

Communications Strategy

Delivering on our Ambition



Our Viability

Warrington Housing Association

WHA Communications Strategy

The Warrington Housing Association story

Warrington Housing Association (WHA) has a great story to tell. We are a high performing locally based community housing association. For over 40 years we have been providing a broad range of affordable homes and services to customers within our local community. We are as passionate now about making Warrington a great place to live as we have ever been. Our services stretch well beyond core housing provision, and include;

- Our award winning Lifetime project, which provides a wide range of clubs to help Warrington residents aged 50 and over to stay active, connected, happy and learning.
- Warrington Gateway – A Community Hub, acting as a bridge between the local community, public sector and voluntary organisation providing assistance, advice and guidance to cater for community needs.
- Warrington Home Improvement Agency - We also deliver adaptation and home improvement services across the public and private sector through our own Home Improvement agency.

This Communications Strategy details how we will communicate our story to our diverse audience. In simple terms, it explains the overall purpose of communications for WHA, outlining:

- What we want to say – Our objectives
- Who we want to say it to – Our target audiences
- How we are going to say it – the range of tools we will use to get our message across.

This strategy also outlines key considerations in terms of risks and regulatory requirements as well as a clear mechanism for how we will measure the success of what we do.

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OUR OBJECTIVES

In line with our organisational vision, this strategy identifies how we will use communications to demonstrate that *WHA is delivering on our ambition to help make Warrington a great place to live, in which the potential of individuals and communities can be realised.* We will focus on the following objectives;

1. Increasing WHAs profile as a voice of authority on the experiences and value of smaller community housing associations.
2. To demonstrate how we are open and accountable, where necessary challenging negative perceptions of our sector but also ensuring that when things go wrong, we demonstrate how we will put them right and learn for the future.
3. To engage with our customers in the most effective ways to achieve understanding and encourage interaction.
4. To build on existing collaborative relationships with the partners with whom we work in order to help improve lives across our communities.
5. To encourage our colleagues to share in the ownership of positive communications across their spheres of influence.
6. To ensure that all our requirements under law, Health and Safety etc, are communicated effectively to all relevant stakeholders.

OUR AUDIENCE

As well as knowing what we want to say, it's important that we are clear in respect of who our potential audiences are. It's also important that we target our communications specific to the audience in question. We will do this through the use of primary and secondary messages, tailored according to the requirements of the recipient. Typically this will include, although not limited to:

- Residents (tenants, potential tenants, leaseholders and customers).
- Colleagues including staff and Board members
- Partner Organisations, such as other Housing Associations
- Local community members, influencers and decision makers
- Local, regional and national (Trade) media
- The Government such as MP's, ministers and shadow ministers
- Local Government, including councillors and officials
- Other public sector bodies, such as health services, police employment services.
- Trade bodies, such as the National Housing Federation, Placeshapers Homes England and other regulatory bodies.

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OUR COMMUNICATIONS TOOLS

Our Brand

Our brand is very important to us, be that; WHA, the Gateway, Lifetime, WHiA, or Lifetime Homes. We have spent time modernising our identity making it fit for purpose in the 21st century, without moving away from what has been a very effective local identifier. Our brand reflects our organisational personality. It's all the different elements of our organisation that together help create WHAs image and reputation. It's about our logos, about the images we use, the way we present ourselves, the media we post and the way we respond to others. Effective use of our brand will help demonstrate the continued success of WHA and delivery of our corporate priorities.

Through our corporate identity we will set clear rules and protocols for the use of our brand in everything we do from producing letterheads and flyers, right through to organising major launch events and obtaining national media coverage.

Our People

We believe in open communication and our colleagues across WHA are encouraged to share with each other and the wider public the work that they do and outcomes they achieve. We recognise that the people we work with can be our greatest advocates and we will ensure that we support the right culture to allow effective communications to thrive. As a small organisation we don't have the luxury of in-house communications specialists, but our cross departmental communications group will oversee the delivery of this strategy and its related actions. We have already identified champions amongst our Board for key areas of responsibility and our social media policy provides colleagues with the right level of support and guidance to encourage open communications of all that we achieve.

Our Thematic Pillars

We recently reaffirmed our commitment to our current vision and strategic objectives alongside reviewing our strategic architecture. We now have Five Thematic Pillars around which our business will prosper. These Pillars will be used throughout our organisation to help us articulate who we are and what we want to achieve. They will help us shape our strategies and policies based on the priorities set by our Board. Going forward, they will be able to demonstrate the links between the *things* that we do, the *priorities* that we set and the *outcomes* we want to achieve.

Other Tools

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Ultimately, our aim is that we connect with the widest possible audience through their preferred way of communicating. We will do this by providing the right balance of push, pull and interactive communications incorporating the following:

- Website, including self-service options
- Internal Communications (Whoogle)
- Social Media
- Printed Material
- Local, regional and national housing, community and wellbeing campaigns
- Partnership working and events (e.g. Warrington community, health and social care sector, CHANW)
- Media Engagement for both trade and local coverage
- Sector Networking and memberships
- Crisis Communication

RISK AND REGULATION

Relevant regulations:

- GDPR
- The Business Protection from Misleading Marketing Regulations

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Risks identified:

- Confusing the WHA brand with other HA's: this is causing misguided trolling on social media by dissatisfied Torus customers
- Confusing the WHA brand with Warrington Council
- See also crisis communications policy risk assessment.

MEASURING SUCCESS

This strategy has been approved by our Board, it will be reviewed annually, alongside the creation of an annual plan. The plan will be monitored by our cross departmental comms group. Where appropriate, we will look to evaluate impact using a variety methods to demonstrate our impact and reach including:

- Website and social media analytics.
- Press placements and EAV – equivalent ad value
- Successful participation in annual sector and local campaigns
- Staff and customer engagement.
- Effectiveness analysis
- Awards and accreditations
- Value for Money
- Organisational reach in developing stakeholder relationships

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Appendix 1

Primary and secondary messages

Audience	Primary	Secondary
Residents (tenants, potential tenants, leaseholders and customers).	We work to help make Warrington a great place to live, in which the potential of individuals and communities can be realised.	Our customers are a real asset to our organisation and their expertise and care make the community a better place to live and extend the services our organisation is able to provide.
Colleagues including staff and Board members	We develop our people to maximise their potential and provide exceptional services to our customers.	We create a culture which empowers our people to realise their potential.
Partner Organisations, such as other Housing Associations	We remain a significant local provider of housing and housing solutions in Warrington.	We prioritise the needs of people and put the creation of sustainable communities at the heart of our work.
Local community members, influencers and decision makers	We invest in our neighbourhoods to have a positive and lasting impact, we want to work with partners to achieve real change for our community.	
Local, regional and national (Trade) media	We operate a socially responsible business which means we take account of the impact of our activities and maximise the positive benefits of our work. This includes going beyond simply maintaining homes to creating	We deliver and demonstrate Social Value across our whole range of activities

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	opportunities for our residents and communities.	
The Government such as MP's, ministers and shadow ministers	We are well placed to meet the demands of the future. Our local community focus, commitment to putting people at the heart of our work, sound operational and financial performance and our popular homes equip us to meet the challenges ahead.	We balance the challenge of maintaining high performance standards with the most efficient use of our funds.
Local Government, including councillors and officials	We remain a significant local provider of housing and housing solutions in Warrington. We invest in our neighbourhoods to have a positive and lasting impact, we want to work with partners to achieve real change for our community.	
Other public sector bodies, such as health services, police employment services.	We work in partnership with Warrington Borough Council to deliver the Home Improvement Agency work which supports older and disabled home owners and those in the private rented sector.	We aim to meet the Housing Strategy 2018 to 2028 whose priority is "to help people live at home, improve their independence, health and quality of life".
Trade bodies, such as the National Housing Federation, Placeshapers Homes England and other regulatory bodies.	At our heart is providing high quality, affordable homes for people. We are also committed to	

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	helping our communities to thrive through homes that meet their needs, improving health and wellbeing and offering opportunities to learn and gain skills	
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APPENDIX 2 ACTION PLAN 2019-2021

Objective	Actions	Success Measure
<p>Increasing WHAs profile as a voice of authority on the experiences and value of smaller community housing associations.</p>	<p>Trade PR opportunities will consist of: Using the combined voice of CHANW to provide insight, comments and case studies that represent the North West's community housing sector to show how the wider issues impact small housing associations:</p> <ul style="list-style-type: none"> - Social Housing White Paper response piece - Responses to housing and employment APPG updates - Responses to budgets and their impact on residents – <i>NOTE: x% of WHA/CHANW residents are universal credit recipients. Fiona and Steve are going to look at the trends into increase in arrears due to universal credit – potential news item or case study 2019.</i> - Responses to Brexit – <i>NOTE: WHA has 50 EU residents (5% of customers?) and 1 EU member of staff – watch and wait approach to how WHA respond.</i> - Responses to new guidance and updates from regulator for social housing - Work with the soon to be established CHANW communications group to create a combined social media presence – network of accounts all using same hashtag 	<ol style="list-style-type: none"> 1. 6 trade press placements 2. 6 local press placements 3. Increase social media traffic to WHA website to 200 referrals per month 4. Increase in social media engagement of WHA, WHIA and LifeTime channels to 400 per month

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	<ul style="list-style-type: none"> - <i>NOTE: CHANW website to be updated with David's stats of size of growth capacity etc – to give CHANW a position of authority when working with the press</i> <p>Increased press relations with Inside Housing, 24 Housing, Housing.org, socialhousing.org, 24, northernhousingmagazine.co.uk with CHANW and WHA PR opportunities. Potential angles include:</p> <ul style="list-style-type: none"> - How HAs deal with UC recipients and the impact on rent arrears. <i>NOTE: Steven case study? CHANW response of combined money saved for residents and impact on arrears- have they gone up at all compared to national averages? Person-led case study piece on UC resident.</i> - Person-led case studies in response to housing sector news: particularly of interest to Inside Housing - Inside Housing key priorities at the moment: health and safety (because of Grenfall) – <i>NOTE: how could WHA as a small housing association respond to this greater emphasis e.g. Investment in fire checks and fire doors, flat adaptation – the work we are doing to make residents feel safe on their homes and couple this with a resident's photo and quote</i> - New planning developments 	
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Development Joint Venture – *NOTE: This is still confidential but aiming for a launch in May – a number of smaller RPs are getting together to set up a joint venture to manage out house building programme. Again, as part of this launch, national press might be interested in a comment piece on what we are doing, the scale involved etc. – We have got some good stats on the potential cash in the sector that we could be spending on building new homes. David chaired the meetings. Benefits: shared risk, pooled resources – separate entity – showing how the small HAS can work together. There is only one other in East Midlands called ICEINI – nothing like it in the North West – could link it to how HAS in the NW are far more collaborative – case study content for various press. Would use the entity to secure individual developments with the help of the entity to do the development work rather than the development contractor. Main motivator is that development agents are in short supply and so very expensive to use! Research ICEINI.*

- **Day in the life of/CEO interviews:**

- o Gerry Kiddle – *NOTE: Social prescribing case study? Post-outcomes piece to show social impact of the Better Care Fund?*

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	<ul style="list-style-type: none"> o WHiA or LifeTime officers “from the front line” piece - Include in board appraisals opportunities for board members to exploit trade publications in their respective sectors. - Monthly self-publishing on 24 Housing <p>Local Media</p> <ul style="list-style-type: none"> - Please refer to PR calendar for awareness days, partnership working opportunities and events - Use #WeAreWarrington across all WHA owned social media accounts to reinforce WHA mission to make Warrington a great place to live- and differentiate us from others 	
<p>To demonstrate how we are open and accountable, where necessary challenging negative perceptions of our sector but also ensuring that when things go wrong, we demonstrate how we will put them right and learn for the future.</p>	<p>Industry Events and Awards:</p> <ul style="list-style-type: none"> - <u>National Housing Awards</u> entries open March 2019 - The Gateway have been entered into a partner award <u>Northern Housing awards</u> – May. - <u>TPAS Awards 2020</u> – open Sept 2019 - <u>Social Enterprise UK</u> awards 2019 – yet to open - Grace currently checking whether there will be an NHF Community Impact week and awards this year <p>Revised customer offer including Complaints policy Case studies – demonstrating humility where required.</p>	

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	Case studies - You said we did campaign.	
To engage with our customers in the most effective ways that achieve understanding and encourage interaction.	<p>Member survey on tenant engagement – qualitative and quantitative feedback, see this example from SE membership network. <i>NOTE: survey to start in April. Questions yet to be agreed. Results will be due July.</i></p> <p>Website audit “push, pull interactive”</p> <p>ICT review?</p> <p>Work with customers to develop our Customer Portal to improve choice and self-service options for customers who choose this method, freeing up resources to focus on more vulnerable customers.</p>	
To build on existing collaborative relationships with the partners with whom we work in order to help improve lives across our communities.	<p>- Develop strategic relationships:</p> <ul style="list-style-type: none"> o <i>NOTE: Beth and Gerry to do stakeholder mapping exercise?</i> o Warrington Health and Wellbeing Alliance o MPs o Warrington Council o Gateway tenants <p>Working with NHF:</p> <p>- Comment pieces as WHA and/or CHANW for NHF and sector developments such as New Offer, Together With Tenants)</p>	<p>I. Strategic relationships KPI?</p>

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	<ul style="list-style-type: none"> - Work with Housing Officers to build bank of person-led case studies to respond to sector news - Build bank of LifeTime case studies to contribute to NHF's Investing in Communities Knowledge Hub - Potential piece: example of Together With Tenants in action: Beth and Scrutiny Panel are reviewing WHA's offers and our tenant engagement - Events attendance and comment pieces in response <p>Working with PlaceShapers:</p> <ul style="list-style-type: none"> - Implementing WeShare priorities at WHA – with the campaign giving greater opportunities for WHA to share case studies and news that relate to PlaceShaper priorities: “Our key priorities will be following up on the Green Paper proposals, pushing for more grant for affordable and social homes in the Comprehensive Spending Review, playing a role in sector wide activity on tackling stigma, doing more work on improving resident engagement and customer service and co-chairing an APPG on housing and employment with <u>GUAC</u>.” - Case study content showing residents being active citizens in life to tackle the stigma associated with social housing residents. 	
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	<p>Working with TPAS:</p> <ul style="list-style-type: none"> - <i>NOTE: asking Beth about her dealings with TPAS and any PR opportunities that link to their ethos of “The Tpas Awards have, and always will, be about people. About homes, not units. About communities, not stock.”</i> - Day in the life of/CEO interviews: <ul style="list-style-type: none"> o Gerry Kiddle – <i>NOTE: Social prescribing case study? Post-outcomes piece to show social impact of the Better Care Fund?</i> o WHiA or LifeTime officers “from the front line” piece - Include in board appraisals opportunities for board members to exploit trade publications in their respective sectors. - Monthly self-publishing on 24 Housing - David’s contact with MPs <i>NOTE: ask David about current position and opportunities</i> - Northern Housing Consortium - GUAC - CHANW - NHF - TPAS - https://www.socialfinance.org.uk/projects/cheshire-warrington-strategic-partnerships 	
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	<ul style="list-style-type: none"> - Martin Hildish (writes for Inside Housing) , Emma Mair (Editor of Inside Housing) - PlaceShapers - <u>CLES</u> - share Gerry's report, invite for a tour of social impact activities - HACT - Regulator for social housing - Investors In People - Increased Twitter engagement and interaction with NHF, Inside Housing and PlaceShapers senior leaders: <u>Matt Campion</u>, <u>Allister Young</u>, <u>Carol Carter</u>, <u>Katie Teasdale</u>, <u>Emma Maier</u>, <u>Martin Hilditch</u>, <u>Kate Henderson</u> <p>Promote awareness days/weeks:</p> <p>Debt Awareness Week – 11-15 February (completed)</p> <p>National Conversation Week – 18-24 March (completed)</p> <p>Make May Purple (Action on Stroke) – 1-31 May</p> <p>National Walking Month – 1-31 May</p> <p>Sun Awareness Week – 4-10 May</p> <p>Deaf Awareness Week – 6-12 May</p> <p>National Day for Staff Networks – 10 May</p> <p>Mental Health Awareness Week – 11-17 May</p> <p>Learning at Work Week – 13-19 May</p> <p>Dementia Action Week – 21-27 May</p> <p>The Big Lunch 1 June</p>	
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	<p>Volunteer Week – 1-7 June</p> <p>Carers Week – 11-17 June</p> <p>World Blood Donor Day 14 June</p> <p>Men’s Health Week – 15-21 June</p> <p>Cycle to Work Day – 8 August</p> <p>September – 1-31 September</p> <p>International Day of Charity – 5 September</p> <p>World Suicide Prevention Day 10 September</p> <p>Know your numbers week (blood pressure) – 14-20 September</p> <p>World Alzheimers’ Day – 21 September</p> <p>National Eye Health Week – 21-27 September</p> <p>World Heart Day – 29 September</p> <p>Breast Cancer Awareness Month – 1-31 October</p> <p>Stoptober – 1-31 October</p> <p>BackCare Awareness Week – 7-11 October</p> <p>World Mental Health Day 10 October</p> <p>Make a Difference Day – 24 October</p> <p>National Stress Awareness Day – 5 November</p>	
<p>To encourage our colleagues to share in the ownership of positive communications across their spheres of influence.</p>	<ul style="list-style-type: none"> - Develop Rules via Corporate identity - Board engagement: Fiona to set up board WHA Twitter accounts and one to one support has been offered, give them a list of key players to interact with. - Proactive Twitter engagement and interaction with key players, including: <u>Matt Champion</u>, <u>Allister Young</u>, <u>Carol</u> 	<p>Monthly WHA social media engagement by all of comms team and 50% of board?</p> <p><i>NOTE: couple of members of the board are on Twitter but not many – Fiona will set</i></p>

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	<p><u>Carter, Katie Teasdale, Emma Maier, Martin Hllditch, Kate Henderson</u> NOTE: Fi/David: any other Twitter accounts you advise we proactive reach out to?</p> <ul style="list-style-type: none"> - Staff support: YJ to deliver photography workshop, Canva workshop, one to one sessions, PR calendar distributed to staff with follow ups from YJ - Ongoing social media templates and blogs supplied by YJ 	<p><i>them up Twitter accounts and they will be encouraged to RT WHA accounts but then Fiona will be tweeting for them. YJ to o a board session later on in the year.</i></p>
<p>To ensure that all our requirements under law, Health and Safety etc, are communicated effectively to all relevant stakeholders.</p>	<p>Board Assurance Report – Compliance Data Collabor8 – Gas Compliance for staff Promote: National Public Health Week – 1-7 April World Health Day – April 7 National Stress Awareness Month – April National Electrical Safety Month – May National Mental Health Month – May National Safety Month - June National Gas Safety Week – 16-22 September Fall Prevention Awareness Week – 22-28 September National Fire Prevention Week – 1-12 October</p>	

Success Measures 2019-20:

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6 trade press placements	
6 local press placements	
Increase social media traffic to WHA website to 200 referrals per month	
Increase in social media engagement of WHA, WHIA and Life-Time channels to 400 per month	
Monthly WHA social media engagement by all of comms team and 50% of board?	
Proactive Twitter engagement and interaction with key players, including: Matt Champion, Allister Young, Carol Carter, Katie Teasdale, Emma Maier, Martin Hilditch & Kate Henderson	
2 Bi-annual Customer Newsletters	

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Appendix 3

Anniversaries:

Length of Tenancy

40th year

GUILG10	RAT9011	M	Mr G Ratcliffe Guildford Close Garage 10	15/02/1979		39.9
LIME049	BLA0011	M	Mr A & Mrs H Blackstone Limetree Avenue 49	01/02/1979		39.9
GUILG02	EDM9011	M	Mr Edmondson Guildford Close Garage 2	15/09/1979		39.3
LIME015	WAV0011	M	Mr JER & Mrs A E Wavish Limetree Avenue 15	15/09/1979		39.3

30th year

DUDL005	RIC0011	M	Mrs J Richards Dudley Street 5	27/02/1989		29.9
LANC005	PEN0021	M	Ms M Sewell Lancaster Court Flat 5	20/03/1989		29.8

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ARPL008F1	BLA0031	M	Mr R P Blaydes Arpley Street Flat 1, 8	15/05/1989		29.7
ARPL008F2	KNO0021	M	Mr D Knowles Arpley Street Flat 2, 8	10/07/1989		29.5
EPSO016	FRE0011	M	Mrs E E Freeman Epsom Gardens 16	07/08/1989		29.4
ARPL005	TAM0011	M	Mrs Z Tamea Arpley Street 5	02/10/1989		29.3

25th year

MONT010	AIN0011	M	Mrs M Ainsworth Montclare Crescent 10	14/02/1994		24.9
EPSO007	LUN0021	M	Mrs E Lunt Epsom Gardens 7	09/05/1994		24.7
MILT034	PUN0011	M	Mr K Punter Milton Grove 34	02/05/1994		24.7
REAP045	VIC0011	M	Miss S L Vickers Reaper Close 45	11/04/1994		24.7
LYON069	HAM0021	M	Mrs J Hampton Lyon Court Flat 69	13/06/1994		24.6
MINE007	REY0021	M	Miss D D Reynolds Minerva Close 7	11/07/1994		24.5
EARL006	HYA0011	M	Mrs E Hyamson Earl Street 6	19/09/1994		24.3
THYN015	HAN0021	M	Miss B Hancox Thynne Street 15	24/10/1994		24.2
THYN025	JOH0191	M	Ms P Johnson Thynne Street 25	07/11/1994		24.2
TUDO006	AMA0011	M	Ms B J Bradshaw Tudor Court Flat 6	07/11/1994		24.2

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BROO010	WRI0041	M	Ms A K Wrigley Brook House 10	28/11/1994		24.1
OLLE044	HUL0041	M	Ms S Hulme Ollerton Close 44	28/11/1994		24.1
OLLE048	COL0031	M	Mrs S Collins Ollerton Close 48	19/12/1994		24.1
PAYN068	CON0021	M	Mrs S Houghton Payne Close 68	12/12/1994		24.1

Staff birthdays

60th birthdays

Kath	Lee, K	22/06/1959	60
Andrew	Ward, A	24/08/1959	60
Sandra	Corbett, S	12/09/1959	60
Lynn	Woodger, L	05/03/1960	60

50th birthday

Grady	Grady, S	09/07/1969	50
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Work anniversaries

30 years

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Trevor	Corbett	26/03/1989		30
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20 years

Roger	Lowe	08/03/1999		20
Angela	Butterworth	17/08/1999		20

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Building anniversaries

45 years

Guildford Close	1974	Nov-75	Original Tenants - Mr & Mrs Ratcliffe Guil037 - Kath can you get a quote?	The first scheme built by WHA (Walton) in 1974 containing 33 nr 1&2 bedroom apartments over 3 floors, originally flat roofed constructed the roof was pitched along with external improvements in 1990? All apartments have been improved over the years with the internal communal areas receiving upgrading works earlier this year.
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35 years

Lowry Close	1984			The scheme was built in 1984 containing 1 and 2 bedroom apartments for residents to life independently with added advantage of on-site support, all apartments contain wet floor bathrooms and recently improved kitchens and heating systems.
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30 years

Brook House	1989	1989		Purchased from the Warrington Soroptomists ,the original Brook House was converted into five apartments with a further 12 purpose built apartments built within the grounds of the garden
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15 years

the Gateway		2004	Feb 2006 HRH Princess Royal Opening	<p>The staff of WHA and other organisations based within the Gateway were proud to welcome HRH The Princess Royal when she visited in February. Her visit highlighted the unique nature of the Gateway as the largest one-stop-shop for help and advice in the North West. The £6million project, which was funded by WHA, has brought 25 voluntary, charitable and community organisations together under one roof, providing all members of the community with a welcoming environment where they can obtain support and advice on a range of issues. During her visit, The Princess Royal met and talked to staff and volunteers before unveiling a commemorative plaque to mark the official opening of the building. She commented "A number of similar projects have emerged within the UK but Warrington should be very proud to have the Gateway which is most certainly one of the largest and most diverse". In the short time the Gateway has been open to the public, it has become a key resource for the community. The royal visit underlines the achievement of all the partners involved in its realisation.</p>
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Raven Court's £1 Million Facelift	2009			<p>Raven Court on Pepper Street, Lymm, has received an injection of £1 million from Warrington Housing Association for an extensive refurbishment programme, and are now the only affordable rented retirement apartments in the village. Existing residents chose Warrington Housing Association as their preferred landlord and Raven Court was transferred to them from Warrington Borough Council. The first refurbished apartments are now complete providing homes for existing and new residents. Work to the remaining eight apartments is now underway. Previously just 19 dated bedsits and sub-standard warden accommodation, the scheme is being transformed into 16 contemporary one and two spacious bedroom apartments finished to a high standard. From stylish modern kitchens, larger bedrooms and bright lounges to a practical lift to the addition of a lift and features such as walk in showers and energy saving heating and ventilation systems, Raven Court will ensure a comfortable future for retired residents. The scheme will also boast a brand new welcoming front entrance, light conservatory, separate study room, laundry facilities and outdoor landscaped gardens.</p> <p>The remaining apartments are due for completion November 2009. One resident, Vince xx, who chose to remain in his home while the work was taking place comments: "The refurbishment of Raven Court by Warrington Housing Association is fantastic. My new apartment is a delightful place to live and I have settled into my new home – it was well worth the wait." Alan Kemp, Chief Executive of Warrington Housing Association, comments: "The extensive refurbishment of Raven Court, where some residents remained in their homes, has required a lot of careful attention to detail. The team have managed to deliver a lovely scheme which will provide a great secure place to live for retired residents for many years to come. Alan adds: "The one and two</p>
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				<p>bedroom apartments suit retired couples and individuals looking for their own home with the added advantages of affordable, worry free accommodation, 24 hour emergency call system and an opportunity to mix and meet new friends.” Councillor Sheila Woodyatt, who has supported the project and residents throughout the development was extremely impressed with the improvements and said: “The transformation is unbelievable.”</p>
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WHA Invested £160k	2009			<p>Warrington Housing Association continues to focus on the needs of the community as it is set to invest £160K renovating retirement housing at Lyon Court in Latchford. Work at Lyon Court has already started, with an average of £10K being allocated to each retirement apartment to complete the upgrade, which will see 16 properties refurbished to impeccable standards. Designed to suit the needs of its residents, the renovation will include stylish new bathrooms with contemporary wet floor showering areas, an improved kitchen layout with brand new fitted cupboards and work tops and more spacious bedrooms with additional privacy. Margaret Goscurth, a resident at Lyon Court who has recently moved in to one of the upgraded apartments, says: “I am just thrilled with my new home, which has been renovated to a</p>
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				<p>very high standard. It is better than I ever expected and I can honestly say that moving to retirement housing has been one of the best moves for me. “I have been given a new quality of life, made lots new friends and have a lovely home which is easy to manage. I only wish I had moved in sooner!” Situated off Knutsford Road, Lyon Court is conveniently close to the Latchford Shopping Centre, enabling residents to get out and about in town independently. It comprises 38 single apartments and 15 double apartments for couples, with all properties featuring a call system linked to the resident scheme manager. Alan Kemp, Chief Executive of Warrington Housing Association, comments: “We are immensely proud of the upgrade planned for Lyon Court. It is our aim to give retired people a good quality of independent living in an affordable home, as well as providing our residents with a degree of support. “Warrington Housing Association is dedicated to making Warrington a great place to live. We always put people at the heart of our work and to ensure our residents at Lyon Court are not disrupted at any point, we are gradually upgrading the apartments as and when they become vacant,” concludes Alan.</p>
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