



Responsible Tenant Reward

**APSE Housing Seminar
10th October 2014**

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By order of NOTTINGHAM CITY HOMES

WANTED

responsible tenants who:

- pay their rent
- Look after their homes and gardens
- are good neighbours!



£100 REWARD*

See full terms and conditions
at www.nottinghamcityhomes.org.uk
and click on responsible tenant awards





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City Homes**

Welcome to Nottingham!

- ❖ **NCH are an ALMO, managing the City Council's housing stock**
- ❖ **Largest landlord in the East Midlands; 27k stock**
- ❖ **Since established almost 10 years ago, NCH has;**
 - **Reduced rent arrears by 68%**
 - **Reduced lettable voids by 50%**
 - **Improved overall satisfaction from 60% to 85%**
 - **Improved ASB resolution at 1st intervention to 84%**
 - **93.6% homes now meet the decent standard**
 - **Created over 300 apprenticeships**
 - **Reduced our fee by £3m per annum (£14m in real terms)**

**Responsible
Tenant Reward...**





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Where are we now?

- ❖ **High performing rent collection; 100.28% in year collection & 2.0% arrears (£2.19m/ £106m debit)**
- ❖ **Gas servicing compliance; 99.97%**
- ❖ **Working towards 4 Star estates**
- ❖ **Our first 5 NCH built & owned properties recently completed with 65 more due in 2015/ 16**
- ❖ **More than just housing; Tenant Academy, Tenancy Sustainment, Telehealth, Market Rented properties**





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To Reward or Not to Reward?

- ❖ **So, should tenants be rewarded?**
- ❖ **How many of you have at least one Reward Card?**
- ❖ **Modern culture expects something back.**
- ❖ **How much of housing management costs are spent dealing with negative actions?**
- ❖ **With Universal Credit on the horizon, social housing providers have to work smarter**
- ❖ **If you were offered 98%+ collection post UC, would you take it for a 2% cost?**

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Tenant Reward...**





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Reward Drivers

- ❖ **Consultation with tenants and stakeholders**
- ❖ **To reward the thousands of responsible tenants**
- ❖ **To encourage behaviour change in the others**
- ❖ **Acknowledging that times are hard for many and the desire to do something to help**
- ❖ **Opening a dialogue with tenants prior to UC**
- ❖ **Needing to levy a higher than ideal rent increase due to generally not reaching target**
- ❖ **Plugging a potential big hole in the HRA**

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RTR Outline

- ❖ **£100 annual reward for responsible tenants**
- ❖ **Principles of Rent, Responsibility, Respect**
 - ❑ **Paying rent, have less than £100 arrears or paying as agreed**
 - ❑ **Kept Gas Safety appointments**
 - ❑ **Have a tidy garden or balcony if they have one**
 - ❑ **No tenant damage, or paid/ paying as agreed**
 - ❑ **No Legal Action for ASB, crime that is a breach of tenancy or abuse to staff**
- ❖ **Managed by exception**
- ❖ **Responsible Leavers Reward**
- ❖ **Refunds by BACS only**



DATE 30th November 2014

PAY Responsible Tenant

AMOUNT One hundred
pounds only

£100.00p

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Business Benefits

- ❖ **Will enable rents to be closer to, or at target**
- ❖ **Gives something back to the 000's good tenants**
- ❖ **An alternative to the negative spend culture**
- ❖ **A £100 nudge to those that aren't responsible;**
 - 25% gas servicing failure rate**
 - £0.5m+ in static & nuisance debt**
 - Time spent on minor ASB & untidy gardens**
 - Discouraging tenant damage**
- ❖ **Graduated threshold**
- ❖ **Responsible Leavers Reward will reduce void costs**



**Are you on target for your
Responsible Tenant Reward?**



**As a 'responsible tenant' you'll be entitled to £100 credit
on your rent account at Christmas.**

Being a 'responsible tenant' couldn't be easier – you just have to:

- Pay your rent
- Look after your home and garden
- Be a good neighbour!

See full terms and conditions at www.nottinghamcityhomes.org.uk and click on Responsible Tenant Reward.



**Nottingham
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Marketing & Promotion

- ❖ **Home of Robin Hood**
 - ❑ **Good synergies & branding opportunities**
 - ❑ **Wanted Posters, Targets, Bows & Arrows**
 - ❑ **The Sheriff of Nottingham**
- ❖ **All standard letters have RTR references**
- ❖ **Pro-active marketing; letters, texts, visits to potential rents, gas and tenancy failures**
- ❖ **Dummy Cheques instead of letters**
- ❖ **Archery at our Tenant Fun Day**



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Progress

- ❖ **Early days; less than 6 months in**
- ❖ **Monitoring period ends 31st October & rewards to be paid mid to end of November**
- ❖ **Initial calculation shows that up to 86% of tenants will qualify**
- ❖ **Still working hard to change behaviours**
- ❖ **Return on Investment is a long-term objective, although short term gains are beginning to show**

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Conclusion

- ❖ I'll conclude by asking a couple of questions:
- ❑ **With a number of UC pathfinder providers reporting rent collection rates down to low 90% what will you do to improve collection rates?**
 - ❑ **Do incentives work better than disincentives?**
 - ❑ **Can you afford not to reward?**



**Responsible
Tenant Reward...**

on 30th November 2014

my Responsible Tenant

AMOUNT *One hundred
pounds only*

£100.00p

Nottingham City Homes



are you on target?

To qualify for your £100 Responsible Tenant Reward, you must:

- **Pay your rent on time or keep to an agreed repayment plan.**
Call the Rents Team on 0115 915 4920 if you are concerned about qualifying.
- **Keep your gas servicing appointment.**
Call the Gas Team on 0115 915 2552 if you need to rearrange your appointment.
- **Not cause anti-social behaviour or have an untidy garden.**
Speak to your housing patch manager if you are unsure or call 0115 746 9555.

Thank You

