

Appendix: Other shortlisted entries: Most Innovative Property Service

Runnymede Borough Council & MCP

Aster Group & Crystal Clear Window Works

What was the project and what was innovative about the service provided?

Runnymede BC's project was the creation of a unique Resident Journey video that was designed to introduce MCP as the new housing repairs contractor to the circa 2800 residents of Runnymede Borough Council. They chose to create the Resident Journey in a video format because it feels more personal to people, and they could present it at their planned 'Meet the Contractor' roadshows held throughout the local community. The video features their own employees and provides information about who they are and a step-by-step guide to booking repairs via their online platform or dedicated call centre. This innovative approach enables them to reach large numbers of people quickly to give reassurance and build trust in their company and service. OUR SHARED VISION While MCP is a long-established and recognisable brand name in London and the South East, the Council contract was its first in the Surrey area. Being new to the people in Runnymede, they felt it was important to find a positive way to introduce MCP to large numbers of local residents as quickly as possible. Its Meet the Contractor roadshows were held at local community centres and sheltered housing facilities. There, its community engagement team met local residents, introduced their team, presented the Resident Journey video, and then sat with each resident to answer questions. They then handed out branded gift bags to help recall who they are and what they do.

Please click on the link below to view the video:

https://www.youtube.com/watch?v=9Obugv_xejM

Aster - Crystal Clear provides a unique and innovative repair solution for Aster for its failed misted double-glazed window units (DGU). Failed DGU's would normally be replaced and the spent unit sent to waste streams. Crystal has a process for renovating the existing unit thereby extending its life for a further 10 years, such is its warranty period and in so doing it saves a significant amount of cost compared to traditional replacement activity. They also save a significant amount of glass waste from going to landfill and have dramatically reduced Aster's CO₂ footprint by avoiding the production of new replacement glass a process that is extremely CO₂ intensive. This Innovation was necessary to Aster in order to find a way of reducing responsive repair costs, reducing the amount of avoidable waste generated and their CO₂ footprint, and improving customer experience. It also means Aster could free up its own operative resource to take on higher priority repair work and help meet WIP targets.

What were the measurable benefits to the client, the contractor, the resident, and the neighbourhood?

Runnymede BC was looking for a contractor who could support them in modernising their existing repairs service, which included managing the complete appointment service to improve the customer experience. All repair bookings are now made directly with MCP, which is meeting this key objective, either via its dedicated call centre or via its online digital

service. The Council benefits from this because its customer service team can concentrate on helping residents with other issues with only a limited number of calls needing signposting to MCP. The Resident Journey video has enhanced Runnymede's requirement, by communicating the new repairs process to local residents. Over 12% of repairs are now booked via the online system. The main benefit of the Resident Journey video is that it allows them to reach, inform and reassure large numbers of local people about the new repairs' contractor. MCP's community engagement team worked with Runnymede's community and sheltered housing teams to organise events where they could give a personal hello, show the Resident Journey video, and then answer any questions. This was followed by one-to-one chats with each resident. This allowed them to build good, early engagement with local people and they are already seeing the benefits through direct feedback from residents. Experiencing a problem in a property can be very stressful for residents, and many worry about who they are letting into their home. It is therefore essential that MCP not only provide a quick and easy repair reporting and resolution service but that it builds trust quickly within the community. Its team, along with Runnymede and local community teams, worked together to inform local people and invite them to its 'Meet the Contractor' events. The Resident Journey video has been posted to the repairs section of the Runnymede BC website for residents to view at their convenience. Initial feedback from residents shows the benefits of MCP's approach and supports its belief that this innovation is a positive introduction to the new repairs service. In terms of neighbourhood benefits, MCP recognised that any large-scale change to Council services is unsettling for people so more than anything, MCP wanted people in the local area to quickly familiarise themselves with its brand name and experience the benefits of its service. Its video was the first step in introducing MCP to the Council, creating brand awareness and showing them what they can expect from their service and our team. The video highlights the company's uniform, ID card system and van logos to enable residents to recognise the MCP team when they are representing MCP and Runnymede in the neighbourhood. As part of MCP's social value commitments, it will be working with a variety of neighbourhood organisations to support residents and the wider community.

Aster – As a result of repairing rather than replacing failed double-glazed window units has enabled client Aster to provide a much-improved experience for its customers. This is delivered in a number of ways. First Time Fix – their repair process is a first-time fix meaning they can complete their work in just one visit to the customer's house rather than the 2 visits necessary for replacement. The two visits needed for replacement can and very often do become 3 or 4 visits when non access, glass damaged in transit and missed measures are factored in. One of Aster's priority goals is to improve its service to its customers by reducing the number of visits that are made to their homes to carry out responsive repairs. This in turn means the customer is not having to wait in for a visit to take place. They Work From The Outside, so the customer also benefits from renovation rather than replacement because for the vast majority of repairs they work from the outside without having to remove the window they are working on. This means the customer doesn't even have to wait in for them and they can go about their day unhindered. They Can Also Work From The Inside, where necessary to carry out their repair work. This means when high rise or tower blocks are involved, they can carry out a quick and convenient repair from the inside, avoiding a potentially extremely costly replacement for the client, and the high degree of inconvenience for the customer. Improved Thermal Performance – their process has been tested by the University of Wolverhampton in terms of the thermal performance of a unit following repair, confirming that their process restores the thermal efficiency of a unit back to the level of a non-failed unit ensuring warm air transfer is kept to an absolute minimum. Report available on request. The Wider Community and Social Value – at the very heart of their work is the drive for a more sustainable and environmentally friendly way of working. They have so far reduced Aster's glass waste by 177 tonnes and reduced their CO₂ footprint by 192 tonnes. The total glass waste saving for all our Social Housing clients combined last year was 600 tonnes and the CO₂ reduction was 652 tonnes. By practicing and promoting renovation and

re-use over waste generating replacement they can better protect their shared environment and the wider communities that live and work within it. They strive to promote a more sustainable circular economy over the current environmentally damaging linear model and provide Aster with a report each quarter highlighting the waste savings achieved as tangible evidence of the Social Value this project is creating. A copy of the latest report is available.

What were the financial costs and measurable cashable benefits over a defined time period?

Runnymede BC - MCP's repairs and maintenance contract for Runnymede commenced in April 2023 and will run for five years. In addition to enabling residents to understand the easy ways to book a repair, Runnymede can continue to use the Resident Journey video as a tool to show new residents the repair process and introduce them to MCP. The financial cost of creating the Resident Journey video were in the region of £1,400. This is a modest investment given the scale of impact that this innovation has already had and will continue to have in the long term. As part of their social value commitment, they ensure that costs are allocated to resident engagement activities throughout the course of the contract. MCP's resident journey video forms part of this commitment. While the Residents Journey video was created for Runnymede, MCP can now tailor it for other customers and offer the same long-term benefits and value. They are now able to reach a large number of residents at one time, particularly those who are vulnerable or cannot get to their roadshows in person. MCP has been able to use the video to introduce itself to potential new clients and demonstrate its culture and approach to the repairs process. MCP are able to demonstrate that 12% of all repairs from Runnymede residents are now being raised online as the video demonstrates.

Aster - The measurable cashable benefits to Aster are 4-fold. 1. Since this service began in May 2021, it has saved Aster more than £293,000 in cost or 46% compared to the cost of replacement. 2. It has saved 176 tonnes of waste glass from being sent to landfill enough to cover Wimbledon Centre Court 73 times over. 3. By avoiding the production of new replacement glass we have reduced Aster's CO₂ footprint by 192 tonnes, the same amount that would be produced by a family size vehicle traveling 578,000 miles. Every 28 new double-glazed units that are manufactured generates 1 tonne of CO₂ in the production process. 4. Their repair process is a first-time fix repair compared to at least two visits to measure up and replace a double-glazed unit. These 2 visits can very often become 3 or even 4 visits when missed measures and non-access are factored in, something that is very inconvenient for the customer. The cost savings have been verified and are known to be accurate by comparing their repair cost to Aster's own historical replacement costs. Aster is happy to confirm this. The formulae they use to calculate their waste savings have been examined and verified as accurate by Carbon Footprint Ltd who are recognised and responsible for verifying CO₂ reduction claims and predictions for many large blue chip and public sector organisations. Letter confirming verification available.

How relevant is this as an example that might be followed by other organisations?

Runnymede BC - This effective and simple innovation is unique for MCP and has multiple benefits that can be adopted by any organisation, whether it is a contractor or social landlord wishing to engage with residents. It provides a simple introduction to the repairs process and the team delivering the service, that residents can view at their convenience. This innovation also has the following benefits which are relevant to any organisation that wishes to explore this approach:- it's people focused, it introduces residents to the company and promotes brand awareness (i.e. for identifying uniforms, ID and van livery), using real employees in the video creates a better social connection, it's a conversation starter for new clients to

showcase their approach to resident engagement which has much better impact than a marketing brochure; i.e. what we can do for their 'client and their residents' rather than 'all about us', it eases people's concerns about service changes, for example transitions between contractors. MCP's idea behind the Resident Journey video was to introduce itself personally even if people couldn't attend its roadshows. Following extensive research, MCP identified that whilst there were some organisations who had some form of explanation of the repairs process in video format, actors had been used rather than real team members. Also, the videos were quite scripted. MCP wanted to portray its culture and values, which it is very proud to promote. Feedback so far from clients has been extremely positive and MCP is very proud of all its team who took part in the project.

Aster - This work can certainly be replicated by any other Social Housing Organisation and it certainly has the potential to be adopted throughout the entire Sector. It is simply a matter of raising awareness that this repair process is available and what the added values are when compared to traditional replacement activity. Since this repair process is unique, it is not necessarily known about in every quarter of responsive repairs and asset management. Their challenge is to raise awareness so that Housing Orgs are at least aware they have the option to renovate a component that would otherwise be considered spent and thrown into waste streams. They raise awareness by creating case studies and also submitting their credentials to events such as the NHMF in the hope they may be recognised. The following is an excerpt from a case study they created for Aster on their work so far: - Paul Moody Responsive and Voids Contract Manager at Aster commented "Crystal Clear have become an integral part of our asset management strategy. They bring a modern and innovative approach to our day-to-day responsive repairs activity which delivers significant added value along with an improved experience for our customers" The full case study is available on request. They have also been successful in securing a place on Procurement For Housings SHED framework. The Social Housing Emerging Disruptors framework was set up with the sole intention of bringing modern and innovative products and services designed to defy current and outdated work practices to the attention of senior personnel in Social Housing Responsive Repairs and Maintenance. This means NHMF members would be free to use us and all the spade work in terms of H&S and general credentials evaluation etc has already been carried by a highly respected organisation operating within the Social Housing sector.