

Annual report and financial statement summary for the year ended 31 March 2025

Warwickshire
Rural
Housing
Association



Welcome to our annual report

This report explains how we performed between April 2024 and March 2025.

Throughout the year we continued to deliver on our core purpose of providing and managing good-quality, affordable homes for local people in rural Warwickshire.

It's been another year of change in the social housing sector, with the introduction of the Regulator of Social Housing's Consumer Standards in April 2024. We welcome these new standards, which aim to ensure that all social housing residents have a voice in how their homes and services are managed, are safe in their homes, and are treated fairly by their landlords. A self-assessment undertaken in May 2024 showed we were already meeting nearly all of the new standards, but we're still continuing to review and update policies, and improve our services, communication and responsiveness.

We've focused on delivering a great service to our residents. This has included closer monitoring of our contractors, increased resources and getting to know our residents better. These improvements are reflected in a 67% reduction in complaints.

Engaging with our residents

We are listening to our residents. Throughout the year residents have provided us with invaluable insight on what's most important to them in respect of their homes and the services we provide, what's going well, and what needs addressing. We're using their feedback to continuously improve.

Supporting our residents

We're very conscious of the continuing high cost of living, especially increased food and energy prices, and the great pressure this puts on our residents. To help, our team is on hand to advise residents, and we've continued to support households with our Customer Support Fund. During the year we gave a total of almost £9,500 to help 37 Warwickshire Rural Housing Association households.

Improving our homes

We've continued to invest in improving our existing homes to ensure they're all energy efficient, comfortable and affordable for our residents. In 2023 we were awarded £710k from the Social Housing Decarbonisation Fund. We matched this funding and used it to retrofit 26 homes in 2023-24, and completed a further 27 homes in 2024-25. In April 2025, we successfully bid for more funding from the renamed Warm Homes: Social Housing Fund and were awarded £318k. We've matched this with £328k from association funds, enabling us to continue the retrofit project, which will benefit another 29 homes over the next three years. In addition, we've committed a further £243k from the 2025-26 budget to retrofit an extra 10 homes, and hope to continue to allocate additional funding each year to get all homes to a minimum EPC C by the end of 2028.

Our retrofit works raise homes to a minimum Energy Performance Certificate (EPC) rating of C, making it easier to keep them warm and reducing our residents' utility bills. We're pleased to have exceeded this target, with 53% of the homes retrofitted to date achieving an EPC B rating. We were delighted to receive recognition for our work by being named Housing Association of the Year at the Energy Efficiency Awards 2024 (West Midlands).

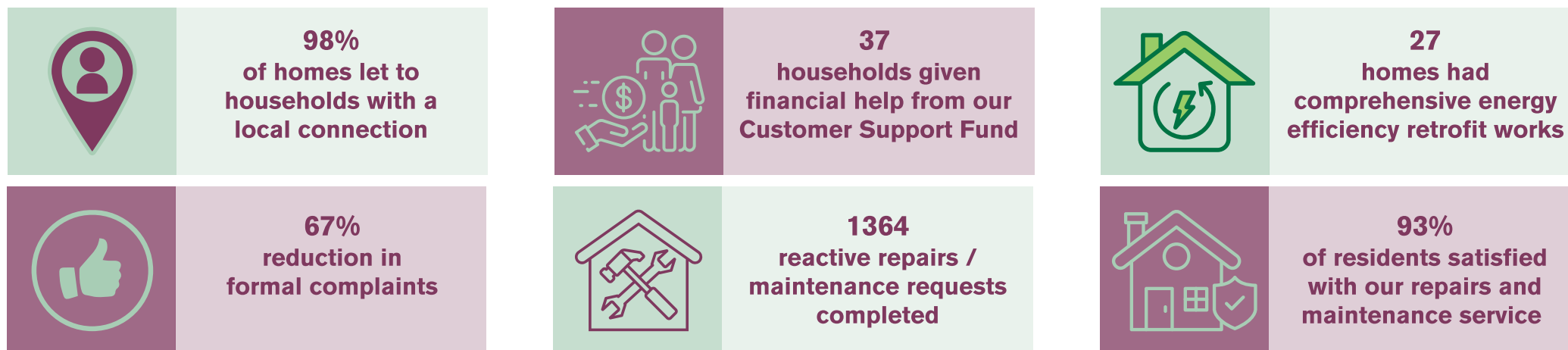
Building new affordable homes for local people

We're committed to delivering more new affordable homes. The Government's £39bn affordable homes programme for 2026-2036, and a rent settlement of CPI+1% for 10 years, will help us continue to deliver our ambition to build 50 new affordable homes, for local people in Warwickshire's rural communities, over the next five years. Through our ongoing work with rural communities, parish councils, and local authorities we've achieved planning permission for a total of 19 affordable homes in two Warwickshire villages, with many more homes in the pipeline.

Strengthening our partnerships across Warwickshire

We've remained committed to partnership working with other organisations and agencies, particularly from a development perspective. Progress continues to be made with a healthy planned programme of new developments. We continued work to extend development activities beyond the Stratford-on-Avon District, with rural housing enabling work bringing forward opportunities to build more homes across four Warwickshire districts.

We've achieved a lot this year to provide the best possible homes and services for residents and, although we know there is always more we can do to improve, we're proud of our achievements. Below are some of the positive outcomes:



There's no question that, with continued high inflation, rising costs and a growing demand for affordable homes, that the scale of the challenges ahead is significant. But so too is our commitment to deliver for our residents and communities. We will continue to carefully manage our finances and resources to deliver value for money for residents, invest in new homes, and invest in the maintenance, improvement and safety of our existing homes.

Your continued feedback through surveys, conversations, complaints and compliments really does influence our service and help us prioritise where improvements are most needed. I hope you find this report useful. If you would like any further information, please get in touch via enquiries@midlandsrural.org.uk

Ruth Bagley

Chair, Warwickshire Rural Housing Association

Supporting our residents in their homes and neighbourhood



Warwickshire Rural Housing Association is a profit-for-purpose housing association. This means we invest every penny we make into providing good quality homes and services.

We provide affordable, safe and comfortable homes for local people in **48** Warwickshire communities. Our housing officers provide all aspects of the housing management service including allocations, tenancy support, ASB management, and rent management and support. This holistic approach means the housing officers really get to know our residents and their needs.

Housing management



Customer Support Funds

During 2024-25...

...we gave a total of **£9,482** from the funds, helping **37** households.



This support has been requested by residents to help with a variety of things, including supermarket and food vouchers, and for items to help when they've moved into their new home such as cookers, carpets, washing machines and fridges.

Helping residents access other support

As well as providing financial help from our own funds, we've also helped residents access external support, including:

- ✓ **7** local authority **household support funds**
- ✓ **4** referrals to **Act on Energy** for support with suppliers/tariffs
- ✓ **2** food bank vouchers issued
- ✓ **15** decorating packs provided for new residents

Supporting our residents in their homes and neighbourhood

Rent and service charges

How your rent was spent

(top four areas spent on service delivery):

1. **Planned repairs/upgrades***
2. **Servicing of loans**
3. **Staffing and administration**
4. **Day-to-day repairs**

*heating, bathrooms, kitchens, windows, decarbonisation etc

How your service charge was spent

(top four areas):

1. **Landscaping**
2. **Pumping stations**
3. **Street lighting**
4. **Communal street repairs**

£3,341,150

was collected in rent

On average, throughout the year, arrears are

0.83%

Our housing team engage with, and support, residents to help them manage their rent.

Neighbourhood management



58 anti-social behaviour (ASB) cases opened
1 case involved hate crime

Top three ASB breaches:

1. **Neighbour conflict**
2. **Cannabis smell**
3. **Noise issues**



4 skip days to help residents keep their homes and neighbourhoods tidy



£348,225 spent keeping schemes tidy and communal garden areas maintained (incl. work outside of the gardening contract, such as clearing fly tipping)

“ WRHA staff are always helpful and go the extra mile. No matter who you talk to, they are always polite and extremely efficient in dealing with issues. ”

WRHA resident

Giving our residents a great service



Our residents are at the heart of everything we do.

We strive to always deliver the best possible service. Our updated Customer Promises are published on our website. And we also provide a complaints performance update on our website every quarter.

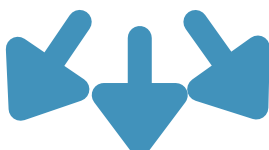
On average, per month, our Customer Care Team dealt with:

1756 phone calls, MyHomeOnline contacts and emails*



924

phone calls



94

MyHomeOnline contacts



738

emails



21 seconds

average time to answer a call

88%

of residents are satisfied with the service from our **customer care team**

Data from Tenant Satisfaction Survey October 23

We're upgrading our **website**.

This will make it easier to find information, send us a request and manage your tenancy. We involved residents in the development of the site:



- ✓ we sent a survey to all residents asking for feedback
- ✓ included residents in an online workshop with the developers.

You said...
"The out of hours advisor gave me incorrect information."

We did...

- ✓ We've changed our out of hours service provider (from 01 May 2025).

We've updated our **Customer Promises**.

Our promises let you know what service levels you should **expect from us**. Like how quickly we'll respond to you, how quickly repairs will be completed and how we'll keep you informed.



*Contact data is average per month into our Customer Care Team, who cover WRHA and three other rural housing associations on behalf of Midlands Rural Housing.

Giving our residents a great service

We're always trying to:

- get to know our residents better, so we can provide the right service
- ensure residents have choice about how they communicate with us
- ensure our policies are up-to-date, accessible, and communicated to residents.

Digital engagement

67%

of residents are registered on our portal **MyHomeOnline**



24%

of residents registered on **MyHomeOnline** used it in the last **6** months

Policy and strategy updates

Following the introduction of the new Consumer Standards, we're reviewing all our policies. As part of each review, residents are invited to give feedback on the content and clarity of the policy.

In 2024-25 we updated five policies:



Customer Promises



Compensation Policy



Anti-social Behaviour Policy



Vulnerability Policy



Mutual Exchange Policy

Getting to know our residents better

In the last **18** months, we've contacted

81%

of households to check the details we have about them are correct

We asked all residents if they prefer to be called residents, tenants, or customers...

40%

prefer **resident**

We did...

- ✓ We're making improvements to the MyHomeOnline portal.

Stage one: making it easier for you to find what you need in the portal.

Stage two: adding more features, making it easier for you to manage your tenancy.

You said...

"MyHomeOnline isn't very easy to use."

We're starting a new project to get a better understanding of each residents' needs so we can tailor our service.



Giving our residents a great service

We welcome complaints and compliments as they help us see where we are getting it right and understand where we can improve.

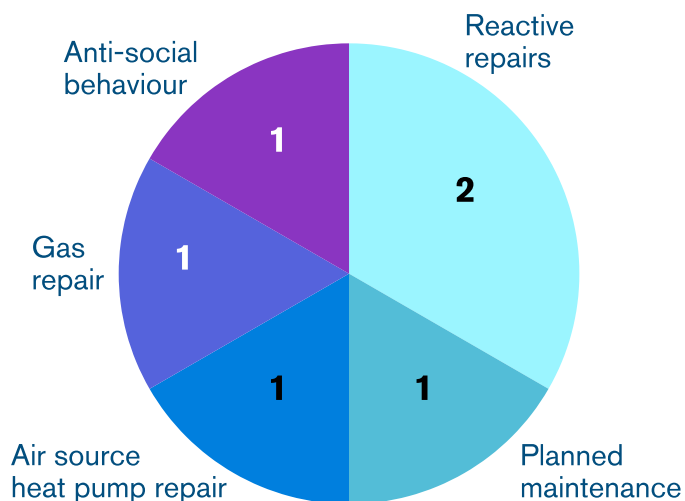
Every complaint and service request is shared with the relevant team. This is to ensure that we're continuously learning and improving.

Formal complaints

6 complaints from rental residents

0 complaints from shared owners

Breakdown of complaints by service area:



How are we doing?

67% reduction in complaints compared to previous year

14% reduction in service requests compared to previous year

100% of complaints responded to within Housing Ombudsman Complaint Handling Code timescales

1 complaint escalated to stage two of our complaints process

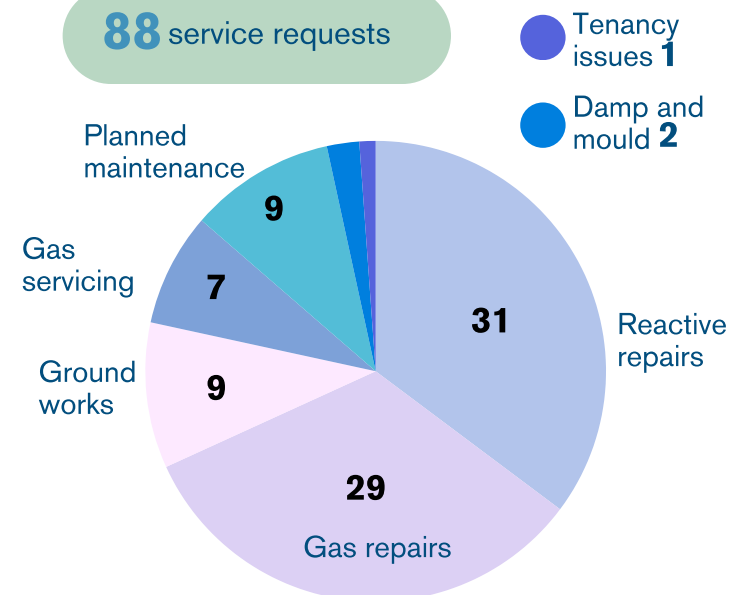
3 complaints escalated to the Housing Ombudsman

We publish our complaints performance on our website four times a year.

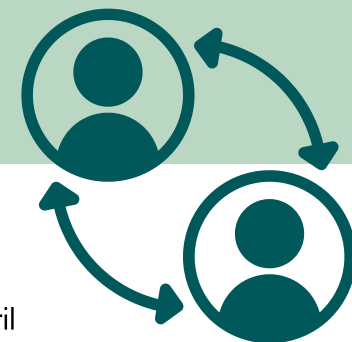
Service requests

A service request is a request from a resident requiring action to be taken to put something right. They're not complaints, but we still record and monitor them and use them to improve.

88 service requests



Providing respectful and helpful communication and engagement



We know that to deliver the best possible service, we need to involve and listen to our residents.

The introduction of the Regulator of Social Housing's Tenant Satisfaction Measures survey (TSM) enables all residents to tell us which areas of our service they're satisfied with and where we need to do better. And, the Consumer Standards introduced in April 2024, aim to ensure you have a safe, secure, and well-maintained home with clear communication and support from your landlord.

Customer involvement

66 residents have told us they want to be more involved in the association and influence how we deliver our services



Tenant Satisfaction Measures

The Regulator of Social Housing created a set of measures to look at how all social housing providers in England are performing. These are called Tenant Satisfaction Measures (TSM).

A key part of the TSM is for us to survey our residents about how they think we're doing at **completing repairs, keeping homes safe, engaging, managing complaints** and **keeping neighbourhoods safe and clean**. We carry out the TSM survey every two years. The last survey took place in October 2023. You can see the results at www.warwickshirerha.org.uk/tsm

We've implemented changes following our residents' feedback in the survey – take a look at www.warwickshirerha.org.uk/you-said to find out more.

We're carrying out a **new TSM survey in October 2025** with all our residents, and will report on their satisfaction levels in early 2026.

Consumer Standards

Introduced in April 2024, the Consumer Standards are enforced by the Regulator of Social Housing (RSH). The **four Consumer Standards** outline the outcomes social housing landlords must deliver:

Safety and Quality Standard: Landlords must ensure homes are safe and of good quality, free from hazards, and in good repair.

Tenancy Standard: This standard covers the fair allocation and letting of homes and how tenancies are managed and ended.

Neighbourhood and Community Standard: Landlords must engage with relevant parties to help residents live in secure, maintained neighbourhoods.

Transparency, Influence and Accountability: This includes residents having a say in decisions, accessing services, and having fair complaints processes, while landlords are open about their performance.

How are we doing in meeting the standards?

An independent audit has taken place to provide assurance on our approach to meeting the requirements of the Consumer Standards.

The audit found that we have:

- ✓ sufficient controls to monitor compliance with each element of the Consumer Standards
- ✓ evidence to demonstrate compliance.

Keeping residents' homes safe and in good repair



Our priority is the safety and comfort of our residents.

We carry out stock condition surveys on all our rental homes on a five-year rolling basis. This survey data is used to plan our repairs and investment programme, to ensure our homes are safe, efficient, comfortable and affordable.

How do we decide what to spend?

The maintenance and repairs budget is set by the Board and increased annually in line with inflation and business requirements.

This covers **the upkeep of your home, the measures we take to keep you safe**, and the work to **prepare empty properties for letting**.

Satisfaction with our repairs service and the maintenance of our homes

93%

of residents surveyed, **following the completion of a repair**, are satisfied with our repairs and maintenance service



85% of residents are satisfied that their home is well maintained



91% of residents are satisfied that their home is safe



78% of residents are satisfied with the time taken to complete their most recent repair

Data from Tenant Satisfaction Survey October 23

100%

of residents surveyed agree our contractors treated them with **courtesy** and **respect**

You said...

"Repair jobs take too long to complete."

We did...

- ✓ We've updated how we monitor repair jobs in progress
- ✓ When a job's completion date is due, our customer care team call the resident to check the work has been completed. If the completion date has been missed, they will immediately follow it up with the contractor and update the resident.

Keeping residents' homes safe and in good repair

Responsive repairs

1364 repairs completed



187

emergency



552

urgent



625

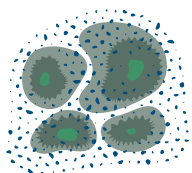
routine

137
(73%)

completed within
target time

768
(65%)

Damp and mould



13

cases of damp
and mould
reported

12

cases resolved
1 case outstanding due to
unrelated circumstances

What we've spent

£386,053

on completing repairs

£5,498

average spent getting an
empty property ready to re-let

End of year compliance



100%

fire risk
compliant



100%

gas safety
compliant



100%

electrical safety
compliant

127 periodic
electrical safety
inspections carried out

99.8%

asbestos management surveys
or re-inspections completed
(for homes requiring one)

100% homes have a
valid radon assessment
(of those requiring one)

You said...

"I was dissatisfied with
the gas servicing
process and
communication."

We did...

- ✓ We're changing how we manage gas service appointments
- ✓ The administration for gas servicing appointments is currently managed by emh (with Phoenix Gas). From autumn 2025 the appointment process will be managed by Midlands Rural, meaning we have more oversight and can provide more timely communications.

Keeping residents' homes safe and in good repair

Getting to know our homes better

We've been getting to know our homes better. This is through 'stock condition surveys' and, as a result of recruiting more staff to our maintenance and housing teams, we're visiting homes more often. This information, together with EPC data, management reports, and our Asset Management Strategy, helps us plan and invest our resources in a data driven, intelligent way to ensure they're performing to their potential and supporting our residents' needs.

Planned works

Over time your rented home will need improvements or upgrades – including **kitchens, bathrooms, heating, windows** and **doors** – to maintain the quality of your home, and to keep you safe and comfortable.



99.6%

of our homes meet the
Decent Homes Standard



of residents surveyed, following
the completion of a planned works
project, were satisfied with our
planned works service



£7,081

spent replacing **windows**
and **doors** in **3** homes



£25,920

spent replacing **kitchens**
in **3** homes



£47,560

spent on the **exterior**
painting of **89** homes



£257,492

spent replacing **bathrooms**
in **36** homes



£84,568

spent replacing **28** **gas**
boilers with new boilers



£728,921

spent installing **36** **air**
source heat pumps

Improving the efficiency of our homes

One of the biggest challenges we face is to improve the energy efficiency and thermal insulation in our homes.

We're on track to meet the government's target for all social homes to have a minimum Energy Performance Certificate (EPC) Band C by 2030.

Making our homes more energy efficient is not just about meeting government targets, it's vital to combat fuel poverty, make homes more comfortable and to save residents money.

27 homes retrofitted in 2024-25 as part of the Social Housing Decarbonisation Fund.

The works included:



replacing inefficient heating with air source heat pumps

installing solar panels which have battery-powered storage



installing humidistat extractor fans

increasing loft insulation and cavity wall insulation



17 homes will be retrofitted in 2025-26



All homes have an EPC survey every 10 years. This helps us know which homes to prioritise for energy efficiency improvements.

79% of our rental homes are **EPC C rating or above**. We hope to be at 100% by 2030.

Developing new homes



We're building the homes that people need. They are high quality, meet national space standards and address the government's target of net-zero carbon emissions by 2050.

Our investment in new homes is carefully balanced with reinvesting in our existing homes to maintain standards for all residents.

There are lots of challenges in getting new rural homes built, including access to affordable and suitable land, rising construction costs and reduced grants and government funding.

We continue to work closely with our partners and parish councils across rural Warwickshire to bring new schemes to reality.



2 schemes have received **planning permission...**

...which will deliver **19 new homes** in Broom and Claverdon



£738,000 grant funding secured from Stratford-on-Avon District Council



We're working with **8** parishes in support of **new rural housing schemes**



1 stakeholder event, with Stratford-on-Avon District Council and WRCC, to raise awareness of rural housing with Parish and District Councillors

Statement of comprehensive income

For the year ended 31 March 2025

	2025 £	2024 £
Turnover	3,574,061	3,331,348
Operating costs	(2,403,257)	(2,255,812)
Gain on disposal of tangible fixed assets	60,860	
Operating surplus	1,231,664	1,075,536
Interest receivable and similar income	74,862	40,233
Interest payable and similar charges	(599,387)	(644,426)
Surplus for the year	707,139	471,343
Other comprehensive income		
Remeasurement of Social Housing Pension Scheme	25,836	(200,612)
Total comprehensive income for the year	732,975	270,731

Turnover is derived from continuing activities.

Full financial reports are available on our website: www.warwickshirerha.org.uk/annual-reports

Statement of financial position

As at 31 March 2025

	2025 £	2024 £
Tangible fixed assets		
Housing properties	43,946,983	43,160,551
Net book value tangible fixed assets	43,946,983	43,160,551
Current assets		
Trade and other debtors	214,426	248,129
Cash and cash equivalents	1,652,972	2,736,493
Total current assets	1,867,398	2,984,622
Creditors: amounts falling due within one year	(11,374,399)	(12,499,739)
Net current assets	9,507,001	9,515,117
Creditors: amounts falling due after one year	(21,090,552)	(20,946,170)
Provision for liabilities: pension liabilities	(124,788)	(207,597)
Net assets	13,224,642	12,491,667
Capital and reserves		
Called up share capital	18	18
Revenue reserves	13,224,624	12,491,649
Total funds	13,224,642	12,491,667

“I will never forget how happy I was when you told me I'd been successful at getting this house.

You have given me and my children a safe and happy home for the past 8 years and I will be forever grateful to you for your support.”

WRHA resident

“ Just wanted to drop an email to thank the housing association for the timely repair and for the new fence. The workmen were brilliant, cannot praise them enough. ”

WRHA resident

“ Kayleigh has been absolutely fantastic. We couldn't ask for more. It's like a family. We're exceptionally satisfied. ”

WRHA resident

“ We would like to thank you for the service of excellence that you have provided.

Your attention to detail, efficiency, listening ability and guidance is refreshing and rare these days and we truly appreciate it. ”

WRHA resident

Warwickshire Rural Housing Association

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WarksRural

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Warwickshire Rural Housing Association Limited is a registered provider, with charitable rules, under the **Co-operative and Community Benefit Societies Act 2014 (26636R)** and with the **Regulator of Social Housing L3881**.

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