



**Legal & General
Affordable Homes
Customer Annual
Report 2020**

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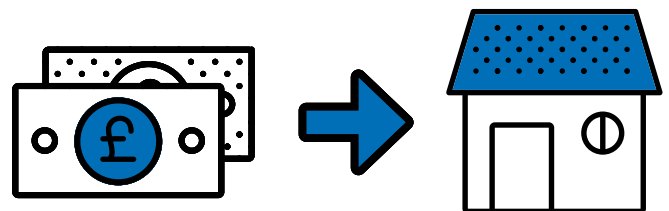


1 Who we are



Legal & General Affordable Homes was established in 2018 to help increase the supply of good quality rented and shared ownership homes across England.

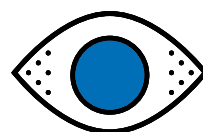
This is our first annual customer report explaining what we have delivered for our customers in 2020. It also explains how your feedback is used to shape what we do.



Investing for you

Legal & General is creating homes for our customers through investments from the nations pension funds.

Using societies capital for societies benefit.



Our vision for the future

Our vision is for you to have a great quality, environmentally friendly and affordable home from which you can build your future.



1 Where do we work?



Legal & General Affordable Homes works across England as a landlord regulated by the Regulator for Social Housing. We develop and manage homes for you, our customers, through partnerships with house builders and local councils.

In 2019, we formed partnerships with fourteen regionally based organisations that have a long tradition of offering excellent customer service to existing customers who live in the homes they have built over the years.

We wanted to be able to offer that same great standard of service to our customers from day one and through these partnerships our customers are able to access great quality service with a smile.



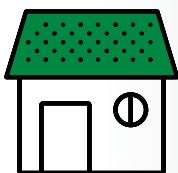
2 What you can expect from us?

Home

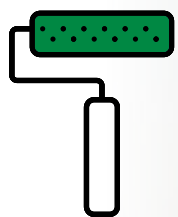
We have plans to deliver 3000 new homes every year to our customers from 2023.

2020 was our first full year of operation and we are well on track to achieve that target. In the course of the year we developed over 650 new homes for our customers across all parts of England.

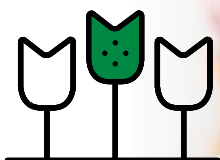
We believe that every property we create should be ready to be a home from the moment you move in. So every time a new customer moves in to one of our homes we ensure it includes:



Carpets and flooring for every room in the house.



Clean, bright and crisp decoration which is ideal to live in or a great canvas from which to evolve.



A garden where you can rest or play with a proper shed for storage

We also ensure that every property is tested and retested to our satisfaction so that you have the peace of mind that your home is safe, professionally managed and ready for you to add the furniture!



3 Our commitment to you

Service

Straightforward in our behaviour

Every member of our team is trained to put you first as our customer. This means we will:

- Show up when you need us.
- Make it easy for you when we need to get things done.
- Stay by your side until you tell us that you are settled in your home.

Peace of mind

If you are renting from us you will be offered a five year tenancy as a minimum. It clearly states that we can't just ask you to leave, but leaves you free to move if and when you wish to.

If you are purchasing your lease agreement we will set out our relationship with you, ensuring that your home is your own.

Clear on price

As a renter, we guarantee that your rent is tied to rent increases which are determined by central government and that we will never ask you to pay more than the Government allows.

We will always let you know at least one month in advance of any increase in your rent and we will only ever increase your rent in the April of each year.

As a purchaser we will only ever increase your rent in line with your lease agreement and we will always tell you in advance of any potential increases.

There are no hidden charges for any of our customers in purchasing their homes and we will always talk through the options with you in advance of doing anything in your home if it is at your expense.



4 Highlights of how we have helped customers in 2020



623

Homes let/sold



676

Customers living in homes



369

Households had their first night in their new home with dinner on us



196

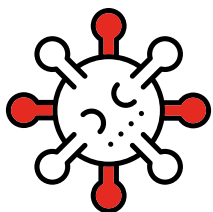
Customers we obtained feedback from, on issues you told us really matter to you



4 Looking back on 2020

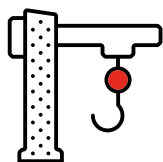


Covid 19 and your safety

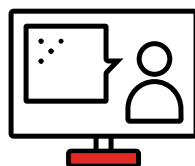


A global pandemic wasn't part of anyone's plans for 2020 and has meant widespread changes to how we all live. Our priority has been to help as many people as we could to find a place to call home and to ensure that each and every one of you feels safe in your home.

So we did three things:



We made sure we kept delivering the new homes that our future customers required. As a result we have been able to say welcome to your new home over 600 times this year.



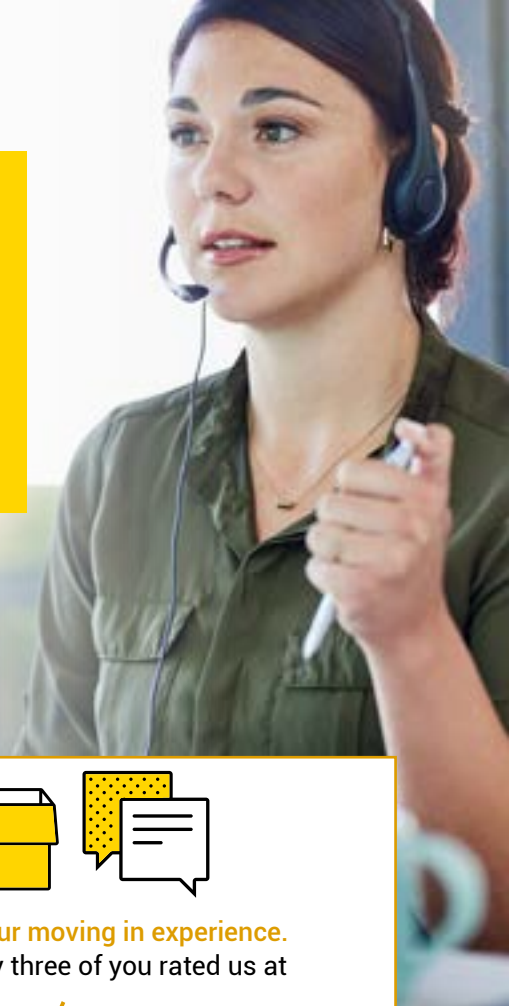
We developed a safe way for our customers and our colleagues to view homes, complete the paperwork and to show you how your new home works.



We made sure every one of our management providers was able to support each of you individually with the impact of Covid on your lives. As a result no customer who has experienced financial difficulties has been at risk of losing their home.

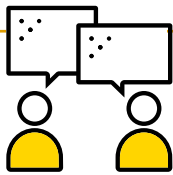


5 How we have performed for you?



Your opinion counts so make sure it's heard

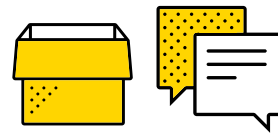
We really value your feedback. Last year we invited every single one of our new customers to share how it felt to move into your new home with us. This is what you told us:



Would you recommend us to your friends and family?
Two in every three of you rated us at

9/10

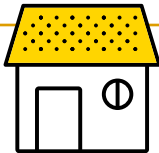
or better and would definitely recommend us to your friends and family.



How was your moving in experience?
Two in every three of you rated us at

9/10

or better with only one household in every twenty rating the experience at below 5 out of ten.



How do you rate the quality of your home?
Six in ten rated us at

9/10

or better with only one in ten rating your new home below five out of ten.



We have provided

100's

of households with a beautiful new home and a largely stress free, moving in experience. Your feedback helps show us where we can make our service even better.

More than just a new home

On average our customers will live in their home with us for around ten years. We will provide you with a wide range of services to ensure that you enjoy living in your home and every year we will tell you all about what we are doing in this report. Right now we haven't been managing homes for long enough to tell you about things like the number of repairs we've done in people's homes, but look out for more in 2021.

Customer Complaints

Dissatisfaction for you is a huge issue in our eyes. Every single time we hear that one of our customers is dissatisfied we pick up the phone to find out what's gone wrong and how we can make things right. The learning from these conversations is then shared with all of our people so that we change to make your lives easier. As a result we have no formal complaints from customers in 2020.



5 Proving that customers really do matter



With you every step of the way

In September a household's new kitchen was ruined by a faulty dishwasher that leaked. Their flooring required replacement and some of their kitchen units had warped and required replacement.

To make matters worse, the developer of the homes was extremely slow to come back and rectify the problem as they were required to under the warranty.

Despite the frustration with the slowness of the developer, Legal & General's team worked closely with the customer throughout. Ensuring that all the repair work was undertaken professionally and that they were compensated for the delays they had endured.

As a result of this and similar experiences, Legal & General is developing an improved service whilst properties are under warranty. This will be rolled out to customers in the first half of 2021.

Going above and beyond

In July of this year, we were able to help a young mother and her one year old daughter who had been unable to find a suitable property for some time.

As a result of a late cancellation, the Legal & General team were able to offer the family a brand new home at short notice.

That same day we helped the family to pack up their belongings and they moved into their brand new property which was ready to go and with dinner on us!

Feedback from our customers has shown that you really value it when a Legal & General team member is there to welcome you into your home on the day you move in. We love making a difference and being with you on these special days but we weren't entirely sure if you felt we were getting under your feet.

The results are in, and it's clear that the big day is better as a result of us being around! As a result, from 2021 all of Legal & General's customers will be met by a Legal & General team member on the day they move in.



5 Proving that customers really do matter

Meet some of the residents

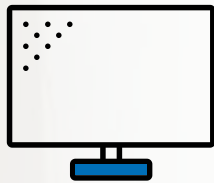
[Click the video above to hear what some of our customers have to say](#)



6 Exciting plans for 2021

Big plans

We've got big plans for 2021 and we hope that along the way we get to meet many more of you to say a friendly hello and hear your thoughts on what we do well and where we can be better.



New services

We have lots of exciting plans to launch online and self-service for all customers.

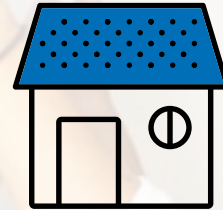
We will ensure every customer sees a member of the Legal & General team on the day they move in.

We will offer all customers services to make it super simple to always take advantage of the best utility tariffs for your home.



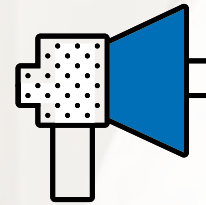
New ways for you to feedback

We will seek your feedback on how to request a repair, how to manage your rent account and work you would like us to do in your neighbourhood.



New homes

We will develop over 1500 new properties for households to call their home.



In mid 2021

We will ask our customers to give us their overall views of what it's like to be a Legal & General Affordable homes customer.



At the end of 2021

We will ask you to tell us the priorities you'd like us to focus on in 2022 to make sure this business works for you our customers.





For further information:



legalandgeneral.com/affordable-homes

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