

Aspire Housing



Customer Initiatives including Gas Safety DVD and Makeover

Presenter:

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About the Aspire Group



- Stock transfer housing association, created 2000
- 8,500 homes
- Most in Newcastle-under-Lyme, Staffordshire
- £36m annual turnover, 400 staff



- Acquired 2008
- 1,000 apprenticeships & training places a year
- Direct services
- £4m turnover, 100 staff



- Regeneration charity, launched 2010
- Skills, apprenticeships & environment
- Social enterprise funded
- £½m investment in first year



Excellent services



Neighbourhood impact



Social impact



Maximising impact

Introduction to Aspire Housing



- Stock transfer from NULBC in 2000
- 8500 properties in North Staffordshire
- Along with additional Shops, garage sites and pockets of land
- Inhouse Maintenance Team, c90 at transfer 130 presently and 27 trade apprentices
- 2000 commenced on our journey
- Stock re-investment programme of c11m per year



AC Inspection 2005 – Gas Servicing



- Preparation began in 2004
- HQN mock inspection
- Gas Servicing – area of Weakness
- Probably similar to many other RSLs at that point
- Preparation commenced to improve of Service Delivery
- AC Inspection 2005 – 1* Promising Prospects
- Gas Servicing commended as an “area of strength”

2005 - How could we Improve further?



- Customer Involvement
- Was and still is key to our service improvements company wide
- Customer Information Streams key in gaining access
- Service Improvement Plans for Gas Servicing in 2005 included;-
 - Gas Safety Roadshows
 - Gas Safety Leaflets & Posters
 - Robust access procedure
 - 11 month rolling gas service programme
 - Gas Safety Focus Group involvement in activities
 - Close links with CORGI (now Gas Safe Register)
 - Still not achieved the elusive 100% target...!

What else could we do..?



- We needed to engage further with customers in their home
- Engage with customers at a time to suit them
- How would we manage this?
- Ask our Customers
- Look at innovative options
- Find a Solution that suits our customers....?



Gas Safety DVD



- Engaged with customers to create an:
 - Informative, hard hitting Gas Safety DVD
- Customer volunteers to star in the short film
- Filmed in their homes
- 3rd Party involvement
 - HSE
 - Gas Safe
 - Local Fire Service



Explosive negotiations..?



- Create a controlled gas explosion??
- In one of clearance programme voids...!!
- Exec approval – Tentative
- HSE – approved with control measures
- Gas Safe Register – on board
- Local Fire Service....NO.....!!



DVD Produced in-conjunction with Local Film Company



- The film was produced
- Script was developed in partnership with customers
 - Signed off by HSE and Gas Safe
- Filming was carried out in an involved customers home
- Included 2 Starring roles with our customers
- Fabricated explosion



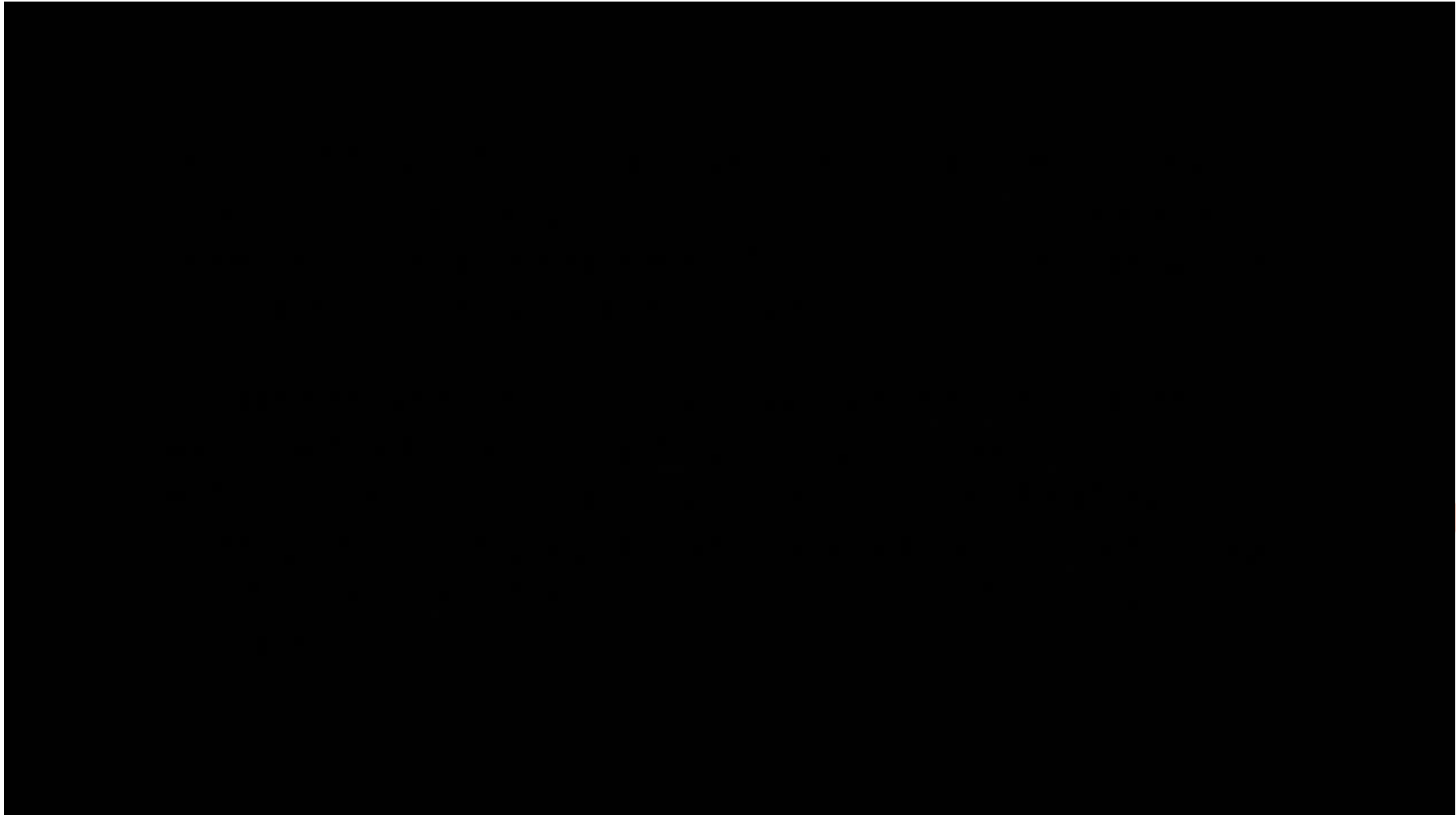
DVD Successes



- Now use DVD in our no access procedure before legal action
- Helped us to achieve the elusive 100%
- National Home Improvement Council - award for Fuel Safety
- Helped our customers towards gaining our TPAS accreditation
- National interest in the DVD initiative
- Aspire version
- Non branded version for marketing out to other Landlords



**Please watch this short
10 minute DVD**



Customer “Make Over” Competition



- Our progressive customer involvement led us to carry out our makeover competition
- No cost to Aspire Housing
- 13 key suppliers & sub contractors donated £7250
- Advertised, tell us “Your Story”
- Customers shortlisted most deserving winner
- IHMT delivered £7250 make over in customers home
- Gained National Publicity and Recognition
- At customers request – Planned to be an Annual event





Any Questions?

Thank You

