

# Customer Annual Report

2024

Park Properties Housing Association  
(PPHA)

Use.Space  
31 Ardwick Green  
Manchester  
M12 6PN



## Introduction

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### Wendy Pretten - Group Housing & Support Director

Welcome to the Customer Annual Report. Through this report we will tell you how we are performing, and will:

- Introduce our people and our key aims for the year ahead
- Provide information on how customers can engage with us
- Provide the results of the tenant satisfaction survey and how we are improving
- Provide an update on our performance as a landlord

It has been an exciting year for PPHA, we have listened to our customers and have taken on board your feedback. Our key priorities have been; improving access to our services for customers with the launch of our new PPHA website, focussing on ensuring your homes are safe, and working closely with our partners, Pinnacle and our Block Managers to ensure they deliver high-quality services which are value for money.

We have received investor partner status with Homes England, enabling us to access grant and provide more new affordable homes. We have delivered 85 new affordable rented homes and 111 shared ownership homes, supporting the 28 Local Authorities we work with to meet increasing demand.

For our Shared Ownership Customers, we have introduced a new sales team to ensure your purchase and move-in experience is as seamless as possible, launched a new Home User guide to ensure you have all the information you need when you move into your home, and worked hard with our developers and house builders to manage the quality of your new homes and resolve any defects as quickly as possible.

Wendy Pretten  
Group Housing & Support Director

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## Tenant satisfaction survey

The result of our tenant satisfaction survey show us that 85.7% of our affordable rented customers and 61.5% of our shared ownership customers are satisfied with the services we deliver. We are listening to your feedback and are committed to improving the services we and our partners deliver to improve satisfaction.

**85.7%**

Affordable Rented  
customers somewhat  
or very satisfied

**61.5%**

Shared Ownership  
customers somewhat  
or very satisfied

Your views are important to us and are key to helping us shape how we deliver our future services. We want to hear more from you, what is working well and what we could improve on. We will be continuing with our Customer Voice Strategy which launched in 2024.

In line with our customer voice strategy, this year we have undertaken a complete rebrand bringing a fresh look to PPHA, providing a brand our customers can be proud of. Alongside this new brand we built a new website equipped with all the information you need about PPHA, your properties and our services. In an effort to continue these new routes of communication to you, we will launch PPHA's social channels at the start of 2025. making it easier to access the information you need and be kept informed about PPHA.

## Meet the Board



### Josh Rose-Nokes | Board Chair

- Director at Avison Young, leading their residential Market Intelligence team.
- Passionate about the impact that better and more accessible housing has on peoples' lives and has published research on the affordable sector in the UK.
- Advises an AI-focused real estate start up and is a great believer in improving transparency and efficiency in the sector with data and technology.



### Natalie Owen | Board Member

- Partner at law firm Shakespeare Martineau, specialising in property finance securitisation for registered providers (RP's) within the social housing sector.
- With 15 years' experience, Natalie advises RP's on treasury strategy, understanding funder requirements and maximising the value of social housing assets, as well as an excellent understanding of the regulatory sphere in which housing providers operate.
- Board member at St. Anne's Hostel, Birmingham.



### Jonathan Piper | Chair of Finance Risk and Audit Committee

- Chair of the Finance, Audit and Risk Committee for PPHA.
- Currently the Chief Financial Officer for Reef Group, a property developer focusing on the life sciences sector.
- Formerly Head of Investments at Clarion Housing Group, and Head of Transactions at Related Argent.
- Trained as a Chartered Management Accountant at EY, where he was a financial consultant for 10 years.



### Wendy Pretten | Group Housing & Support Director & Board Member

- Oversees all housing and support activity across PPHA.
- 35 years' experience in the affordable housing sector.
- Formerly Managing Director at Places for People.



### Michael Pearson | CIO & Board Member

- Advises on capital structure, affordable housing and fundraising strategy.
- Former roles include CFO of Sage Housing (Blackstone), the UK's largest for-profit affordable housing provider.

## Meet the Team

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**Emma Tiley - Head of Housing & Support**

Emma is responsible for overseeing our housing portfolio across PPHA.

**Sunny Sanger - Head of Sales**

Sunny is responsible for overseeing the programme of sales for all current and future Shared Ownership residential portfolios.

**Tarin Entwistle - Revenue Collection Officer**

Responsible for managing rent and service charges.

**Ellie Miners - Sales Manager**

Ellie is responsible for all out going sales of Shared Ownership properties.

**David Mulvey - Property Manager**

Responsible for inspecting PPHA properties to ensure they meet standards and handling customer, landlord, and housing partner queries, handling leasing arrangements, and managing relationships with all parties.

**Georgia McGrory - Property Manager**

Responsible for inspecting PPHA properties to ensure they meet standards and handling customer, landlord, and housing partner queries, handling leasing arrangements, and managing relationships with all parties.

**Lydia Baker - Property Manager**

Responsible for inspecting PPHA properties to ensure they meet standards and handling customer, landlord, and housing partner queries, handling leasing arrangements, and managing relationships with all parties.

**Claire Smith - Housing & Support Manager**

From January 2025 - Claire will be joining the team taking responsibility for leading our customer engagement strategy and ensuring high quality services are delivered to our customers across PPHA.

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## Customer experience

### You said

### We did

As a first time buyer its hard to understand how Shared Ownership works

PPHA's new and improved website provides a detailed overview of the different tenures we offer to our customers including Shared Ownership.

We are also implementing other social media channels which we hope will assist in helping you understand the difference between the two tenures, and which is appropriate for you.

Your website offers no helpful information.

PPHA has recently launched a new website that is easy to navigate and offers a quick and reliable service to assist with directing and answering any queries you may have.

Your feedback is crucial in helping us shape the information available to you. If you have any comments or suggestions please send them to [info@ppha.uk](mailto:info@ppha.uk)

I can't find PPHA on any social media.

PPHA will be bringing quick and digestable information to Instagram and LinkedIn in Q1 2025. Look out for us online, and feel free to reach out to us through these apps.

The handover process is confusing.

PPHA has employed a dedicated Project Manager who oversees the handover process from the developer to PPHA.

The Project Manager is responsible for ensuring the properties we buy are built and delivered to a high standard to ensure that they are safe, meet compliance regulations, and minimise the number of defects customers identify when they move in.

A welcome email is sent on the day of move-in to all customers by PPHA (for shared owners) or our managing agents at Pinnacle (for affordable rented customers) with relevant contact details for any inquiries.

Its hard to find information on the costs of Shared Ownership.

PPHA has launched a Shared Ownership FAQ page, which is provided during the sales process by our solicitors. Part of the FAQ's explains the breakdown of costs leaseholders are liable for as per the lease terms. This is to ensure customers are given a thorough explanation of applicable costs.

In the first week of the sale completing, the PPHA Finance team writes to all customers to provide rental information along with any relevant management, insurance, service, or estate charges.

It is hard to communicate with the third parties involved.

PPHA has implemented a dedicated block management team called Block Buddy who are responsible for looking after all freehold blocks. Block Buddy can be contacted by customers directly.

In addition, PPHA is continuing to develop good working relationships with third-party estate managers to ensure that the information we communicate to our customers is accurate and easy to locate.

## Our performance 01/01/2023 to 31/03/2024

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Safe customers

**Performance:** 99.2%

Emergency repairs

**Performance:** 88%

Routine repairs

**Performance:** 82%

Relet time (Days)

**Performance:** 5.3 days

Complaints acknowledged within 2 working days

**Performance:** 100%

Complaints responded to within 10 working days

**Performance:** 100%

Shared Ownership Satisfaction

**Performance:** 63.9%

New ASB cases

**Performance:** 10 cases

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## Continuation of customer voice strategy

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Through our Customer Voice Strategy we have continued to listen to your feedback and use it to shape and improve how we deliver services to you. During the year our Block Managers have held customer meetings and drop-in sessions to understand your views on the quality of the services we deliver, explain

how the service charges are calculated and identify areas where we need to improve. We understand that some customers will be unable to attend during the working week and in 2025 will be introducing weekend drop-in surgeries where you can meet our Block Managers face to face. We will ensure all customers are informed in advance of the venue and timings for the surgeries.

We have also taken on board your feedback from any complaints we have received, learning from complaints is important to us and helps us improve the services we deliver, we have publicised on our website any improvements we have made and have updated our policies, processes and colleague training taking on board your feedback.

### Online focus group

Our focus groups allow customers to meet the team and provide feedback on the services we deliver from the comfort of your home. We will be arranging a series of customer voice groups during 2025 and would love to know what areas you would like us to discuss. Please contact us on [info@ppha.uk](mailto:info@ppha.uk) to let us have your thoughts and suggestions, including the best time of the day to hold these.

### Website

We have launched our new PPHA website to provide you with access to all the information you need regarding the management of your home, how to report repairs or defects, log a complaint, or pay your rent or service charges.

### Tenant satisfaction measures

We have recently completed our tenant satisfaction measure survey to understand how satisfied you are with the services we deliver as your landlord. The results show that 85.7% of our affordable rented customers and 61.5% of our shared ownership customers are satisfied with the services we deliver. We will be using the feedback from other surveys to focus on the areas where we need to improve our service delivery and are committed to achieving a satisfaction measure of 80% moving forward.

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### Real time service satisfaction

Next year we will start to ask for feedback on the services we deliver, as we deliver them. This will include feedback on how we manage a complaint, a repair enquiry, the on boarding process for new homes and how our block managers or managing agents are performing. We will use the results to learn and improve where we need to.



### How you can get involved

If you would like to express your interest in taking part in our customer group, please contact [info@ppha.uk](mailto:info@ppha.uk)

More information will be available via our website and social media channels in the new year.

## Other information

### How customers can access services and how to make a complaint

#### Affordable rental homes:

Pinnacle contact details are:

For rent enquiries please contact the Tenant Accounts Department on 0203 814 3500 Option 3, followed by option 1 to discuss your account.

To report a repair please contact us on 0203 814 3500 Option 2 or alternatively non urgent repairs please email us at [repairs@pinnaclegroup.co.uk](mailto:repairs@pinnaclegroup.co.uk)

#### Shared Ownership:

0333 241 4557 or email [prs.socialrent@pinnaclegroup.co.uk](mailto:prs.socialrent@pinnaclegroup.co.uk)

To report a defect while your home is in its defect period (newbuild homes only), please contact Pinnacle by phone or email.

Telephone: 02037013575

Email: [parkpropertiesha@pinnaclegroup.co.uk](mailto:parkpropertiesha@pinnaclegroup.co.uk)

Should you have an out of hours emergency, please contact our dedicated help desk on: 0203 7013621

For rent payment and queries please contact Tarin Entwistle at [te@hspg.co.uk](mailto:te@hspg.co.uk).

For anything else, e.g. if you'd like to staircase, please contact us at [info@ppha.uk](mailto:info@ppha.uk)

#### All customers:

If you'd like to make a complaint or give PPHA a compliment, or for any other queries, please email [info@ppha.uk](mailto:info@ppha.uk) or call 0161 820 6559.

Download Ark Residents App here:



## Support with the cost of living

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PPHA are here to support customers who are struggling with the cost of living. There are a range of circumstances that we will support, for example you may be:

- Unable to afford your rent payments and falling into arrears.
- Facing homelessness or eviction as you are unable to meet the running costs of your home.
- Unable to pay for essentials such as food and clothing.
- Unable to afford to heat your home or pay essential utility bills.

To determine where support is required, we will ask customer to complete the following:

- A review of household income and expenditure, ensuring you complete all outgoings including gas, electricity, water, council tax, internet, sky tv or alternatives, running of a car including fuel, tax, insurance, servicing and maintenance, any store cards or other loans, food, clothing, maintenance payments, rent and service charges, mortgage payments, any other outgoings and sundries.
- Approach a money advice service to ensure you are claiming all the correct benefits. If you are an Affordable Rental customer, Pinnacle provide this service at no charge.

We will review your requirements with you, and **may provide fuel vouchers (up to £50), food vouchers (up to £50) or support with rent payments.**

### Money advice and support with debt

If you are facing eviction or homelessness due to rent arrears, please approach your Local Authority Revenue and Benefit Department to discuss access to the local homelessness prevention fund. Local Authorities may sometimes make a payment to contribute towards clearing arrears to prevent homelessness.

If you have a longer-term issue with affordability due to escalating debts, please contact your local Citizens Advice Bureaux or Step Change Debt Advice Service.

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## Understanding estate management

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### What is estate management?

An estate charge relates to services received for a communal area that is shared by a number of blocks/premises.

### What does an estate charge cover?

New build estate management fees usually cover the maintenance of any communal gardens, pavements, private roads, car parks, and play areas within the new build estate.

It may include but is not limited to:

- Grounds Maintenance
- Public Liability Insurance
- Block Management Fees
- Audit & Accountancy Costs
- Legal Costs
- Sundries including Estate Repairs / Lighting
- Health & Safety Inspection
- Reserve Fund (major works)

### Why are costs estimated?

Your Service / Estate charges is based on estimated budgets for any anticipated expenditure on your scheme. As most PPHA are new developments, a lot of sites are yet to have finalised budgets/administration provided by the developer or block manager. As a result, we have based your service charges on the estimates provided to us. Should these change, we will adjust your account accordingly and write to provide you with an explanation.

### Are PPHA also the estate manager?

PPHA is not responsible for estate management.

For freehold apartment blocks, PPHA instructs a company called Block Buddy to carry out block management services. As part of this work, Block Buddy maintains the immediate surroundings to the block however they are not the estate manager.

### How is the estate manager chosen?

The developer is responsible for maintaining the site until it is handed over to the Management Company.

The estate manager is normally chosen by PPHA when we are the freeholder and are the landlord the whole scheme. Where we are not the landlord for the whole scheme the Developer usually chooses the estate manager, and we work closely with them to ensure they are delivering services which are effective and value for money.

### What is the difference between an estate charge and a service charge?

A service charge is a payment made by a tenant or homeowner towards the cost of services and repairs beyond those specifically for their home.

For example, if you live in a property with a communal area, the cost of maintaining that area is covered by a service charge because it is available to all residents as a shared service.

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## PPHA Rebrand



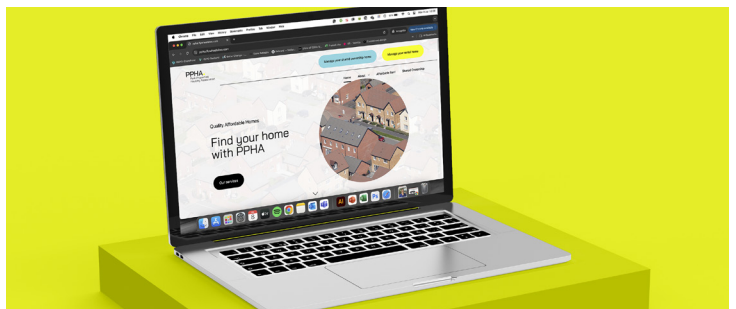
After being acquired by HSPG in 2020, the need for a fresh brand identity became clear. The goal was to bring cohesion to HSPG's group of brands, while also establishing a distinct identity for PPHA within the industry.



Formerly known as Park Properties Housing Association, the name was not only heavy to say or type but also did not effectively represent the Group.

Time is crucial when searching for a new home. The streamlined and professional "PPHA" allows for quick online searches and provides an immediate solution. The enlarged and bright full stop in the logo offers a reassuring end to the search for a future home.

While many similar companies utilise generic blues to communicate trust and reliability, PPHA saw an opportunity to stand out with a bold hero colour. By leading with a vibrant yellow, PPHA aims to distinguish itself in a sea of sameness.



One of the key visuals in PPHA's brand identity is a dotted background that can be seen as a grid or a point-to-point line drawing, symbolising each simple step to a new home.

As a result of the rebrand, PPHA has launched a new website along with a new social media presence, aimed at assisting homeowners in finding, acquiring, and living in their new homes.

## Community Impact

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At PPHA, community impact is a key part of who we are and how we operate. Recently, our PPHA team visited a nearby temporary accommodation facility, which provides a safe place for up to 20 people to sleep, entirely free of charge. This facility is close to our offices, making it a natural choice for us to focus our efforts on supporting those in need within our immediate community. In past visits, we worked on painting all the bedrooms to

create a more welcoming space. Then, in October, we returned to clear and restore the shared garden, preparing it for further improvements. Looking ahead, we're excited to return in spring to plant and help bring more life to the communal garden.

Our commitment to community involvement extends to our entire team, with each staff member given two fully paid days per year to volunteer with one of our charity partners or a charity of their own choice.



We believe that encouraging our team to actively engage in these efforts not only strengthens our community but also aligns with our values, fostering a deeper connection to the places where we live and work.

We will continue to share our focus with community impact on our website. So if you want to see what we do with our volunteering efforts, keep a look out at [ppha.uk](http://ppha.uk).



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