

Plus Dane Housing

2024 | 25 annual report



welcome...

Welcome to Plus Dane's 2024/25 annual report and one in which I am pleased to report improvements in operational performance during a period of significant change.

When we developed our corporate plan last year, you told us what we should prioritise: investing in our homes and making them warmer and more energy efficient, repairing things when they go wrong and not replacing, and providing support services that help people to remain in their home. You will see how we are delivering these priorities through this report.

While our overall satisfaction as part of the Tenant Satisfaction Measures has remained the same, we have seen improvements in specific service areas such as repairs and planned investment. This distinction is important to us as satisfaction in these areas is based on the personal experience of our services whereas the tenant satisfaction measures report customer perception of our services from a random selection of customers who may not have used our services recently.

I am really pleased that this year, we have been able to invest an additional £9m in our homes, something we know is important to customers. We did this by improving the way we delivered services, lowered the amount we repay on our loans and through improved management of budgets. This helped us target spend where it's needed most so our customers can benefit.

We have made excellent progress delivering new homes, this year 345 customers received keys to their new build home compared to 159 last year. We know there are thousands of people across Cheshire and Merseyside either unable to secure social housing because of the significant shortages or living in homes that are now unsuitable for their needs.

We have made a commitment to increase the number of new homes we build over the coming years and it is good to see that in the first year we have made a strong start.

We continue to see large numbers of customers who are entitled to claim benefits to supplement their income, not understanding what help is available and suffering hardship. This year, our Welfare team supported over 1,000 customers to boost their income totalling £1.8m. This is life changing and we know the positive impact this has had on those customers. There has been increasing demand on support services this year; we supported 811 customers who found themselves in crisis this year and we were able to offer amongst other things food and fuel vouchers totalling just over £99k. We also supported nearly 4,000 customers through our winter campaign, another increase on last year's numbers.

Unfortunately, we have also seen an increase in the number of anti-social behaviour cases we have handled and while we have had some positive outcomes, frustrations remain for many customers with the threshold for being able to take enforcement action through the courts being really high and requiring a significant level of evidence gathering from neighbours. We will maintain our focus in this area and support customers who are affected in the best way we can.

Ian Reed
Chief Executive



our finance

income

target	actual	last
2024/25	2024/25	year
£101.3m	£101.4m	£87.4m



operating surplus

our income less the amount it costs to run our business

target	actual	last
2024/25	2024/25	year
£21.1m	£21.0m	£18.9m



operating margin

The surplus generated as a percentage of income

target	actual	last
2024/25	2024/25	year
20.8%	20.7%	21.6%



surplus after tax

our income less the amount it costs to run our business, minus tax

target	actual	last
2024/25	2024/25	year
£2.6m	£4.0m	£2.9m



where does each £1 of income go?

- cost to run Plus Dane 24p
- investment in homes 39p
- building new homes 37p



our tenant satisfaction measures

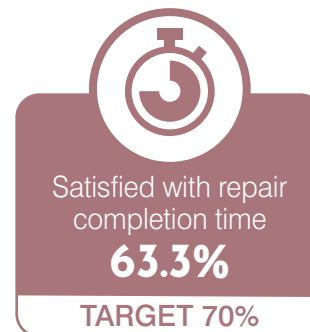
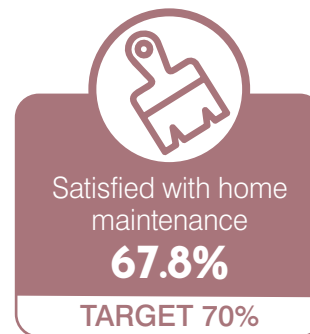
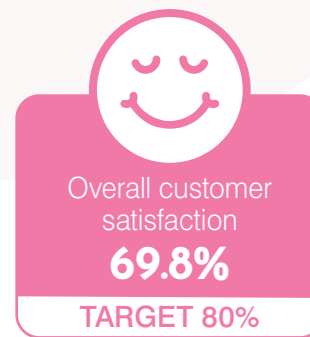
In 2023/24 the Regulator of Social Housing created a new system to see how well social housing landlords in England are doing at providing good quality homes and services. This includes a set of tenant satisfaction measures (TSMs) that we now report on.

There are 26 measures in all; 14 of them are performance measures using our own records. The other 12 show how happy customers are, asked through a survey. The customer satisfaction measures are taken from a random sample of customers and are based on their perception of our services even if they have not personally used them in recent times.

This is just the second year of collecting TSMs and while we know there is still more to do to reach or exceed our targets, we are seeing a positive trajectory for every customer measure. We have improved our results right across the board over the past 12 months, and we have projects and initiatives in place to help us improve further during 2025/26.

You can see more details on all our TSMs on our website, which we update every quarter. On this page you can see our 12 customer satisfaction TSM scores for 2024/25.

SCAN THE
QR CODE TO
LEARN MORE



our repairs service



Our repairs service has continued to be under pressure this year having delivered 10,000 more repairs than we did last year.

We have been implementing planned changes throughout the year and are able to report improvements in some of the aspects where customers have previously experienced frustration such as being able to secure a convenient appointment when first reporting a repair. We have also established specialist teams in areas such as damp & mould so that we can respond to reports in a timely, consistent manner.

Emergency repair performance is strong with 97.2% which equals over 9 out of 10 emergencies responded to within four hours.

The strategy for our repairs service this year has been to increase efficiency as well as increasing the amount of planned investment in our homes in aspects like kitchens, bathrooms, boiler replacements, windows and doors in order to reduce the spend in responsive repairs. This is working for us, as despite completing an additional 10,000 repairs, we have spent slightly less than we did last year on repairs.

A primary focus for us this year in terms of our planned investment has been works to make homes warmer and cheaper to run. There are government targets to meet in this area by 2030, and we have made good progress during 2024/25. We have been able to take advantage of government funding to bolster the amount we have spent in order to deliver even more, and we will continue to secure external funding where we can in order to maximise the impact we can make.

Keeping customers safe in their homes is the number one priority for us and we aim to achieve 100% compliance with safety checks. For all measures we have scored a minimum of 99.7% but there are still some instances where we struggle to get access into customer's homes and therefore slightly miss the 100% target.

we completed
57,340
responsive
repairs in total



we spent
£22m
on repairs
in total



84.9%
were **satisfied**
with our
repairs service
[our target was 86%]



we attended
13,934
(97.2%) of
emergency repairs
within 4 hours



on average it took us
35.1 days
to **complete** a routine
repair from the time it
was **reported** to us. In
24/25 we **cleared** the
historic backlog of jobs
and we are now seeing
this **wait time come down**
in **25/26**



LAST YEAR
32.9
days

1.3%
of repairs
resulted in a
complaint



Our homes in Liverpool 8, with solar panels fitted as part of our energy efficiency improvements

invest in your home



99.9%
we were satisfied
with planned
investment works
[our target was 98%]

99.4%
last year

we improved
the energy
efficiency
(EPC) of
510 homes



EPC	Homes
E → B	6
E → C	17
D → C	117
D → B	370

157
last year

166
major adaptations



347
last year

330
new bathrooms

£26.6m
invested in
our homes

£17.7m
last year

748
new boilers and
heating systems



590
new kitchens



359
windows
& doors



372
rewires/ communal
upgrades



351
new/repaired
roofs



£1.9m
cyclical
decorations in
1642 homes





Our team and partners talking to customers about how to report anti-social behaviour

keeping you safe



we completed
99.97%
of gas safety
checks



99.72%
of our homes
have an electrical
safety certificate
[EICR]



we completed
100%
Fire Risk
Assessments
[FRA]



99.90%
of our homes
have an up
to date FRA
[where required]



99.88%
of our homes
have a carbon
monoxide
detector installed



100%
asbestos surveys
completed



100%
lift safety checks
completed



100%
water safety
checks completed



helping customers into homes

159
last year



built
345
brand new
homes



654
existing
homes
relet



224
new
homes let



helped
101
customers into
home ownership

Cllr Paulette Lappin and colleagues at the opening of our new development in Crosby

Gerry Beckett

Gerry moved into Lime Tree Court in March 2025 and was delighted with his new home. During a visit by Angela Eagle MP and new Chair of Plus Dane, Max Steinberg, Gerry said:

"I am really happy with my new home. The handover day with Plus Dane was slick and before I knew it I was in and settled. I love the place, it is warm and safe and close to all the local shops. It is perfect."



Struggling with personal or financial issues? Our Welfare Team can help. Call 0800 169 2988 or use the **self-referral form** on our website or **Customer Portal**.

Customer and colleague at an engagement day in Cheshire

here when you need us



£711k
last year



£1.8m secured for customers. Our **Welfare Team** helped over **1,000** customers boost their **income**



we helped **1,231** customers to **improve** their **health and wellbeing** through mental health support, befriending, community activities and partner provision



our **annual winter campaign** supported **3,973** customers with items such as **toys** and **warmth packs**



811 customers in crisis received **emergency food and fuel** provision totalling over **£99,156**

we provided **54** customers with **winter warmth** items



Pocket Power helped **93** customers save **£15,800** on **household bills** like energy, water, broadband, and more



Customers and colleagues at an engagement day in Cheshire

supporting communities



5 community events took place **last year**, helping us connect with **local residents** and strengthen relationships



we secured **6** jobs via **Next Energy** and sustained **2** apprentices with **Frank Rogers**, delivering **£137,618** in value



we funded **24** community organisations supporting customers over **winter** and the **festive period**



546 customers were referred to our **partners** for **additional support**

anti-social behaviour



310
last year



we managed
408
separate
ASB cases



6 cases
were referred
for mediation



we supported
166 customers
who reported
domestic abuse

100%
of ASB
cases were
responded to
within target

99.4%
last year



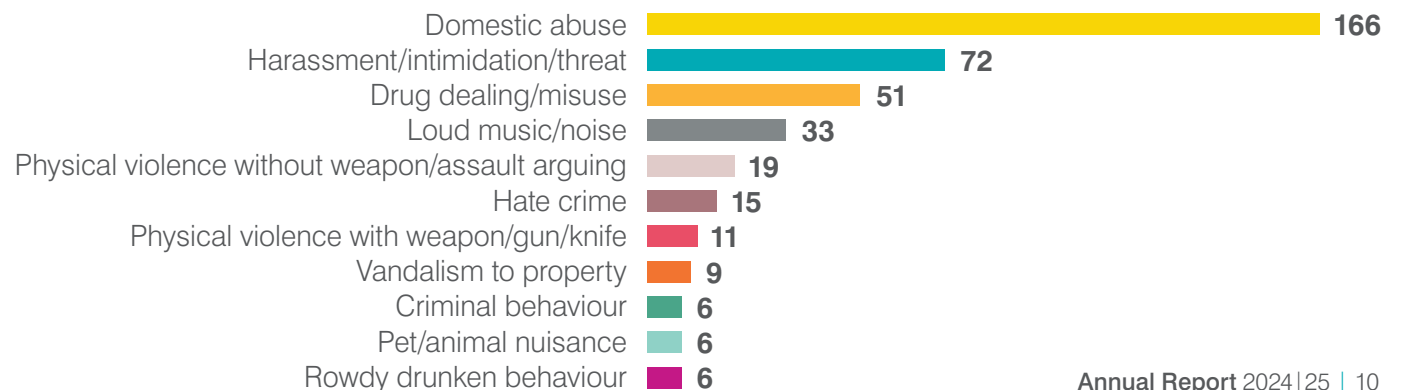
7 individuals
were served
with injunctions



2
possession
orders/evictions

we secured
1 possession order
which was suspended

ASB case types



Vandalism in one of our communities,
which our team spotted and dealt with

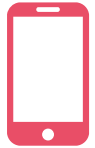
working with contractors



Our contractors completing insulation improvements and making good



we supported the **L6 Centre** to obtain **£1,250** worth of **consultancy** which resulted in a further grant award of **£10k** for core cost



through the **data bank** partnership (a scheme aiming to reduce data poverty across the UK), we gifted **£1,100** worth of **data, minutes and texts** to our customers

we raised over **£13.5k** from our **contractors, suppliers & grants** to support our **winter campaign**



we achieved over **£258k** in **social value** through our **contractors & suppliers** which was ploughed back **into our neighbourhoods** to provide added value to the work we already do



12 **contractors** contributed **£9,950** towards our annual **winter campaign**



Our colleagues and partners at the opening of the Jobs Plus pilot in Liverpool

creating work opportunities



102
last year



we supported
104
customers into
work & training



we supported
13 move on
fund applications
for customers
to access
employment
& training



we recruited
11 apprentices
and partner
Next Energy
recruited **10**
to support home
improvements

Fatima Ali



Fatima was a safeguarding administrator in the NHS until she visited our Jobs Plus pilot in L8, for help in moving on and up in her career. The team helped Fatima to apply to a programme she never thought she would go for...

“You can go and get help with things that are stopping you getting access to the job market. It’s very useful and very valuable in that way. It has changed my future!”



Colleagues at an engagement event in Cheshire

your feedback



we received
1169
complaints



we received
130
compliments



we responded to
83% of
complaints within
stated **timescales**
[our target was 100%]



37%
satisfied
with our
approach to
handling complaints



83%
of complaints
were **upheld**
[our target was 75%]



you said, we did



In 2024/25 we conducted 14 'you said, we did' consultations, speaking to more than 1,400 customers. We publish all these consultations on our website and you can look at them all by scanning the QR code.

Below are some of the highlights from a handful of the consultations where you can see what our customers said and what we have done as a result of this feedback...

value for money

53% felt that your service charge for communal cleaning and grounds maintenance did not offer good value for money

you said

We made improvements and investments by investing in people and equipment. In 2025 we brought our in-house cleaning team in-house to give us more control over the service

we did

office open times

1/3 of you would like the option of seeing us in an office if needed

you said

Atlantic Pavillion is open every day (for meetings by appointment) and from May 2025 we opened our Shepherds Mill Office every day too

we did

communication

78% are happy with the information we prioritise for customers and 60% were interested in working with us to improve communications with customers

you said

In June 2025 we set up a customer group to support communications

we did

review of the repairs policy

91% agreed categorisation for major repairs was correct

you said

85% of you would like to see the introduction of tea-time repair slots

Major repairs categorisation is now included in our policy

we did

We have been piloting an evening repair slot. Its success means we will roll it out further in 25/26

review of whatsapp use

61% used our WhatsApp number because you felt it would get a faster response

you said

A priority alert for WhatsApp messages now helps us respond in one working day

we did

communal cleaning

69% didn't know what tasks the cleaners are expected to do

you said

In May 2025 we added a general specification list on our website

we did



Our Customer Assurance Panel discussing challenges and progress

customer voice



we received

56

recommendations from our **customers** for **service improvements**



we delivered

14 consultations to seek the views of customers



we listened to

1,425

customers about the **service they received**



286

Plus Dane **Voices**

new customers joined **Plus Dane Voices** to give us regular **feedback** on our **services**



If you would like to join **Plus Dane Voices**, please **complete the form** on our website – just search 'Plus Dane Voices' or **scan the QR code**. Alternatively, you can call our Engagement Team on **0800 169 2988**.

For details on our **finances, aims and objectives**, visit www.plusdane.co.uk/performance or **scan the QR code**

If you would like a copy of our annual report in an alternative format, please email us at communications@plusdane.co.uk



Colleagues, Mayor of Knowsley and pupils
from Holy Family Catholic Primary School at
the opening of Arncliffe Gardens, Knowsley

Plus Dane Housing



online



plusdane.co.uk

portal



My Account

live chat



email



customer@plusdane.co.uk

whatsapp



0151 351 4747

face to face



phone



0800 169 2988