



Responsible Tenant Reward

APSE Housing Seminar 10th October 2014

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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%
 - o 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...

Creating homes and places where people want to live

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**



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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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 Respon
- * Plugging a potential big hole in the HRA

Creating homes and places where people want to live

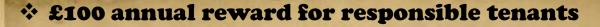
are you on target?

rd.

Tenant



RTR Outline



- * 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

Not	tingham y Homes
www.nottinghame	ityhomes.org.uk

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MOUNT	One hundred
	pounds only



owe so h November 2014

£100.00p	
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Nottingham City Homes



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



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?







