



Customer Annual Report

2022



Becky, Milton Keynes

Supporting you at home



Taken your calls

11,226

calls answered



Got to you quickly

26

seconds to answer
your calls, on average



Sorted out issues

236

complaints resolved



Fixed your repairs

84%

of routine repairs
completed on
target (PfP only)



Communicated swiftly

86%

of complainants
responded to in
target time (SHL customers)



Helped you find support

£200,000

in financial support accessed
by customers with our help



Saved you money

£500

a year saved by 97%
of our homes having
EPC ratings of A or B*



Kept you secure

ISO 27001

We became ISO 27001
accredited keeping your
information secure



Supported your communities

205

antisocial behaviour cases
successfully investigated

*This is estimated compared to the EPC D national average. Based on Ofgem's Energy Price Cap and annual average energy consumption figures from National Energy Efficiency Data-Framework (NNED): consumption tables 2021.

A bustling year of innovation and change

2022 was a strong year for Sage Homes. We delivered homes for a record number of customers and we remain England's largest provider of new affordable homes.

As ever, our focus remains on keeping you safe. We were all horrified by the national news of a Iwaab Ishak, a two year old who died as a result of mould in his home. This happened in another organisation but we've worked fast to make sure it never happens at Sage Homes. We've looked at all our damp and mould policies and made it easier for you to report issues directly to us.

“As ever, our focus remains on keeping you safe”

We're also keeping you safe with this year seeing our Community Safety Team grow, helping resolve any antisocial behaviour

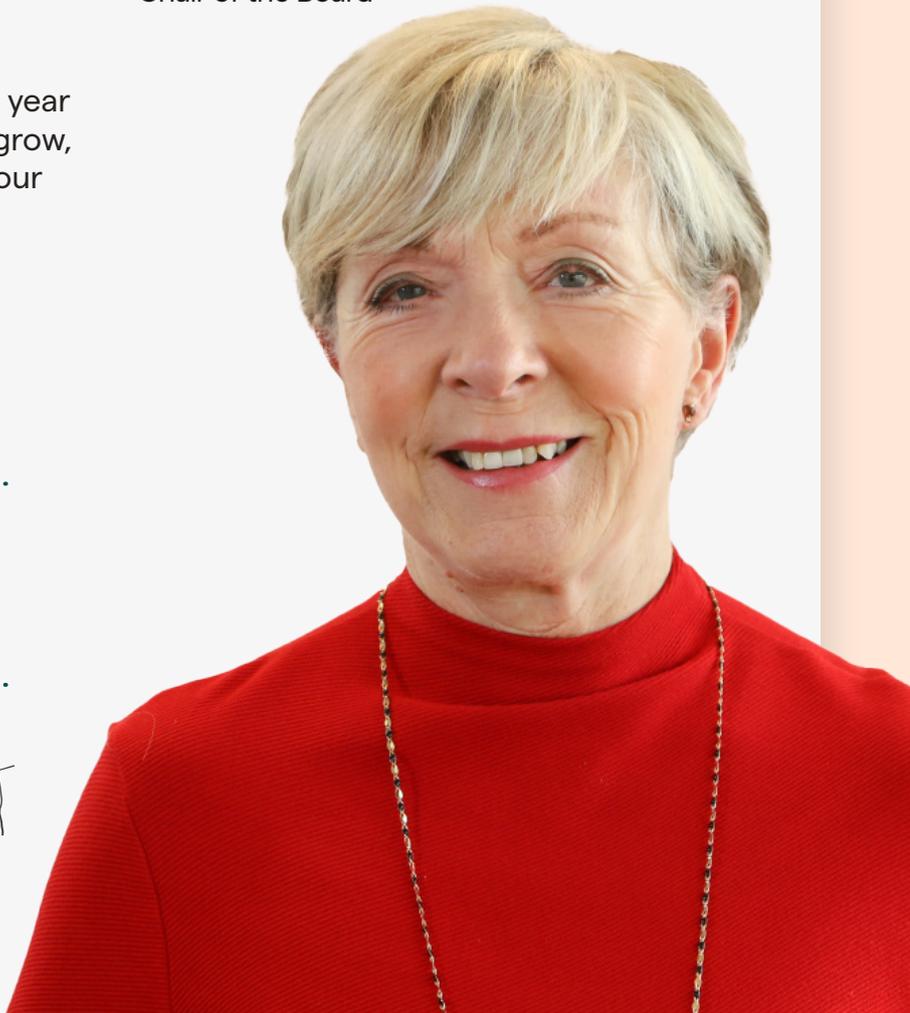
issues. Our ASB app launched, letting customers record and report issues in real time, while we also looked to help you avoid online fraud with training courses from Barclays Digital Wings.

We're continuing to help you in other ways. We've checked 100% of our homes for fire and gas safety, with all checks carried out by qualified experts. We've kept your homes in good shape with 84% of routine repairs carried out in time. Our Financial Wellbeing Team has also helped customers find financial support

Thank you to you – our customers – who continue to inspire us to provide good quality, safe homes across England.

Alison Thain

Chair of the Board



3,447 new affordable homes for our customers



100% of homes checked for fire safety



205 antisocial behaviour cases resolved





Helping to make a difference in your community...

This year we launched Heart of Sage, supporting projects, organisations and individuals to make a difference in your communities. Take a look at some of the things we helped happen in 2022...



Partnered with Barclays to offer you free guidance

We've teamed up with Barclays Digital Wings to offer you free online courses. You can choose topics like how to develop your CV, learn interview techniques, how to budget and use technology safely.



Helped run multi-art workshops

We worked with Matipo Arts to give families in Essex the chance to get creative with specially designed workshops. Children built their creativity and confidence with drama and craft activities, and developed their teamwork skills while having fun.



Raised funds to prevent homelessness

24 Sage Homes colleagues slept outside as part of LandAid's annual SleepOut, raising money to end youth homelessness. Together we raised £21,912 for the cause and plan to do it again next year.



Cleaned up communities

Our colleague Julia Messenger joined a community litter pick at our new Barnet development, helping to tidy up the area, protecting wildlife and improving local pride in the community for our residents and others who live there.



Got a boxing club shipshape and ready to fight

We donated £7,500 to Doncaster Plant Works ABC, a local boxing club. With our help they replaced windows, bought more equipment and kit and got to take young local boxers to London tournaments.

"Getting sponsorship like this is brilliant, really outstanding, and it means such a lot to the club. I can't tell you how much we can do with funding like this." – Paul Harrison, Head Coach at Doncaster Plant Works ABC



Doncaster Plant Works ABC



Matipo Arts



LandAid SleepOut



Cleaned up communities

Meet Abena:

the best thing I have bought in my life



Abena is an accountant in her 20s who grew up in East London and ended up drawn to Kent after studying financial mathematics.

Having always wanted a property, she started looking for a home in Dartford. She had been saving since graduating and found her two-bed Shared Ownership apartment through our sales website, liking the fact that it's a new-build.

Moving in just before Christmas 2021, she has settled in with local access to shops, supermarkets, Bluewater shopping centre and Dartford town centre.

Abena is now training to be a Chartered Accountant and enjoys spending her time baking in her kitchen.

She says "Having my own space means I can take control of what goes on in my kitchen. As a foodie, my kitchen is my favourite place in my home...I went from living in my family home of five to owning my own two-bed flat."

"This is probably the best thing I have bought in my life."

Meet
Abena



Co-creating our future with you

In 2022 we celebrated our fifth year by continuing to work with you to find new solutions to make your lives easier.

We consulted over 1,000 customers to create My Sage Home, our new digital service which launched in 2023 and will be rolled out to all customers by January 2024.

Overall this year we invested significantly in better technology for you, helping us serve you better and quicker.

“We invested significantly in better technology for you”

We also grew our Customer Care Team and gave them tailored training to help sort out your issues quickly. This goes alongside our new and improved website which lets you translate pages, increase font size and use other accessibility features. You can also use live chat to speak to us directly.

Customer satisfaction

Rental: 77%

Shared Ownership: 56%



Rent increase limited

to 7% in 2023/24 for Shared Ownership and Rental customers



“We’re making real progress and we aren’t stopping any time soon”

We also worked closely with Housing Associations and the Government to limit the 2023/24 rent increase to 7%. We understand the pressure on you and we’re proud to do our bit to help.

We’re making real progress and we aren’t stopping any time soon. We continue to collaborate with you to meet your needs and co-create our future together.

Lucian Smithers

Chief Customer Officer



Financial Wellbeing Team



Our new dedicated Financial Wellbeing Team helped 267 customers in need, signposting them to over £200,000 of financial support.



We also offer online financial tools, including a benefits calculator and budgeting tool.



Try it for yourself!



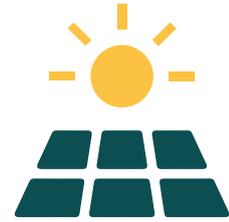
“Thank you for helping my daughter find the items she needed. She can now look to move into her new house with the children.”

Parent of new customer we helped source a cooker, fridge and washer

“Thank you so much for your help. I have struggled to manage my home and my health and wouldn't have been able to complete the forms without your help.”

Sage Homes customer

Going low carbon at Clay Cross



We're trialling low-carbon technology in three homes in Clay Cross, Derbyshire. This includes solar panels, air source heat pumps and smart hot water tanks.

This will help our homes achieve an EPC A rating and a negative carbon dioxide emission rating (for energy used to light and heat the home).

We've also planned a solar panel trial for eight homes in Essex. These homes will

generate around 23,160 kWh of solar electricity a year (enough to power over 23,400 washing machine cycles). This could result in an average saving of £400 a year for each home!

Our next steps are to work closely with customers to understand what works best.

We'll then look at how we can roll out low-carbon technology more widely across more of our homes, helping more customers save money – and the planet.



Our ESG Manager oversees the installation of solar panels at our Clay Cross Homes.

Building on what has gone well - to do even better!

Our Customer Scrutiny Panel (CSP) grew in 2022 with two new members helping to guide communications and give us direct feedback from customers.

In October, we held a 'boot camp' where the CSP looked at our complaints process and recommended changes which we started making immediately.

The panel continue to look at the letters and information we send you to make sure it's clear. They also examine our policies and practices, making sure everything is up to scratch and that we're doing the best for you, our customer.

“The panel continue... making sure everything is up to scratch and that we're doing the best for you, our customer”

In 2023 and beyond, the Customer Scrutiny Panel members are leading groups of more customers, each championing a different element of Sage Homes. They'll lead customer focus groups in these elements - including community safety, customer engagement and communications. This work will help us make our whole approach stronger and more relevant for you - the customer.

Cedi Frederick

Independent Non-Executive Director



Our 10,000th customer: the McKenzie family

Peter and Joanne McKenzie and their two sons rented in the private sector for 16 years. They had received two no-fault eviction notices from private landlords – one just before Christmas in 2017.

Moving into a brand new home gave the family some needed stability and a place to make a home of their own. Joanne, who is a carer for her son Swaylee, said she was delighted they no longer have the uncertainty of renting privately.

Peter said: “this means the absolute world to us, and it especially gives security for our youngest boy who has autism, because moving home is a big thing for him.”

Joanne said: “I couldn’t be more grateful for what we have now...I keep pinching myself and I can’t believe it; it’s beautiful and we love it.”





Our purpose

Providing homes | Inspiring change | Improving lives

Our mission

We make good homes affordable for people all over England

Our values

Home for everyone | Powering positive impact | Enterprising to grow

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