

gentoo

Customer Annual Report

2025-26

www.gentoogroup.com



Your voice, makes a difference

A message from your Customer Committee

Being involved as a customer is about more than sharing feedback. It's about having a real say in how services work and how they improve.

Over the past year, we've seen that voice make a real difference.

What you say is now heard in the right places at the right time. Feedback goes directly to Gentoo's Group Board, often on the same day. That means issues don't just get discussed, they lead to action.

You have helped shape some of the biggest changes this year, including a new housing model bringing services closer to neighbourhoods, a new Customer Engagement Strategy designed to make it easier to get involved in ways that work for different people, and the development of new service standards.

But what matters most is what this means day to day.

We've seen improvements in repairs, more support reaching people when they need it, and clearer communication. We've also seen continued investment in homes and support for families across Sunderland.

As customers, we know there is still more to do. This report shows the progress that has been made and the difference our feedback makes. It feels like we are being listened to, but the work does not stop here.

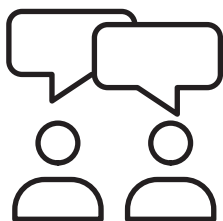
We want to see Gentoo keep improving services, and we will keep playing our part by sharing our experiences and ideas. Our voices matter, and we should keep using them so things continue to get better for everyone.

You wanted your voice to influence decisions.

Feedback goes straight to the Group Board.



Your feedback, real change



You wanted your voice
to influence decisions

**Feedback goes straight
to the Group Board**



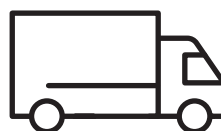
You told us services
needed to be faster and
easier

**We improved repairs,
support and local
services**



You told us homes
needed improving

**We invested £45 million
in 6,500+ homes**



You told us services
felt too distant

**We brought support
into your
neighbourhoods**



19,000 people are on
our housing waiting list

**We continued building
much needed
affordable homes**



You told us repairs
were too slow

**We reduced repair
times and improved
communication**



You told us you needed
more support

**We strengthened early
help and practical
support**



You told us you needed more
practical and community support,
but that not everyone was
accessing it.

**We brought services closer to you
and provided targeted support to
ease pressure and support
families when they need it most.**



You wanted clearer
information

**We simplified rent and
money guidance**



You told us you want
transparency

**We're continuing to
share how we're
performing and where
we need to improve**

A year shaped by listening

This year has been shaped by listening to you and responding in ways that make a real difference to everyday life.



**We listen
and act**

You told us that the basics matter. When something goes wrong in your home, you want it fixed quickly. When you need support, you want it to be easy to access.

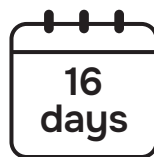
Those conversations have driven the changes we've made.

We've focused on getting closer to you, improving services, and offering the right support at the right time.

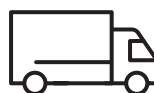
You told us services needed to be faster and easier.

We improved repairs, support and local services.

Some highlights from this year:



Repairs completed more quickly, with average times reduced from **29 days to 16 days**



The Mobile Housing Hub visiting **50 neighbourhoods**



More than **900 customers supported**



335 new affordable homes built

Getting closer to you

You told us that sometimes our services felt too distant, and that it matters to know who you're dealing with. So, we made a big change.

We introduced a new housing model built around smaller neighbourhoods, helping teams spend more time in the community and respond more quickly when support is needed.

We also introduced Support Coordinators, so when things change in your life, you have a consistent point of contact who understands your situation and can offer the right support.

The Mobile Housing Hub has brought services directly into neighbourhoods, with no need for appointments.



You told us services felt too distant.

We brought support into your neighbourhoods.



Since launching:



Visited **50 neighbourhoods**



Supported over **260 face-to-face conversations**



97% of customers said it made it easier to talk to us



95% had their questions answered straight away

This more local, visible approach has helped us build stronger relationships and better understand the support people need in their everyday lives.

Supporting more than housing

We know challenges don't stop at the front door. Feeling safe, supported and connected where you live can make all the difference.

That's why we've focused on bringing support into our neighbourhoods so we can be there when it matters most, not just when something goes wrong.

This year:



1,125 support referrals received



1,700+ proactive visits, helping us reach people earlier



£5.3 million additional income secured for customers



£500,000 of customer support funding used to help with essentials like food, energy and household items

For many families, it's the simple things that matter. Through our bed provision scheme, **61 beds** were provided, helping children get a better night's sleep.

"It was like a burden off my shoulders."

We also supported **279 families** through our school uniform scheme, providing clothing for more than **565 children**.

96% said it helped reduce financial pressure.

Alongside this, over **6,000 customers** came together at community events, helping people feel more connected and supported.

"The support has gone a long way, it helps with the stress and worries of making sure you have the essentials for children going back to school."



For one customer, the support received was life changing

A war veteran with significant health and mobility needs was living in a home that no longer worked for him. Everyday tasks had become a struggle, and he was becoming more isolated.

Through our new housing model, we worked with partners to take a more personalised and joined-up approach. By bringing together housing, health and specialist support, we were able to find a home that met his needs and coordinate a move quickly.

The impact was immediate. With the right home and support in place, he regained independence, felt safer and saw a real improvement in his wellbeing. He described it simply as **“a new lease of life.”**

You told us you needed more practical and community support, but that not everyone was accessing it.

We brought services closer to you and provided targeted support to ease pressure and support families when they need it most.



We're always out and about in your neighbourhoods whether we're hosting events or dropping by, we're there to listen, have a chat and support you. Keep an eye on our social media to see where we'll be next, we'd love to see you there.

Keeping a tenancy on track

For another customer, early support made the difference between losing her home and keeping it.

A young mum with a baby was struggling with rent arrears, money worries and the impact of domestic abuse. Managing her home had become overwhelming, and she was at risk of legal action.

With support from a dedicated coordinator, she got tailored help that worked for her. This included support from specialist services, getting long-standing repairs sorted, access to essential furniture, and help to better manage her money.

Step by step, things began to improve. Her rent arrears were cleared, her tenancy was secured, and she felt more confident managing things and asking for help.

Feeling safe in your home

Feeling safe in your home and neighbourhood is something everyone should be able to rely on. We understand the impact it has when that doesn't feel the case.

Over the past year, we managed **834** anti-social behaviour (ASB) cases and supported **134** domestic abuse (DA) cases, working closely with customers and partners to help keep communities safe.

We also know that not everyone reports ASB, and some people aren't sure how to.

Our dedicated teams and specialists take concerns seriously and act quickly. You can report ASB in a way that feels easiest for you by:

- Calling us on **0191 525 5000** (option 3) or **0800 028 4445**,
- Online at **gentoogroup.com/asb**
- Visiting a local office
- Messaging us on social media.

If you're in immediate danger, always contact the police on **999**.

Fixing the basics and investing for the long term

We know a repair isn't just about your home. It affects your day-to-day life.

You told us that repairs were taking too long, and that not knowing what was happening made things even more frustrating. So we focused on improving both speed and communication.

We're starting to see that change take shape. Average repair times have reduced from **29 days to 16 days**, and we've been clearer about what you can expect.



Emergency repairs made safe within **24 hours**



Urgent repairs completed within **5 working days**



Routine repairs completed within **20 working days**

But fixing things quicker is only part of it. Being kept informed matters just as much. We've introduced simple videos to explain what happens during repairs and appointments, so the process feels clearer from start to finish.

Getting in touch also needed to be easier. You told us that waiting on the phone could be frustrating, so we introduced call-backs and queue updates to give you more control over how you contact us.



Scan the QR code to watch our videos. We're always adding more, so come back and take another look.

Since launching:



3,000 customers have used call-backs



87% of call-backs are answered



Average wait time is now around **20 minutes** after a customer requests a call-back

Average time to answer customer calls has reduced to **3.9 minutes**

At the same time, a huge amount of work continues every day to keep homes and neighbourhoods running as they should.

This year alone:



201,000+ repairs and maintenance visits



28,500+ emergency repairs



5,300+ damp inspections

You told us repairs were too slow.

We reduced times and improved communication.

Making homes safer, warmer and more comfortable

For many customers, the biggest changes are the ones you feel every day at home.

We've continued to invest in our homes to make them safer, warmer and more comfortable to live in. For some, these improvements have completely changed how their home feels. It's not just about the work itself, it's about helping people feel comfortable, secure and proud of where they live.

This year:



95% of customers were satisfied with improvements



6,500+ homes were improved



Today, **24,000+ homes** are EPC C or above, with more than **3,200 upgraded** this year.

We've delivered **1,732 heating upgrades**, replaced **526 roofs**, completed **718** new kitchens and bathrooms, and carried out **1,140** external decorations, helping homes feel better inside and out.



You told us homes needed improving.

We invested £45 million in 6,500+ homes.

We've focused on making homes warmer and more affordable, helping to reduce energy costs and keep homes easier to heat.





For customers like Eileen, it's made a real difference:

"I absolutely love my new kitchen... it feels so fresh and welcoming."

Working together to improve our homes

Genttogether is a new way of working with local contractors to improve our homes. It means better quality work and a more joined-up service for customers.

So far, **717 homes** have been modernised, with **£10.3 million invested** to make homes safer, more comfortable and better to live in.



Building for the future

Alongside improving existing homes, we're continuing to build new ones to meet growing demand.

This year, we built **421 new homes**, including **335 affordable homes**, the most we've ever delivered in a single year. This investment is helping more people across Sunderland access safe, good-quality homes and look ahead with confidence.

19,000 people are on our housing waiting list.

We continued building much needed affordable homes.

Helping you feel more confident about money

Money can sometimes feel difficult to talk about, but feeling in control of your finances makes a real difference to everyday life.

Customers told us they were worried about the cost of living, so we focused on making support clearer and easier to access. We created the Your Money Matters guide to help people understand their options, find the right support and feel more confident managing money.

We'll continue to build on this, making sure customers know where to turn and get the help they need when it matters most.



Scan the QR code to read our **Your Money Matters** guide and get support with your finances or visit gentoogroup.com/helpwithmoney



How your rent makes a difference

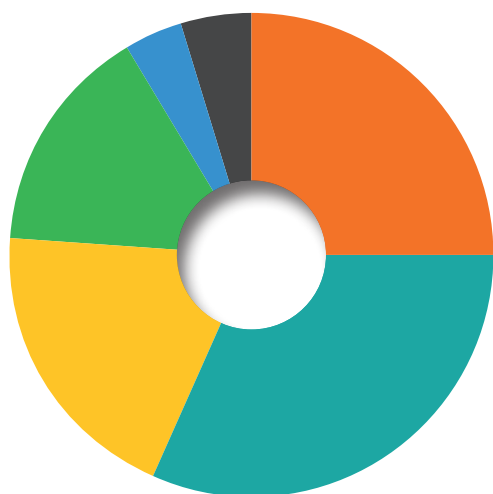
Everything we do is made possible by how we invest your rent.

Put simply, your rent helps keep homes safe today and ready for the future.

We've created clear explanations about how rent is used, including a short video and a simple guide. Customers have also helped review this information to make sure it is easy to follow and answers the questions that matter most.

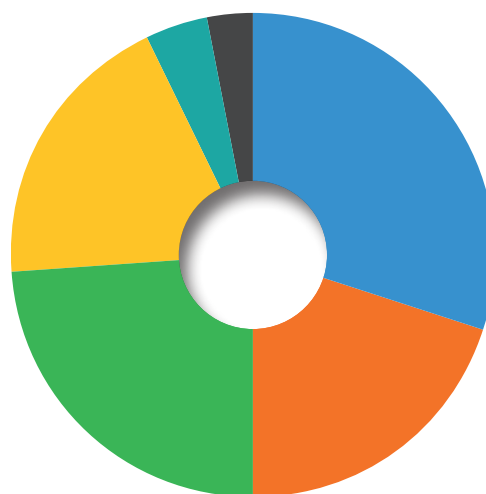
You wanted clearer information.

We simplified rent and money guidance.



Last year we spent:

- **£38.5 million** repairs and maintenance
- **£48 million** improving homes
- **£29.9 million** housing services
- **£22.9 million** borrowing and interest
- **£6.3 million** estates and cleaning
- **£6.8 million** safety and maintenance



For every £100 of rent:

- **£30** improving homes
- **£20** repairs
- **£24** support teams
- **£19** modernise and build new homes
- **£4** safety
- **£3** other costs



Scan to see how your rent is spent.

How we're performing

Providing good services isn't just about making changes. It's about being clear on how well those changes are working.

Each year, we measure our performance so we can understand what's improving, where we're meeting expectations and where we can do better.

2025/26 Annual TSM Perception Measures



Overall satisfaction (TP01)

77.9%



Agreement that the landlord treats tenants fairly and with respect (TP08)

80.8%



Satisfaction with repairs (TP02)

77.7%



Satisfaction with the landlord's approach to handling complaints (TP09)



42.3%



Satisfaction with time taken to complete most recent repair (TP03)

75.3%



Satisfaction that the landlord keeps communal areas clean and well maintained (TP10)

77.2%



Satisfaction that the home is well maintained (TP04)

75.5%



Satisfaction that the landlord makes a positive contribution to neighbourhoods (TP11)

66.6%



Satisfaction that the home is safe (TP05)

81.3%



Satisfaction with the landlord's approach to handling anti-social behaviour (TP12)

61.4%



Satisfaction that the landlord listens to tenant views and acts upon them (TP06)

65.2%



Satisfaction that the landlord keeps tenants informed about things that matter to them (TP07)

73.3%

You told us you want transparency.

We're continuing to share how we're performing and where we need to improve.

What comes next?

There's been real progress this year, but we know there's still more to do.

You told us that repairs and communication need to keep improving, and that services should feel easier to access and more reliable.

Over the next year, we will continue improving repairs and communication, be more visible in neighbourhoods, keep investing in safe, warm homes, and continue to build much-needed affordable homes.

We'll deliver a service improvement plan focused on making the overall customer experience better and launch our Knowing Our Customers campaign, so we better understand who you are, what matters to you, and how we can respond in the right way.

We'll also strengthen support so it reaches people earlier, when it can make the biggest difference.

Most importantly, we'll keep listening because that's how we keep improving.



Get involved with us

**We listen
and act**

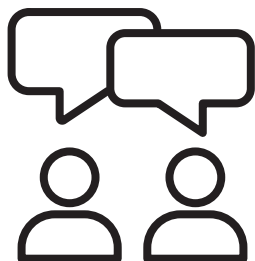
There are lots of ways to get involved and have your say on the services that matter to you.



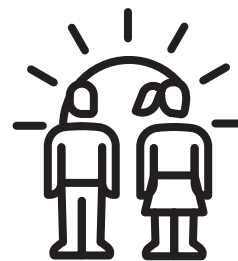
You can share your feedback on social media, surveys, join events in your neighbourhood, or take part in customer groups that help shape how we work.



If you'd like to be more involved, you can join our involved customer group or Your Gentoo Voice, our online platform, where your ideas and feedback help improve services and influence decisions.



We also run regular activities like community drop-ins, estate walkabouts and local events, giving you the chance to speak to us in person and make a difference where you live.



However you choose to get involved, **your voice matters.**

It helps us make our services and neighbourhoods better for everyone.

**If you'd like to take part,
we'd love to hear from you**

Message us on social media, email customerinvolvement@gentoogroup.com, or visit our website gentoogroup.com/get-involved to see the different ways you can get involved.

**Did you know we're on
TikTok and Whatsapp?**



We want to be open about our performance and the services we provide. That's why we publish our performance information online, so you can see how we're doing and hold us to account. Visit **gentoogroup.com/performance** to find out more.

If you have any questions about this report, please email **communications@gentoogroup.com**.

