



Quick Guide

Using Housing Association Statistics

Introduction

When it comes to campaigning, information is power. There is a great deal of information about housing associations, but it is sometimes difficult to find it when you need it. This guidance should help campaigners to analyse and compare statistics produced about housing associations (HAs). It will be useful in responding to your landlord's claims and for your general campaigning.

Using HA Statistics

Given that HAs will generally plead great poverty to justify cuts to services and tenant support, you can and should use the statistics in housing association annual reports and financial statements to find out the truth, and to compare one association against another.

You can also use their data to find out how their performance compares with others, for example repair times and satisfaction levels. For instance, you could start a campaign demanding improvements to your landlord's response times on repairs and maintenance, using information on the size of their repairs budget in comparison to another, similar association. In addition, you can quote how much surplus your HA is generating (in other words, profit that comes in part from the rents being paid by residents) and argue that more should be spent on repairs to the tenants who are paying the rent. You can also find out how much the board members, chief executive and other senior executives are paid – usually a lot and a source of embarrassment to the landlord!

Quoting from an association's own documents is always useful when used in print or by the press. The statistics can lend extra weight to your arguments.

Where to Find Information

All of the annual reports and financial statements will be accessible from the website homepage of your HA. For example, you can see the website pages and statements for Peabody below.

- <https://www.peabody.org.uk/home>
- <https://www.peabody.org.uk/about-us/our-performance>
- <https://www.peabody.org.uk/media/9418/annual-report-to-residents.pdf>
- <https://www.peabody.org.uk/media/8683/peabody-annual-report-2017-web.pdf>

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Comparisons

Building a table of how your landlord's results compare with those of other HAs is useful and usually quite easy, as the 'key performance indicators' are generally the same for all HAs. You could for example check if your repairs are completed as fast as others or if the overall level of satisfaction of residents is as high as others. There should be some "safety stats" as well such as gas safety certificate compliance and some statement on fire safety.

Below are examples of comparisons of key stats between Peabody and CBHA from a Peabody Group Benchmarking exercise conducted in 2014.

Key Performance Indicator	Peabody	CBHA
Base	900	417
Overall satisfaction	74%	84%
Quality of homes	85%	89%
Anti-social behaviour	50%	68%
Neighbourhood Manager/enquiry resolution	48%	81%
Repairs and Maintenance	70%	89%
Improvement to your home	78%	90%
Communal area repairs	75%	82%
Listen to your views and act upon them	62%	82%

Or you can compare information on complaint handling, as in this example drawn from The Peabody And The CBHA Report And Financial Statements for year ended 31 March 2014.

Statistics and figures	CBHA	Peabody	Difference
% of residents satisfied with overall general needs service they received.	87%	74%	-13%
% satisfied with repairs and maintenance service.	89%	86%	-3%
% satisfied with quality of completed repairs.	97%	79%	-18%
% of complaints resolved at first stage of process.	93%	86%	-7%
% of telephone callers were satisfied with handling of call.	93%		
Satisfaction with complaints handling		43%	

Another useful source of material is the mission statement for your HA. This encapsulates its aims and you will be able to highlight whether it is living up to the values it espouses and its 'Value for Money' rating.

