



THE POWER OF HOMES



WEST MIDLANDS HOUSING ASSOCIATION PARTNERSHIP
PROSPECTUS 2017/18

Our Partnership is the single, unified voice for more than 25 housing associations working across every part of the West Midlands.

Our members already help to deliver the Mayor's and Combined Authority's vision for housing, health and wellbeing, productivity and skills – and we're ready to do even more.



WMHAP Chair Kevin Rodgers (right) pledging to tackle rough sleeping with West Midlands Mayor Andy Street

LET'S TALK

Kevin Rodgers
Chair, WMHAP
0121 329 0320
kevin.rodgers@wmhousing.co.uk

Kate Warburton
National Housing Federation
07919 110 536
kate.warburton@housing.org.uk

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1 in every **10**
households in the West
Midlands lives in a
housing association home



*Accord Group's Beechdale development for affordable rent in Walsall. **Sustainable, timber framed, low-carbon homes.***

WHO WE ARE

Housing associations are united by a single purpose – to ensure everyone can live in a quality home they can afford.

For over a hundred years, we have met shifting housing need, whether that's building low-cost homes for Victorian workers or helping young families get on the housing ladder today. We are profit-for-purpose organisations, governed by independent boards.

We own and manage 270,500 homes across the West Midlands. We provide homes for social, affordable and market rent, as well as shared

ownership and sale, working alongside statutory authorities, local enterprise partnerships, and the private and voluntary sectors.

We're also major investors in and providers of services to support employment, education, health and community wellbeing.



4,000 new homes

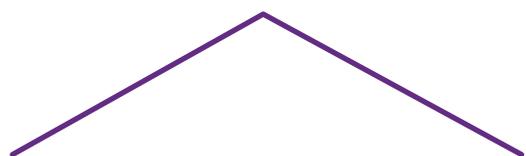
built by housing associations in the West Midlands in 2016/17



Housing associations provide more than

46,000

specialist homes in the West Midlands for older or vulnerable people who need extra support





Longhurst Group resident, Claudius Campbell, in the garden at Mary Street extra care centre in Birmingham.

WE DELIVER

Devolution presents a unique opportunity for like-minded and determined organisations to come together to make things happen. Housing associations are ready to get busy – working with the Mayor, the Combined Authority and other partners to achieve our shared ambitions.



HOUSING & LAND

Housing associations are major landlords and housebuilders. In changing times, we deliver where the private sector won't and the public sector can't. Four out of every five homes we built last year were for social or affordable rent, and more than one in ten were for low-cost home ownership. We buy, sell, develop, regenerate and negotiate on sites across the West Midlands, in city centre, suburban and rural locations – more than ten per cent of the homes we built last year were in rural areas.



ECONOMIC GROWTH

Housing associations are major employers and investors in the region. Our day-to-day activities directly contribute more than £613 million Gross Value Added to the West Midlands economy every year, and we have a combined annual turnover of £1.6 billion.



PRODUCTIVITY

Housing associations drive efficiency through innovation and business transformation to reduce costs, deliver better value for money and improve services for our customers, making the best use of joint procurement, shared resources and digital technology.



MENTAL HEALTH

Many of our members directly provide homes and services for people affected by mental illness and disability. Our longstanding partnerships with NHS Trusts, social care providers and voluntary groups put us ahead of the game in promoting positive, lifelong mental health and wellbeing.



TRANSPORT

We work with the Highways Agency, local highways authorities, Network Rail and public transport providers to plan and connect the communities we build, and keep them moving.



EMPLOYMENT & SKILLS

Our activities support more than 28,000 full-time equivalent jobs in the West Midlands, as well as providing apprenticeships, training and education opportunities for our staff and local communities. We also support social enterprise and entrepreneurs.



“whg is such a diverse organisation - working here has given me a lot of confidence.”

Jo Harrison, trainee carpenter with whg

HOMES TO THE POWER OF X

Investment in housing exerts a powerful multiplier effect on the wider regional economy, by stimulating demand and unlocking other sources of finance, innovation and collaboration.

Every pound spent on housing pays back many times over. In 2016/17, our housebuilding programmes alone directly contributed £163 million Gross Value Added to the West Midlands economy, and supported more than 3,500 full-time equivalent jobs. Investment in housing creates employment, builds communities and improves lives – stimulating and boosting the local economy and supply chain.

The income generated by housing associations doesn't go to shareholders; we invest all our profits back into homes and communities. We also use our assets to attract investment from the private sector.

We combine our long-term social purpose with a flexible, efficient and collaborative style of business that's firmly embedded in the neighbourhoods we build and serve. As community-based social businesses, we build to stay, and are here for the long term.



Housing associations
match every £1
of public money with
£6 of private investment

More than half
of the new homes started
by housing associations in
the West Midlands last year
are being built without any
Government investment





*“It’s beautiful –
I feel happy!”*

Five-year-old Jacob Turkington,
resident at Spirit Quarters, Coventry

DELIVERING NEW AND IMPROVED HOMES

The lives of five-year-old Jacob Turkington and his grandmother Mandy have been transformed by their move into a new home at Spirit Quarters in Coventry.

The Spirit Quarters regeneration has revitalised the neighbourhoods of Wood End, Henley Green, Manor Farm and Deedmore. Built in the 1950s and 1960s, these once award-winning council estates had fallen into poor condition with a reputation for high levels of crime and unemployment.

"I lived in a damp, ground floor flat, where I felt scared and depressed. Jacob has Autism, and he couldn't play outside because of the people who gathered in the communal garden," said Mandy about her former home.

Spirit Quarters has already delivered 600 new homes, with 750 more to come and major improvements to 1,300 existing properties. The project also includes new community facilities and improved public open spaces.

The area's physical transformation is matched by big improvements in many other social, economic and quality of life indicators. Reported crime has dropped by almost 20%, while the numbers of residents claiming

unemployment benefit has nearly halved, and the proportion of students leaving school with five or more GCSE grades A* to C has jumped from just 5% to 33%.

"Our new home is lovely – a much better environment. There's no damp, and the garden has massively improved Jacob's mobility. He has lots of space to play," said Mandy.

"Until we moved here, I didn't realise housing associations did this kind of thing or offered this level of support."

The project is being delivered by a partnership comprising WM Housing Group, Coventry City Council, the Homes and Communities Agency, Moat House Community Trust, and developers Bovis Homes, Keepmoat Homes and Persimmon Homes. The resident-led Moat House Community Trust has given local people the chance to speak up and shape a better future for their area.

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OPENING THE DOOR TO SELF-EMPLOYMENT

Black Country Housing Group helped 32-year-old tenant James Roberts to set up his own 24-hour locksmith and emergency securing firm, JR Lock And Secure, after he was made redundant from an engineering company.

James had ten years' experience and all the skills and training to be a locksmith, but had no idea how to go about creating his own company. He needed help to write a business plan, advertise his services and get on top of the legal and tax aspects of being self-employed.

He was on the verge of giving up on his dream when Black Country Housing Group stepped in with a £5,000 start-up loan, 1:1 advice and a referral to local partners SWEDA – the Skills Work and Enterprise Development Agency based in West Bromwich.

SWEDA worked with James to develop his business plan, create a marketing and growth strategy and find a local accountant to help him with tax returns.

"I'd already registered the company, but SWEDA's intensive support helped me to set it up and plan how to expand. I'm looking forward to the future, and enjoying my work and being able to support my family," said father of two James.

James is doing well, and rapidly building a reputation for himself and his company. He has a steady flow of repeat business from companies and households, including other tenants needing emergency assistance. And his confidence has grown from knowing that he's got everything under control as a self-employed person.

James was on the verge of giving up on his dream
when Black Country Housing Group stepped in
with a £5,000 start-up loan





“I couldn’t have set up my own business without my housing association’s help to take the first steps.”

James Roberts, 24-hour locksmith, Bilston

A person wearing a purple baseball cap and a green hoodie is focused on painting a large, colorful abstract piece on a canvas. The studio is cluttered with various art supplies, including paint containers, brushes, and a palette. The background shows several framed artworks on the wall, including a prominent Mona Lisa. The overall atmosphere is one of creative concentration.

*“When I’m painting
I feel happy, relaxed
and I can be myself.”*

Daniel, resident, Stratford-upon-Avon

BOOSTING WELLBEING THROUGH ART

Orbit's resident Daniel has overcome his lack of confidence and social isolation by joining a local art society.

Citizens Advice Bureau referred Daniel to Orbit's employment support team to help him tackle the difficulties he faced communicating confidently. These meant he'd never worked and led an isolated lifestyle.

Social isolation is now recognised as one of the biggest causes and indicators of poor health and shortened life-expectancy (along with obesity, smoking and alcohol abuse). People who experience loneliness, especially those living on their own, are much more likely to suffer from a range of other health problems and die prematurely.

After meeting Daniel, Employment and Skills Coach Palvinder Sumra realised that boosting his social wellbeing, connections and confidence would make a significant impact on his overall health, and in turn his employment prospects. Having found out he was a talented artist, Palvinder encouraged

Daniel to join the Stratford Art Society, which gave him a fresh and empowering way to engage with others through his painting.

Daniel's involvement in the Society gets him out of his home regularly, and gives him the chance to meet new people. *"The Art Society gives me the opportunity to meet other artists and talk about our art. If I find the right person to talk to, it enhances my experience and helps my work,"* said Daniel.

Palvinder is delighted by the impact of the trusting relationship she's formed with Daniel. *"I hoped that giving Daniel the opportunity to meet so many like-minded people at the Art Society would benefit him in lots of ways. It's wonderful and very rewarding to see him getting so involved with the Society meetings and hearing him say how positively this has helped,"* she said.

Citizens Advice Bureau referred Daniel to Orbit's employment support team to help him tackle the difficulties he faced communicating confidently



LIVING PEACEFULLY TOGETHER

A restorative justice scheme funded by the West Midlands Police and Crime Commissioner helped two neighbouring Midland Heart households to find a way to resolve their issues and live peacefully with each other.

Restorative justice brings people together face to face, to resolve conflicts and harm early, in a calm environment. Midland Heart has used the approach since 2014 as part of its work with local policing units across Birmingham, including neighbourhoods which have higher than average levels of complaints about these sorts of problems.

Funding from the West Midlands Police and Crime Commissioner pays for a team of Restorative Justice Officers, hosted by Pioneer Group and supported by Midland Heart.

A referral to the project brought relief to a tense situation for a retired couple whose flat in Handsworth is below the home of a single mother of two young children, who came to the UK from Poland.

The two households' different ages, backgrounds and lifestyles were creating acute problems with noise and disturbance, at a time when the young mother was pregnant with her third child and experiencing severe back pain following a car accident. The language barrier was getting in the way of the two families

resolving things for themselves, so the Midland Heart People Case Officer recommended a restorative justice conference.

After some initial reservations and reluctance, both parties agreed to take part, with a specialist support worker and Polish interpreter on hand to help. Being able to openly explain their sides of the situation and its impact on them helped both households to understand each other's points of view and concerns.

The retired couple found that they had much more empathy for their younger neighbour's circumstances, so the focus quickly shifted to how they could make life friendlier and easier for each other.

"The use of Restorative Justice promotes better relationships, leading to fewer complaints, a better quality of life for residents and fewer people moving home as a result of disputes with their neighbours. It helps people resolve their problems in a positive and empowering way," said Nigel Collumbell, Director of Housing Management at Midland Heart.

Being able to openly explain their sides of the situation
and its impact on them helped both households
to understand each other's points of view





“Restorative justice helps neighbours to understand each other better and be more friendly and tolerant.”

Sacha Johnson, Restorative Justice Co-ordinator,
Midland Heart

OUR MEMBERS

Our Partnership is led by a governing board of senior executives from thirteen member organisations, and is affiliated to the National Housing Federation.



Accord Housing Group
accordgroup.org.uk

Adullam Homes
adullam.org.uk

Black Country Housing Group
bchg.co.uk

Bournville Village Trust
bvt.org.uk

Bromford Housing Group
bromford.co.uk

Bromsgrove District Housing Trust
bdht.co.uk

Churches Housing Association of Dudley & Districts
chadd.org.uk

Clarion Housing Group
clarionhg.com

Fortis Living
fortisliving.com

Orbit
orbit.org.uk

Pioneer Housing Group
pioneergroup.org.uk

Housing & Care 21
housingandcare21.co.uk

Housing Plus Group
housingplusgroup.co.uk

Lench's Trust
lenchs-trust.co.uk

Longhurst Group
longhurst-group.org.uk

Midland Heart
midlandheart.org.uk

National Housing Federation
housing.org.uk

Nehemiah United Churches Housing Association
nehemiah-ucha.co.uk

Rooftop Housing Group
rooftopgroup.org

Sanctuary Housing Association
sanctuary-housing.co.uk

Stafford & Rural Homes
sarh.co.uk

St Basils
stbasils.org.uk

Stonewater
stonewater.org

whg
whg.uk.com

Warwickshire Rural Housing Association
warwickshirerha.org.uk

Waterloo Housing Group
waterloo.org.uk

WM Housing Group
wmhousing.co.uk

Wrekin Housing Trust
wrekinhousingtrust.org.uk

WHAT WE NEED

WMHAP has much to offer the West Midlands, its Mayor, Combined Authority and devolved future. But there are some key things we need from others in order to succeed and deliver our full potential together.

To expand and unleash the true power of homes, we ask for:



CLEAR POLITICAL DIRECTION AND SUSTAINED SUPPORT

We live in uncertain times, but the region's commitment to the right of everyone to have a decent home shouldn't waver.



OPENNESS AND SHARING

You'll find us generous with what we've got and transparent in the way we work. We're keen to work with others who share this approach.



FLEXIBLE, CAN-DO THINKING AND DECISION-MAKING

We need to break free from outdated structures, boundaries and business practices that have had their day and put in place practices that enable action.



FREE-THINKING INNOVATION AND COLLABORATION

We are always innovating and improving to do more. We believe in the transformative power of partnership.



TRUST AND BELIEF

Collectively, our members have over 1000 years' experience of building homes and communities in all parts of the West Midlands. So we want partners who'll get behind us.



MONEY, LAND AND RESOURCES

If you've got them, or can get them, we'll use them wisely. And the West Midlands region will keep the change.

If you or your organisation can help us with any or all of these vital ingredients,

let's talk today:

Kevin Rodgers
Chair, WMHAP
0121 329 0320
kevin.rodgers@wmhousing.co.uk

Kate Warburton
National Housing Federation
07919 110 536
kate.warburton@housing.org.uk

wmhap.org.uk  [@_wmhap](https://twitter.com/_wmhap)



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OF HOMES

Please contact us if you'd like a copy of this prospectus in a different format or language.

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Data sources:

- Households in housing association homes: Department for Communities and Local Government, English Housing Survey 2014/15
- Housing association stock: Homes and Communities Agency, Statistical Data Return 2016
- New build figures: National Housing Federation supply survey 2016/17
- Economic impacts: Centre for Economic and Business Research analysis for National Housing Federation, 2017