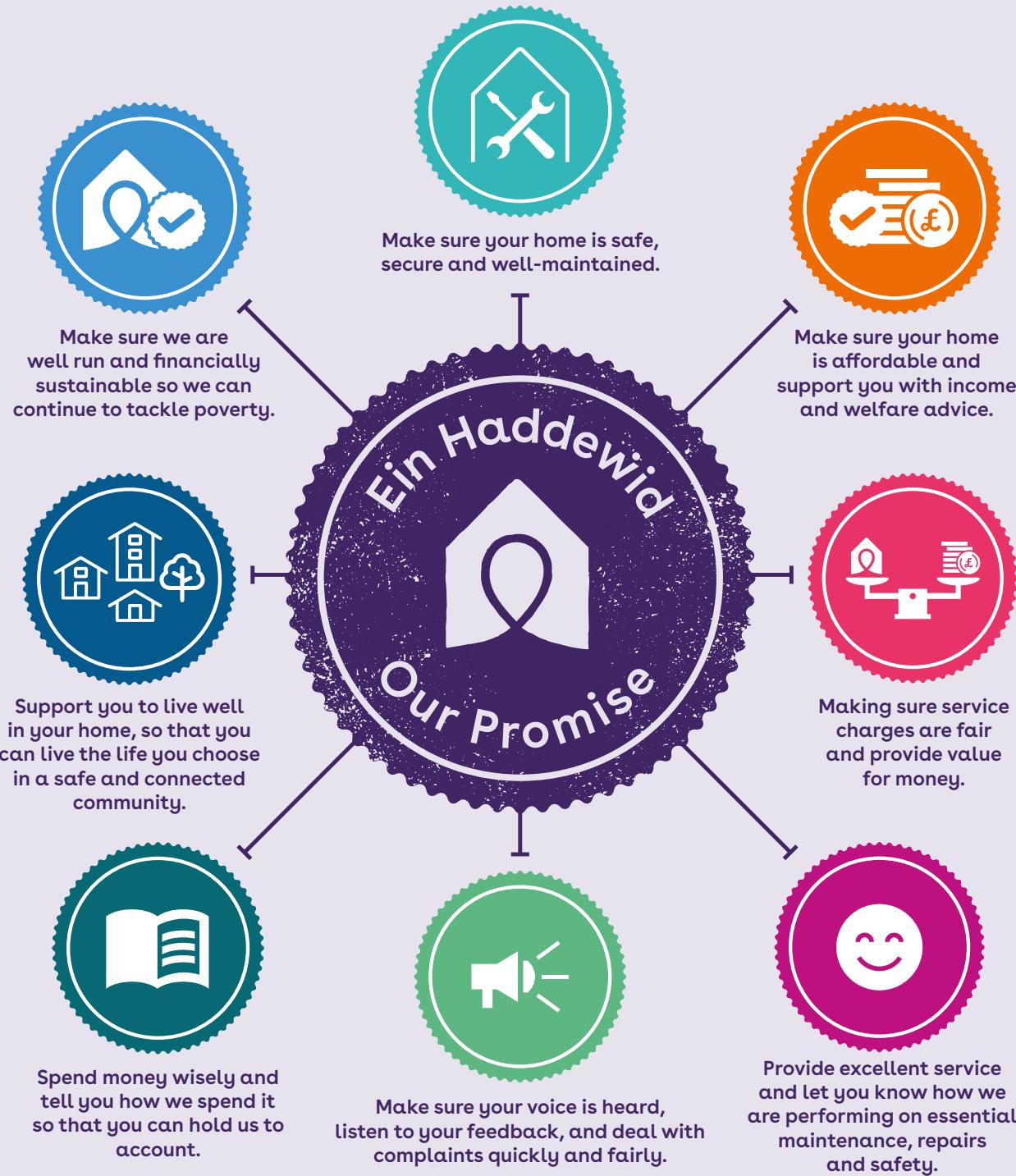




# Our Promise

## report for 2022/2023



ClwydAlyn

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

How We  
Do Things



Trust



Kindness



Hope

# Our Promise is our residents' charter.

We worked with the #InfluenceUs volunteers and our Resident Committee to create 'Our Promise' which sets out what our residents should expect from ClwydAlyn.

We use Our Promise to measure our performance, drive service improvements and it makes us accountable to residents in an open and honest way.

We believe that home matters and a home should be more than just four walls and a roof. Our Promise sets out our commitment to deliver excellent services.



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



99.9% of homes with a gas appliance have an in-date, accredited gas safety check.



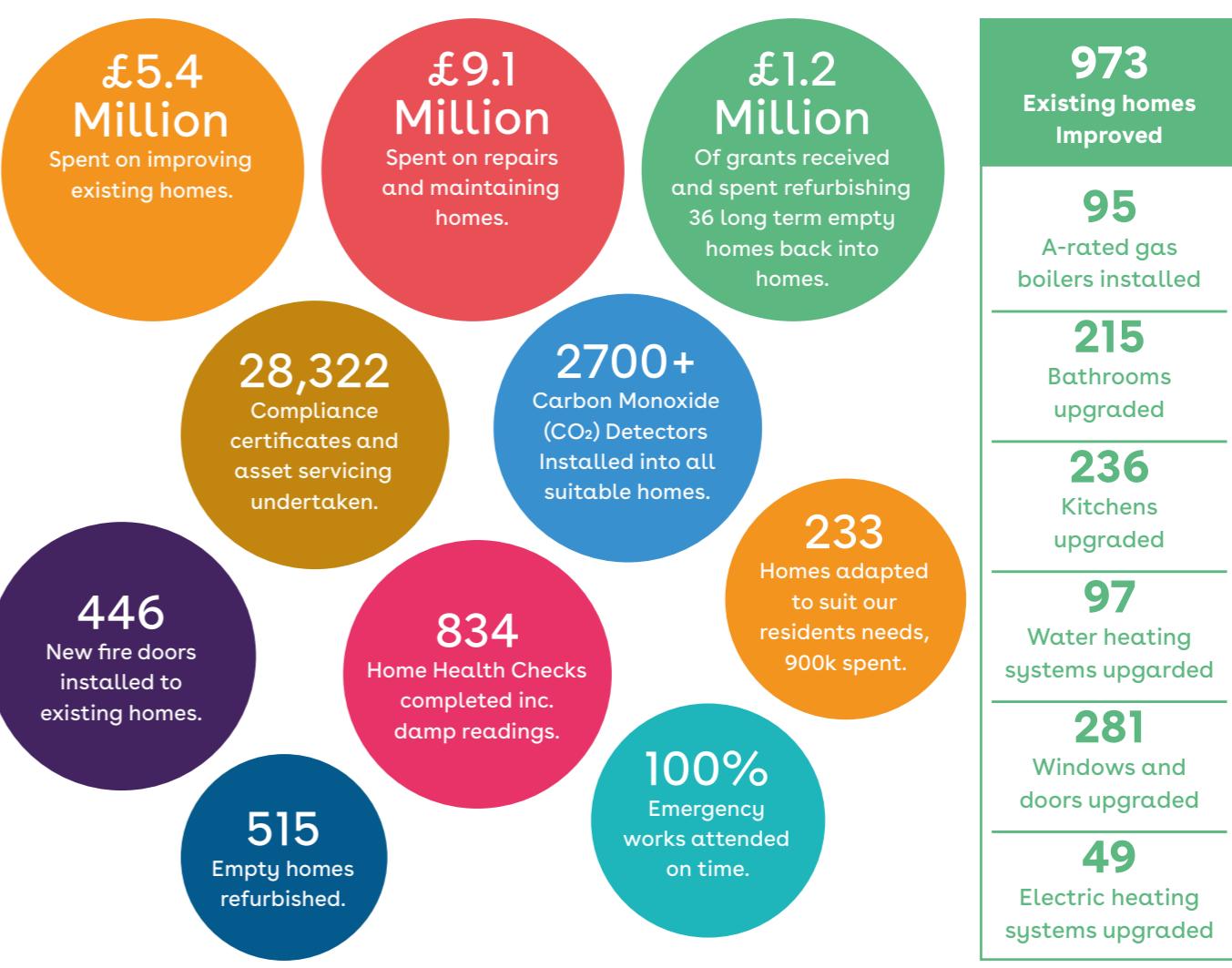
100% of buildings have an in-date and compliant Fire Risk Assessment.



100% of homes meet the Welsh Housing Quality (WHQ) Standard.



87% of our residents are satisfied with the quality of their home.



## Investing in existing homes

**We invested £5.4m to improve 973 homes,** including energy efficiency improvements such as new A-rated boilers, double glazed windows and doors, water heating system upgrades and electric heating upgrades.

This has helped 2,978 residents save up to £62.66 per year on energy savings.

## Retrofitting our homes

We've taken a person-centred approach to allocating work for our Optimised Retrofit Programme (ORP). Housing Officers have worked with our assets and climate team to identify residents who are unable to afford to heat their homes. Officers took a holistic approach when referring people and homes to be included in the programme. The programme not only makes significant improvements to the energy performance of the home, but also reduces the energy costs for the resident.

## Flooring Project

We understand how adequate flooring contributes to a warm home and reduces heating costs; we continue to support residents who are unable to afford flooring via our Residents' Fund.

## Investing in new homes

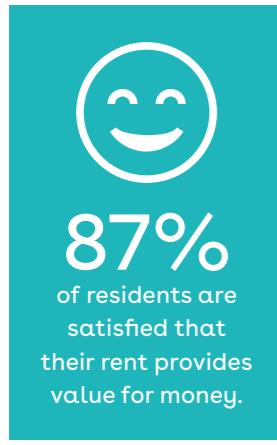
**We completed 102 new energy efficient homes** (achieved A Rated Energy performance). 72 are low carbon green homes & exceed EPC A.

During planning and construction, homes are positioned to maximise solar gain and natural light, and 'Modern methods of construction' are employed, that use as many natural and sustainable materials as possible. Energy efficient technologies installed include air source heat pumps, solar panels and solar electricity storage batteries, and electric car charging facilities.





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



**We work across 6 Local Authority areas for the homes under the rent regulation regime.**

The average % difference for a ClwydAlyn rent across 6 Local Authority areas is 11.20% below the Local Housing Allowance based on rents for 2022/23.

Local Authority overall difference	Average ClwydAlyn rent	Average Local Housing Allowance	% Difference
Denbighshire	£103.45	£113.70	10.47%
Conwy	£101.79	£108.52	6.20%
Flintshire	£104.66	£121.27	16.06%
Powys	£107.62	£99.19	-2.63%
Wrexham	£104.76	£112.98	9.90%
Anglesey	£119.36	£107.74	5.52%
All Stock Overall	£107.01	£114.63	11.20%

**Local Housing Allowance (LHA) rates are used to calculate the amount of housing benefit (or the housing element of Universal Credit) that can be paid to tenants in the private rented sector.**

It is based on private market rents being paid by tenants in the broad rental market area and is limited by legislation.

**98.83%**

We want to provide security to our residents, so they know they have a place to live. 98.83% of General Needs, Sheltered and Extra Care homes have an assured tenancy.

**11.20%**  
On average our rent is 11.20% cheaper than the Local Housing Allowance.

## Reducing the effect of fuel poverty

### Healthy Homes, People, Lives and Communities programme (HHPLC).

This flagship project set out to deliver a holistic approach that recognises the links between fuel poverty, avoidable health inequalities and wellbeing. Delivered in partnership with Warm Wales and TGP Cymru (Supported Living specialists); HHPLC brings together energy advice and support, social prescribing, and wellbeing to improve people's health outcomes by understanding the root causes. During 2022/23 HHPLC provided:

**2392**  
support interventions.

**633**  
people signposted to other support services.

**2456**  
households received energy saving advice.

Which could result in **£122,800** of savings.

**89** ClwydAlyn staff received energy training.

**589** vouchers for emergency fuel support (a total of £28,861 in fuel-bank top-ups).

Our front-line teams continue to promote and support residents to sign up to the Help U scheme for those who qualify, which reduces water tariffs for residents and also provides support for any arrears in relation to water supply.

**617**  
New residents welcomed.

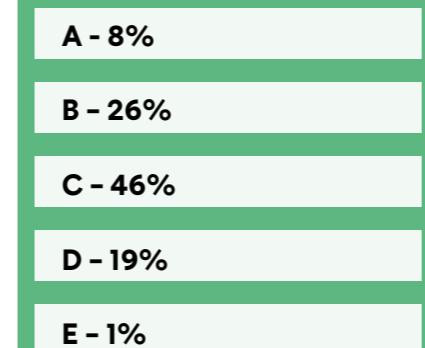
**108**  
into our supported living schemes.

We helped 432 people gain **£1,009,303.44** in additional income through our welfare rights team.

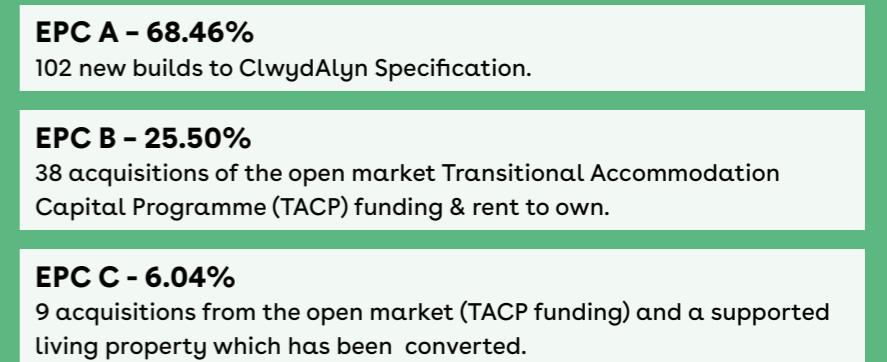
Our supported living schemes and services are designed to meet the needs of people who need additional support, such as people with mental health issues, addiction issues, people at risk of domestic violence or teenage parents.

**566 People supported**  
by our early intervention officers supporting first tenancies, missed payments and low-level arrears.

#### EPC Rating of existing homes



#### EPC rating of new homes



## We have established Onnen, a Joint Venture with Cartrefi Conwy.

Onnen is committed to delivering energy efficiency work to our existing homes, like installing insulation, solar panels, and greener heating systems.

Onnen will deliver retrofit work at the scale and within the timeframe we need by combining our purchasing power to deliver economies of scale, while maximising social value. Building on the success of Creating Enterprise and ClwydAlyn's Employability Programmes, the company will provide employment opportunities for tenants and the communities in which we both operate.

Submission of funding request for PAS2035 surveys, solar PV, batteries, air source heat pumps, smart hot water cylinders, infrared wallpaper, and environmental sensors.

Confirmation of funding for our E, F and G rated properties (approx. 150) to improve them to at least 'C' rated.



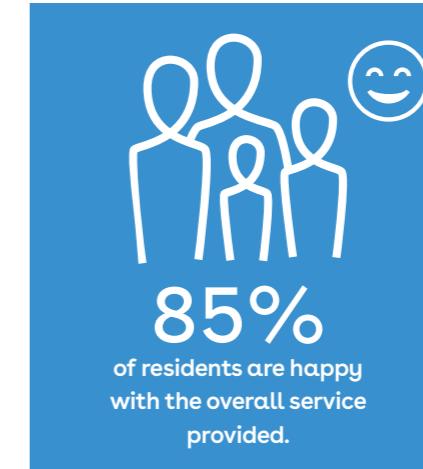
A resident wrote in to thank a member of our Gas Servicing team:

**" Everything was perfect the gas engineer was a lovely person to deal with and helped me understand my heating system, much appreciated thank you."**



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

Our Contact Centre completed **2608** maintenance **satisfaction calls** last year following routine maintenance works and **overall satisfaction** was **90%**.



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

**73%**  
are satisfied that their service charges provide value for money.



### Service charge review

We have completed a full review of service charges across our 11 sheltered housing schemes. This work has enabled us to understand which services are important to residents and whether they offer value for money. Residents have been fully involved in this work and action plans have been developed for each scheme to progress ideas to help reduce the amount residents pay in service charges. A key element of this work was to look at how we can reduce energy costs within the schemes whilst providing more choice about the services they may want to opt in or out of. Several schemes have been able to make savings that have been used directly towards offsetting the rising cost of gas and electricity. During 2022/23 work has also taken place in our Extra Care schemes to review service charges, particularly around the food provision and energy costs.

Our management charge covers the administrative or management costs associated with delivering your services. It covers things like the cost of procuring and managing contracts, housing and resident liaison and support, as well as the cost of administering invoices related to your home or communal areas. The rest of your service charge covers the actual cost of each service itself.



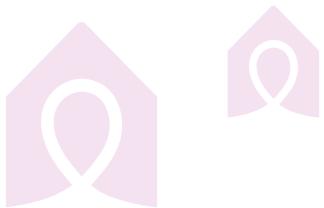
We usually have between 1,500 & 1,800 open jobs on the system which is about 3 to 4 weeks of work. It helps us to plan ahead and balance the priority of different jobs with the right level of staff.



#### WHY DON'T WE ANSWER EVERY CALL?

While people are waiting, we remind them that they can use the residents' portal instead of waiting. There are lots of reasons that people may hang up before we answer.

**Every now and then some things affect our service times that are outside of our control.**



Storms and flooding create a huge increase in the number of customer enquiries we receive. It also creates a big increase in the number of jobs for our maintenance teams.

We've also put more focus on our right first-time approach, which means we spend a little longer with customers at the start. This has lengthened our waiting times for some calls to be answered.



#### Did you know you can request a call back?

We'll keep your place in the queue and phone you back as soon as it's your turn, so you don't have to wait on the phone.



A resident called in to thank a member of our Electrical Team:

"I was really satisfied with everything, the workers were lovely, and my son is autistic, and they did everything they could to make it easier for him couldn't have asked for nicer people thank you."

A resident wrote in to thank Fay Massey:

#### Fay Massey

Resident would like to thank Fay for her help. She has been messed about by Scottish Power and has been without gas for a week and Fay called Scottish Power for her and also arranged for heaters to be dropped off. Fay was amazing!



**Make sure your voice is heard, listen to your feedback, and deal with complaints quickly and fairly.**



## 147 residents

are part of our **#InfluenceUs** group (an increase of 37% from last year), and have taken part in **8 projects** to help shape our services.

Including inputting into our mould, damp and condensation booklet, Resident Association booklet, new website, Resident Concern Policy, Resident Magazine, DIY Repairs Service, along with other projects.

If you'd like to get involved please call **Laura Mckibbin** on **07880431004** or you can email: [InfluenceUs@clwydalyn.co.uk](mailto:InfluenceUs@clwydalyn.co.uk)

**70%**

are satisfied with the opportunities given to them to participate in ClwydAlyn's decision-making processes.



**67%**

are satisfied with the way ClwydAlyn deals with anti-social behaviour.



 **#InfluenceUs**



## Complaints

All complaints are seen as valuable feedback and an opportunity to learn, enabling us to improve the services we provide and completing the circle by feeding back to residents the true value of their engagement.

Our award-winning Complaints Panel consists of Resident Committee Members, wider ClwydAlyn volunteers and senior officers. Encouraging meaningful and open discussions, ensuring key themes or areas of concern are identified. We use an independent agency to survey residents on the service they received.

Results are monitored and where any issues have been identified, these will be added to the Complaints Action Plan which now forms an ongoing improvement plan. Progress on this, alongside any areas of concern, are reported to the Complaints Panel and Resident Committee.



**Lorraine**  
Governance &  
Complaints Manager

My role is to ensure that your complaints are dealt with in a consistent and fair way. I am committed to making sure we respond well to any concerns or complaints you may have about our services. I also work to identify any lessons learnt or service improvements from your feedback.

Our new website has a dedicated page for complaints, [www.clwydalyn.co.uk/compliments-complaints](http://www.clwydalyn.co.uk/compliments-complaints) incorporating details of the team, making it as easy as possible for residents to submit compliments, concerns, or complaints.

## Testimonial relating to complaints coming

In the last

# 12

months:

60

Were resolved  
at stage 1

3

Were resolved  
at stage 2

8

Were considered  
by the  
Ombudsman

## ZERO

Complaints were  
upheld by the  
Ombudsman



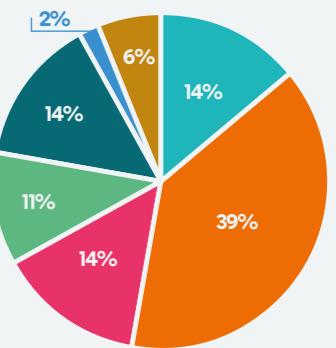
**Spend money wisely and tell you how we spend it so that you can hold us to account.**

## 2022/23

How all the income we collected last year was spent

Management Costs £7.4 million  
Service Costs £20.6 million  
Day to Day Maintenance £7.2 million  
Major Improvements £6.0 million

Mortgage Repayments £7.5 million  
Void and Bad Debts £0.9m  
Investment in New Homes £2.9m



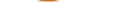
### Management costs

Cover all ClwydAlyn's overheads (costs), including things like finance, IT, communications, governance, housing staff and the business costs associated with running the organisation.



### Service Costs

Cover the cost of providing services at our homes such as cleaning, window cleaning, gardening, utilities, and council tax. It also covers the maintenance and replacement of communal equipment such as door entry systems, gates, lifts, TV aerials, laundry equipment, as well as the refurbishment of communal areas. It also includes staff costs such as cleaners, catering staff, nurses, care practitioners and project workers who work in our homeless and supported living services.



### Day to day maintenance

Is the cost of our responsive repairs (fixing things when they break).



### Major improvements

Is the cost of long-term improvements to our homes such as rewiring, electrical heating systems, energy efficiency measures and the replacement of things like kitchens, bathrooms, boilers, roofs, windows and doors.

Unfortunately, we lose some money from empty homes because we can't collect any rent while the home is empty. Our void loss in 22/23 was 2.1% (£921k), which is higher than our target of 1.9% (£809k). There are many reasons why a home might be empty for longer, we may have decided not to relet it as we have other plans for it (redevelopment), or it might need extensive work to get it to the right standard. Some of the delays are outside of our control, particularly in our Care and Extra Care services.

### Bad debt?

Bad debt is the amount of rent and service charges that are owed to us, but we have been unable to collect. This amount was £227k during 22/23.

We built 149 new homes  
102 were energy efficient homes

We renovated 515 empty properties last year and welcomed 617 new residents.  
On average it took 36 days to relet a home.



# Cost of our homes



**£210,000**  
EPC A New  
Property Cost



**£245,000**  
EPC A Low Carbon (Green)  
Property Cost

## KEY

- Number of EPC A New Homes Built
- Number of EPC A Low Carbon (Green) Homes Built

Recognised as one of the UK's leading developers of sustainable homes



## 3rd in the UK for building sustainable homes (EPCA)

Inside Housing's top 50 Biggest Builder's survey 2023.

Usually, we get 60% of the money to build new homes through grant funding, and we borrow 40% of the cost of the build. We then use some of the rent from the new house to pay off the loan over a long period just like a mortgage.

### Number of new homes by category:

Housing Type	Number	% of homes built
General Needs	132	88.60%
Rent to Own	13	8.72%
Supported housing	4	2.68%
<b>Total</b>	<b>149</b>	<b>100%</b>

At ClwydAlyn, we believe in empowering residents to live well in their homes. We've created heating videos accessible on the resident's portal, and when we make retrofit improvements, we provide training and advice on how to use the new technology. Partnering with Warm Wales allows us to support residents throughout their tenancy, offering referrals when needed.

Our maintenance team is hands-on, providing assistance in homes and actively demonstrating how to use various systems. We collaborate with residents to create information that helps them live well, including guidance on maximising the green technology in our low carbon homes. Together with residents, we've reviewed our approach to managing damp and mould, offering proactive guidance to minimise these issues.



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

## THIS YEAR WE HAVE:

Provided **7** community groups with **£1,000** for projects suggested by residents. 3 focused on **digital inclusion**, 2 on **growing food**, 1 on improving **wellbeing of residents** and 1 set up **a community group** in one of our new schemes enabling **more social interaction between residents**.

Provided **76** Residents in crisis with direct food support.

Provided **102** food vouchers to residents at Christmas.

Staff donated **57** Christmas gifts for residents in need at Christmas.

Used our resident fund to give **£19,310** of financial support to **89** residents for a variety of things like buying emergency food parcels or helping with gas or electricity. It's also funded essential home items such as carpets & cookers.

**Zero** Evictions into homelessness.

Provided **23** Residents in crisis with direct fuel poverty support.

Through our food poverty partnership with Well-Fed (a partnership between ClwydAlyn, Flintshire County Council and social enterprise Can Cook) delivered over **75,000** Healthy meals to our **Extra Care residents** and over **6,000** Healthy meals to **Ukrainian refugees**.

Provided **75** Residents in crisis with health and wellbeing support.

Provided **34** Residents in crisis with direct support to help them maintain their property.

**84%**

are satisfied that their neighbourhood is a good place to live.



The restructure of our housing services team is now fully embedded and officers work across community patches with an average of 250 homes per patch. Our focus is on building relationships with residents, and we visit all residents annually.

We have reviewed the way that we approach cases of anti-social behaviour and have developed a policy that is in line with our values, taking a preventative, trauma informed approach. We now begin each case as a 'resident concern' and work with residents to immediately identify ways in which any issues can be de-escalated. We have worked hard to develop partnership working arrangements with local authorities, North Wales Police and Health Services. We continue with our no eviction approach which is more important than ever. We continue to have no evictions and last year served only 11 notices across our general needs and sheltered homes.

We've implemented a social rent setting policy approved by the Board in March 2023, it ensures our social rents remain affordable and are based on up-to-date statistics on the lowest incomes. This new policy has brought standardisation to ClwydAlyn social rents across all counties, ensuring we are consistent and fair in the rent we charge residents.



Our Big Sleepout raised £4,724.41 for homeless people.

## Key achievements:

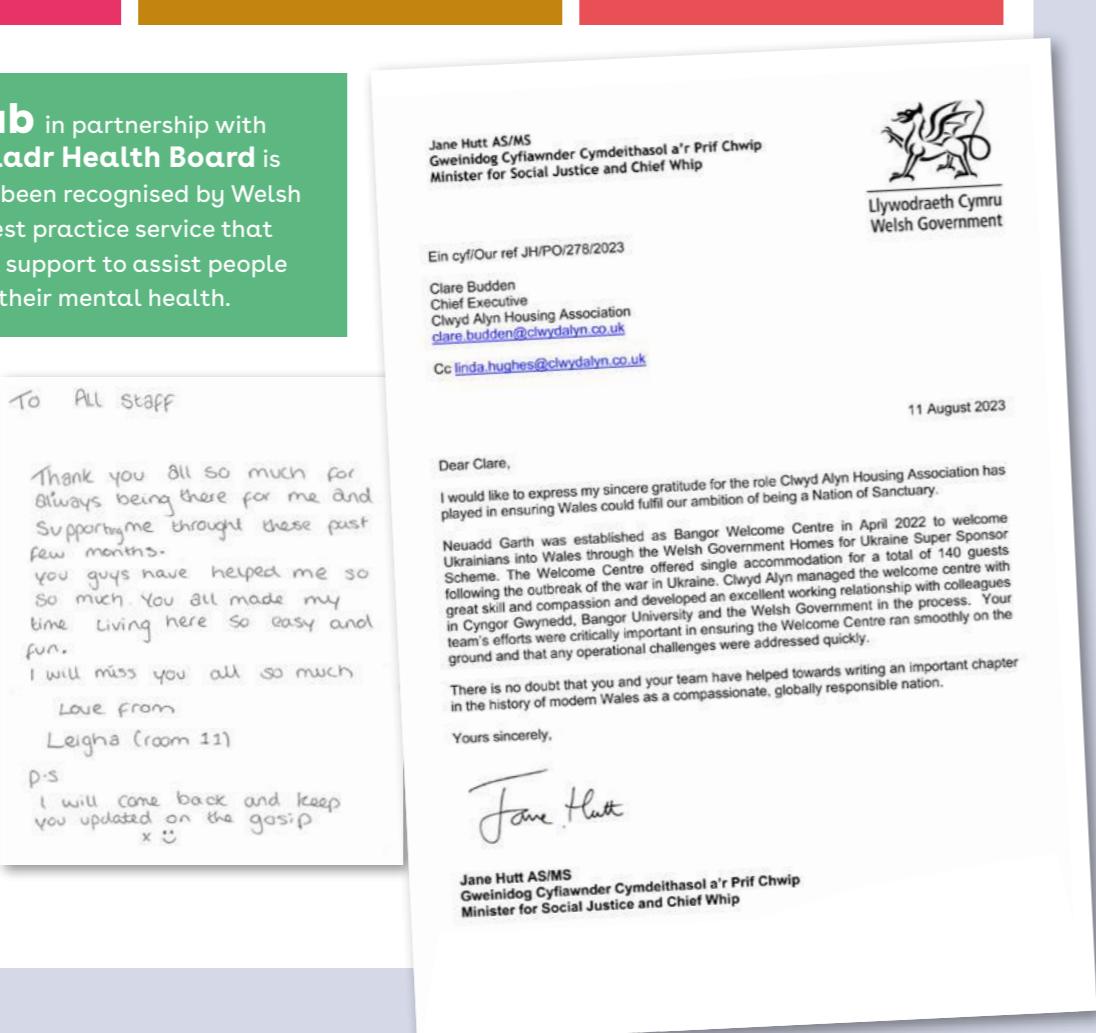
**Established** a Welcome Centre for 140 Ukrainian refugees, in partnership with **Gwynedd County Council**. We were proud to lead North Wales's response to the Ukrainian refugee crisis.

**Opened** a new mother and baby service 'Kingsland' to improve outcomes for young homeless mothers in **Wrexham Borough Council**.

We are very proud to be the **first Domestic Abuse Service in North Wales** to be accredited with **Welsh Women's Aid's National Quality Service Standards**.

Our **ICAN Hub** in partnership with the **Betsi Cadwaladr Health Board** is located in Rhyd. It has been recognised by Welsh Government as a best practice service that provides non-clinical support to assist people struggling with their mental health.

**Successful in winning** the contract for the **Domestic Abuse Service in Flintshire**.



## We also helped:



**WE MIND THE GAP.**

We Mind The Gap (WMTG) supports under-served young people to live independent lives. WMTG provides young people, or Gappies, with a 12-month holistic programme of work experience, skills training, new experiences, and mental and emotional support. ClwydAlyn supports WMTP by providing paid work placements for Gappies across the organisation.

During 2022/23, **10 Gappies** graduated from the programme, with **4 gaining employment, 1 went into higher education and 3 volunteering** after the programme.

**WORK BASED LEARNING**

ClwydAlyn are proud to support Project Search and WeMindTheGap for several years.

This year, our maintenance team will be offering a variety of placements to both programmes to give the learners experience in trades such as Plumbing, Electric, Painting and Decorating, Joinery and Ground Maintenance.

WeMindTheGap offer male residents of Flintshire, aged 18-25, who are under-served, disadvantaged or vulnerable in some way, 6 months employment. Alongside this, they offer life coaching, maths and English skills and meaningful work experience.

Working in partnership with HFT, Flintshire County Council and ClwydAlyn, DFN Project Search offers young people with learning disabilities and/or autism vital work-based learning opportunities to help them secure meaningful, paid employment.

We are looking forward to welcoming interns from both programmes to our maintenance team.

DFN Project SEARCH

WE MIND THE GAP.

Project SEARCH is a one-year transition to work programme for young adults with a learning disability or autism spectrum conditions, or both. ClwydAlyn provides supported employment internships for young people in their last year of education, helping them to take positive first steps into the world of work.

**6 young people graduated** from the programme, with **1** gaining employment after the programme.

## Delmar's story...

Delmar started as an intern on ClwydAlyn's Project SEARCH programme. His tutor helped him to apply for a job with the domestic team and gave him the opportunity of a working interview. Delmar is now a permanent member of staff at ClwydAlyn.

Delmar said:

" My goal was to get a job and work. I now have a job with ClwydAlyn which is important to me. It has helped me learn new skills, gain self-confidence, allowed me to earn my own money and helped me feel like I belong."



## RIVER CLEAN-UP

**A big shout out to the team of staff that took part in the recent river clean up around Llys Alarch.**

The team of volunteers collected lots of rubbish out of the stream, removed non-native species from the riverbank (this was confirmed by the Council as an invasive species) and collected litter from around Llys Alarch.



### The craziest find goes to Tom who found a Christmas tree!

All the rubbish will now go to be sorted and recycled where possible by Travis Perkins. The amazing volunteers were Jennifer Toner, Erin O'Donnell, Ami Jones and her daughter, Andy Frazer, James Howsam, Tom Boome, Ellen Wharton and Amy Teodorescu.

**Well done and thank you to all of you!!**

**WELL DONE TO ALL**



## TALACRE BEACH CLEAN-UP

Summer has finally arrived and as we welcomed the warm weather Cameron Hughes from the Quay project and ClwydAlyn staff got hands on again and recently helped remove old shrubs from the coastline.

Our tenants will also be attending Talacre once a month until the autumn to help the environment, learn about nature and meet others who are passionate about nature.

**Thank you for all your hard work!**



**Well Fed food for families in crisis...**

**BWYDODN WELL DDA -FED**

During 2022-23, **Well-Fed** (our good food partner) provided **1,730 food boxes** to families in crisis, which provided **34,600 meals**.



Well Fed's mobile shops have provided **8,321 meals**.

**172 people** were provided with a slow cooker and training, including **1,376 bags**, which provided **5,504 meals**.



**Contractor partner Williams Homes, with support from ClwydAlyn, has set up a factory unit at HMP Berwyn, which produces ready-made housing panels to be used on ClwydAlyn and other new housing developments.**

Q The workshop provides practical skills and qualifications for inmates, to equip them to gain employment on release. ClwydAlyn has invested **£41,000** to support the scheme.

Q The factory produces about **130 panels a week**. A total of **62 men** have received training through the scheme, including **23** who are currently participating.

Q Williams Homes and ClwydAlyn have been in further discussions with HMP Berwyn in relation to **supporting employment** of those on release from prison.

" I have worked in the modular housing workshop within HMP Berwyn for around 14 months. I have learned valuable skills that I can now use within the community upon release such as working with a wide range of tools and to be able to communicate and work alongside others.

" Being in this workshop has also helped me stay clean from drug use which was a massive problem for me prior to coming to prison. Because I am busy working, I now feel part of a team and that I can contribute to helping Williams Homes as they have helped me."

**Inmate**  
at HMP Berwyn.

## We're a social bunch...

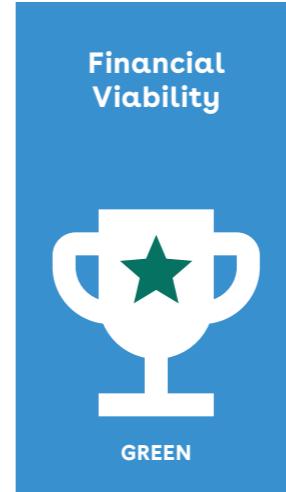
Our Sports and Social Club (SAS) have hosted some fantastic events for staff and residents including a 2-day summer fair! The summer fair included an inflatable obstacle course, face painting, a caricaturist, fairground games, a water dunk chair, human fuzzball and even a BBQ... Staff and residents absolutely loved it!

" I Would like to thank all the ClwydAlyn staff that were involved in the fun day today it was a fantastic turn out and we all enjoyed it. It was lovely to see how ClwydAlyn were bringing the community together and if there are anymore in the future we will definitely be attending as it was very well set out and managed. Once again a big thank you to you all Thanks!"

Resident



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



The association meets the regulatory standards and will receive routine regulatory oversight.

We are a member of Community Housing Cymru (CHC), and we follow their Code of Governance

We haven't been subject to any adverse regulatory findings in the last 12 months.



## ClwydAlyn Board and Committees



### Operating margin (money left over)

Despite disruption from external factors like inflation and the cost-of-living crisis, our operating margin for 2022/23 was 18.9%. Money left over is a good thing... because we use this to finance, adapt and do work on more homes for more people. It also makes our lenders more confident in us and allows us to borrow money at a lower interest rate.

### We also:

- Retained 'A Stable' credit rating with Standard and Poor's (S&P) - this is good.
- Retained A3 rating from Moody's, but uplifted from negative to a stable outlook (this is an unsolicited rating and it's also positive).
- No additional borrowing in 22/23 but we received the deferred sale of £40m which was due in 23/24.





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...** is the face of resident involvement and an easy way  
to let us know what you think about our services.



ClwydAlyn

@ClwydAlyn

## Our promise

Want to get involved and have your say? Then please get in touch with us by emailing [influenceus@clwydalyn.co.uk](mailto:influenceus@clwydalyn.co.uk) or contact us on social media. Or call us on 0800 183 5757.