



PINE COURT HOUSING  
ASSOCIATION



40

# INSIGHT

ISSUE ONE 2026



## What's inside?



Celebrating 40 Years  
of Inclusive Homes

Welcoming the  
Year of the Horse

Fire Safety in  
Your Home

Community Initiatives

Social Value







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# 01 YOUR DETAILS

## ARE YOUR DETAILS UP-TO-DATE?

Are your details up to date? Has anything changed – maybe you have a new email address, a new phone number or a new emergency contact?

It's important that we have the right personal details in our records, in case we need to get in touch with you.

Please contact us today to check the details we have for you, and make any changes if necessary.

## PROTECTED CHARACTERISTICS

When you speak to a member of our team, we may ask for personal details relating to protected characteristics. This enables us to make sure that the services we provide are inclusive and accessible for everyone.

Protected characteristics are outlined in The Equality Act 2010, and include:

- Age
- Disability
- Gender identity/expression
- Marriage/civil partnership
- Pregnancy/maternity
- Race
- Religion/belief
- Sex (gender)
- Sexual orientation

MORE INFORMATION ON PROTECTED CHARACTERISTICS CAN BE FOUND BY SCANNING THIS QR CODE:



# 02 OUR HOMES

We are committed to creating a better future for our customers and communities by providing quality, safe and affordable homes in thriving, sustainable and inclusive neighbourhoods where our customers are proud to live.

- 100% of our homes met the Government's Decent Homes Standard and we continue to invest in our properties\*
- 100% of our properties with a gas supply held a valid gas safety certificate\*
- In 2024/25, we invested £1.2 million in improving our homes\*
- We are committed to achieving Energy Performance Certificate (EPC) band C or above for all homes by 2030\*

*\*Data taken from our 2024/25 annual report*





03

## CELEBRATING 40 YEARS OF INCLUSIVE HOMES

In 2026, we are proudly celebrating 40 years of providing quality homes and inclusive services to diverse communities across the Liverpool City Region.

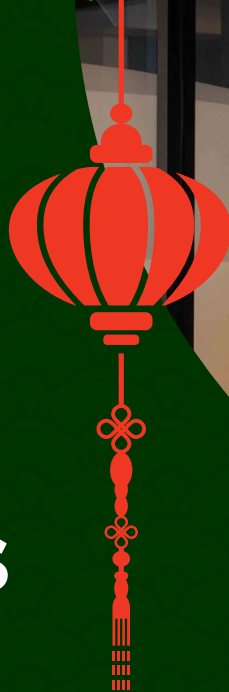
Since we began in 1986, we have championed diversity and cultural cohesion across our communities, and today, over 58% of our diverse communities are from Black, Asian, and Minority Ethnic backgrounds.

Now with over 500 homes across the region, we prioritise innovation and customer satisfaction, consistently ranking as a top performer in the housing sector and achieving over a 90% customer satisfaction rate\*.

Our multilingual housing team enables us to actively contribute to regeneration across the Liverpool City Region and the celebration of Chinese culture.

Each year, our Community Development Fund supports local groups in celebrating cultural events and delivering vital community projects, such as Chinese Wellbeing, The Florrie, and Pagoda Arts, all of whom work to foster a more inclusive society.

*\*Data taken from our 2024/25 annual report*



David Brown, Director of Operations for Pine Court Housing Association said:

*"Celebrating 40 years of service is a significant milestone that reflects our ongoing commitment to providing quality homes and services for our customers."*

He added:

*"While we are proud of our history, we remain focused on growth and innovation. In 2026, we successfully expanded our housing offer to include Shared Ownership in Hale Village, ensuring we continue to provide diverse and accessible pathways to quality housing for our communities."*



We are planning to mark our 40th anniversary during 2026 with a series of events - keep an eye on our website for updates!





# 04

## CREATING A BETTER FUTURE

We're committed to creating diverse and inclusive communities where everyone can thrive, and have proudly produced a video highlighting our dedication to Environmental, Social, and Governance (ESG) practices across the Liverpool City Region.

From enhancing cultural inclusivity to organising community-focused events, we're making a positive difference in the communities we serve, actively promoting sustainability and ethical practices.

SCAN THE  
QR CODE  
TO WATCH  
OUR VIDEO!





# 05 ACCESSIBILITY FOR ALL

We want to ensure our services are accessible to all and are excited to share some of the projects we've been working on to improve our digital offer for customers.

## BI-LINGUAL VIDEO CONTENT

We are thrilled to let you know that we've added subtitles in both English and Chinese to our YouTube videos! This ensures that you can enjoy our content in your preferred language.

How to turn on and change YouTube video subtitle languages:

- **Open the YouTube video:** Start by playing the video you want to watch.
- **Find the settings icon (⚙️):** Click on the video to reveal options, then look for the settings icon (⚙️) located at the top right corner of the screen. Click this icon.
- **Access subtitles:** In the menu that appears, look for an option labelled "CC / Captions" and click on it.
- **Turn on subtitles:** A list of available languages will appear. Click on your preferred language (e.g., English, Chinese, or use Auto-translate) to turn on subtitles.

VISIT OUR YOUTUBE  
CHANNEL FOR A HOST  
OF DIGITAL CONTENT!



## WEBSITE ACCESSIBILITY

Our website features an accessibility tool called Recite Me. The Recite Me accessibility tools supports our commitment to digital inclusion, ensuring that you can access our content comfortably. Whether you require the text-to-speech functionality, translations or customisable visual options, Recite Me ensures our website is accessible to all.



Visit our website  
to try out the new  
accessibility tool!





# 06 DISCOVER OUR PURPOSE

As one of the leading Black, Asian and Minority Ethnic housing providers with 58% of our customers from a minority ethnic background, we are committed to providing quality, affordable housing across our diverse communities.

In 2024/25, we took significant strides to ensure our services not only meet but exceed the needs and expectations of our communities resulting in a 90.1% overall customer satisfaction. Our multilingual team has been instrumental in reaching and supporting a diverse range of customers, particularly the elderly and those most vulnerable, ensuring everyone has access to tailored, responsive support.

We are proud to maintain our mission of providing quality, affordable housing while enhancing the inclusivity and diversity of our communities. This year has seen us forge stronger connections within our communities through

initiatives aimed at promoting cultural cohesion and ensuring every customer feels at home and valued. Additionally, we invested circa £1.2 million in making improvements to our existing homes.

Our partnerships have been pivotal: collaborating with Merseyside Police and Pagoda Arts has been essential in helping us deliver on our promise for a better future. These collaborations have enabled us to launch impactful projects and engage more deeply with our customers. We generated a significant £558K in social value, demonstrating the positive impact of our activities in our neighbourhoods\*.

*\*Data taken from our 2024/25 annual report*



As part of The Sovini Group, we continue to celebrate and strengthen our diverse, inclusive working culture, recognised by several prestigious accreditations, underscoring our commitment to being a leader in creating equitable, supportive environments for all our colleagues and customers.

Read our annual report for 2024/25 to find out more.





## 07 SOCIAL VALUE

Social value is at the heart of our vision to create a better future. We strive to deliver initiatives that enhance the health and wellbeing of our customers and communities.

From supporting financial stability to promoting cultural diversity, our commitment to making positive change is detailed in our 2024/25 social value report. Key headlines include:

- We generated £558,000 in social value\*
- Social Return on Investment (SROI): £15 for every £1 spent\*
- 1,100 decoration paint packs given to customers
- 14 social value projects delivered during 2024/25
- Donated £10,000 to support local projects through our Community Development Fund\*

*\*Data taken from 2024/25 social value report*

Read our full social value report for 2024/25 by scanning the QR code





# 08 COMMUNITY INITIATIVES

## THE FIRE HORSE MURAL, CHINATOWN

The Lloyds Banking Group collaboration with Global Street Art's Art for Estates programme is a community-led initiative that brings bold, large-scale art to the heart of social housing estates.

Working hand-in-hand with Global Street Art, local communities and local artists, each mural celebrates the stories, pride and identity rooted in these neighbourhoods, transforming everyday spaces into vibrant landmarks that residents can feel ownership of and draw inspiration from.

We worked with the community in the creation of The Fire Horse mural on Grenville Street, which breathes fresh colour and energy into Liverpool's Chinatown. The artwork sits right in the heart of Europe's oldest Chinese community, making it

the perfect place to celebrate culture, heritage and local pride.

To bring the mural to life, Global Street Art teamed up with Pagoda Arts and invited residents of all ages to get involved. Together with artist Betarok75, the community explored ideas that connected their stories with the Year of the Fire Horse. They played with symbols, colour palettes and Chinese characters, including the powerful ancient character 獅, made up of three dragons, and 福 (Fú), meaning good fortune. As the concept took shape, the artists refined the design and added photorealistic touches, before the community cast their final vote on the colours.

The result is a bold, uplifting mural that blends tradition, creativity and the voices of the people who call Chinatown home.



## PINE COURT COMMUNITY CUP

The Pine Court Community Cup began in 2023 and is now an established annual seven-a-side football tournament that brings people together in an atmosphere of inclusion, diversity and healthy competition under the unifying banner of football.



## NHS HEALTH CHECKS IN THE COMMUNITY

Working with our NHS partners and community partners, our team went out into the L1 community to deliver essential health checks and COVID-19 vaccines to our

customers and local residents. Chinese Wellbeing provide bi-lingual language services to ensure that everyone who needed health services were able to access them.



# 09

## WELCOMING THE YEAR OF THE HORSE

We celebrated the start of the Lunar New Year with customers, colleagues, partners and friends in February, with events both in the community and at the Head Office of The Sovini Group.



On Wednesday 18 February, we held our popular Chinese New Year celebration for customers at Liverpool's Pagoda Arts Centre, which was extremely well-attended, complete with Chinese dragons and kung fu demonstrations by local school Liverpool Hung Gar Kung Fu Club, singing and dancing from members of the Pagoda Arts Chinese Dance Troupe, and music provided by the Pagoda Youth Orchestra. Our guests then enjoyed a wonderful lunch provided by a local restaurant. The raffle was particularly popular, with prizes provided by local restaurants, while the Pagoda Arts Centre also donated a shopping voucher.

As well as customers, the event was attended by the Chair of

Pine Court's Board, Steve Gow, representatives from both Merseyside Police and Chinese Wellbeing, and officers from Liverpool City Council's City Centre Neighbourhood Team.

Shaun Williams, Housing Manager at Pine Court, said:

*"It's wonderful to be able to celebrate The Year of the Fire Horse not just with our community but also within our community. Such celebrations bring everyone together, which is so important - our customers are at the heart of everything we do as we strive to create thriving, inclusive diverse communities, and celebrating the Lunar New Year is just one example of how we work to do this."*





Colleagues also enjoyed a Chinese New Year celebration at parent company The Sovini Group's head office on Thursday 19 February, with dancing dragons and young kung fu experts from Wirral-based China Spirit demonstrating their skills. After another splendid Chinese buffet lunch, Pine Court Housing Assistant Tracy Lin demonstrated the beautiful art of Chinese calligraphy.



Thursday evening saw more celebrations at Chung Hok House, Pine Court's retirement housing scheme, with customers, colleagues and partners coming together to mark the start of the Lunar New Year.

With its symbolism of freedom, enthusiasm and a strong drive for progress, let's hope that the Year of the Fire Horse brings positivity and achievement for all!



# 10 FINANCIAL SUPPORT

**DON'T STRUGGLE IN SILENCE, CONTACT US FOR FINANCIAL SUPPORT AND ADVICE.**

We understand that due to the impact of rising costs, and we know that our customers are facing financial pressures. We're here to help – our website has a range of information, from paying rent, council tax or utility bills, costs of food or school uniforms, or financial impacts on your mental health.

## **I NEED HELP PAYING MY RENT:**

Contact us by emailing [contactus@pinecourt-housing.co.uk](mailto:contactus@pinecourt-housing.co.uk) or calling us via 0151 709 6878.

You may be eligible to apply for a Discretionary Housing Payment (DHP) if you are unable to meet housing costs and are in receipt of housing benefits or Universal Credit.

## **PARTNER AGENCIES:**

You may also be able to access support with council tax and utility bills. Simply visit the Customer Support page on our website or contact us for more information.





# 11 ANTI-SOCIAL BEHAVIOUR

We are committed to positively promoting cultural tolerance and cohesion across our diverse communities.

Our multilingual housing team work closely with Merseyside Police and partner agencies to identify and tackle anti-social behaviour (ASB) and hate crime, helping victims, witnesses and vulnerable people.

**If you need immediate assistance, are at risk of harm, or are witnessing a crime, please contact the Police on 999 (emergencies only) or 101 (non-emergencies).**

## WHAT IS ANTI-SOCIAL BEHAVIOUR?

ASB is problematic behaviour that is likely to distress people of a different household. This can have a devastating impact on a person's mental health and wellbeing if not dealt with.

## WHAT IS HATE CRIME?

Hate crime is a term used to describe a range of criminal behaviour where the perpetrator demonstrates hostility towards a victim's race, disability, religion, sexual orientation or transgender identity.

A hate crime can include verbal abuse, intimidation, threats, harassment, assault and bullying, as well as damages to property.



**We strongly urge anyone affected by ASB and hate crime to contact us immediately on 0151 709 6878 or [contactus@pinecourt-housing.co.uk](mailto:contactus@pinecourt-housing.co.uk).**

# 12 YOUR FEEDBACK

We are dedicated to providing excellent customer service and your feedback is essential in helping us shape our services.

We understand things might not always go to plan and we value your feedback to help us improve the services we deliver, ensuring they exceed your expectations.

Visit our website (scan the QR code on this page) to find out how we're performing in the Tenant Satisfaction Measures, to share a suggestion, leave a compliment or make a complaint.





# 13 INVESTING IN PEOPLE

As part of The Sovini Group, we've proudly retained our Investors in People accreditation!

We're thrilled to announce that the Group has successfully retained the Investors in People (IIP) Platinum accreditation and achieved the Health & Wellbeing accreditation.

We now form part of an elite group of companies holding this accreditation. Investors in People states that:

*"In a platinum organisation, everyone – from the CEO to a customer services apprentice – knows they have a part to play in the organisation doing well, and is always looking for ways to improve."*

The Assessors were extremely impressed with The Sovini Group, commenting that *"the core values have extremely strong traction throughout the workforce"* and *"the consistent feedback from employees throughout the assessment indicates that people have a sense of pride in working for the organisation and believe it is a great place to work."*

The Sovini Group also achieved accreditation against the Health & Wellbeing Award after demonstrating high performance in all areas.



Kerry Beirne, Head of People & Learning for The Sovini Group said:

*"We are absolutely delighted to have achieved IIP Platinum status, knowing that we are one of very few organisations to have this accreditation is fantastic. It is a true reflection of how much we, as an organisation, value our employees and believe they are our greatest asset."*

We're incredibly proud of this accomplishment, and we're committed to continuing to create a thriving workplace where our colleagues can flourish.



# 14 FIRE SAFETY IN YOUR HOME

We've recently issued guidance on fire safety in your home, which you can read in full by scanning the QR code on this page. Here are some tips on how to prevent fire within your property:



## APPLIANCES

- Always check the plugs and leads of any appliances and if they look frayed, scorched or damaged then do not use them.
- If you have a tumble dryer, keep the lint tray and drum clear of any build-up of fluff and debris as this can ignite if left unattended.
- It's also important that you review the safety guidance for the make and model of your appliances as some are known to contain defects which can lead to fires.

## GAS CANISTERS

- To reduce the risks of fire you should not use, permit to be used and/or store compressed gas within your home or any communal areas.
- If you are required to use and/or store compressed gas for medical reasons (e.g. oxygen), you must notify PCHA immediately.

## ELECTRICS

- Never overload electrical sockets or leave items unattended.
- Keep electrical appliances clean and in good working order.
- Only leave essential appliances switched on, such as the fridge or freezer. Turn all other electrical items off when they are not in use.

## CANDLES AND TEA LIGHTS

- Please avoid the use of candles or similar items with a naked flame wherever possible, but if you do use them, any candles should only be placed in stable, heat-resistant holders.
- Keep them away from materials that may catch fire such as curtains, furniture, papers and clothes.

## COOKING

- Never leave pans unattended when cooking, especially chip pans and deep fat fryers.
- Don't cook if you are tired, have been drinking alcohol or taking medication that might make you drowsy.
- If your pan catches fire:
  - Don't tackle the fire yourself or try to move the pan.
  - Never throw water on to the fire as this can create a fireball.
  - Follow the Fire Action Notice, which includes leave the room and close the door. Shout to warn others to get out, stay out and call 999.
  - If safe to do so, turn off the heat.





# 15 CUSTOMER VOICE

Help shape, influence and improve our services and make a meaningful impact by joining our Customer Empowerment Panel today.

Work with other customers to create opportunities and change lives throughout our communities.



*"I really enjoy being part of the Customer Empowerment Panel - our opinions are valued and have a positive impact on the services we receive." – Pam*



There are many ways to get involved, depending on how much time you have to give – these include attending meetings and events, taking part in Neighbourhood Walkabouts, contributing to Hot Topic Groups, providing customer feedback or reviewing our customer-facing policies, to name but a few.

We can arrange training where necessary and support you every step of the way.

If you're interested in joining the Customer Empowerment Panel, please contact us at [contactus@pinecourt-housing.co.uk](mailto:contactus@pinecourt-housing.co.uk)



# GET IN TOUCH



[pinecourt-housing.org.uk](http://pinecourt-housing.org.uk)



Pine Court  
Housing Association



0151 709 6878\*



Pine Court  
Housing Association



[contactus@pinecourt-housing.co.uk](mailto:contactus@pinecourt-housing.co.uk)

If you need assistance understanding the information in this document, please contact us on 0151 709 6878.

Chinese – 如果您需要幫助了解本文檔中的信息，請致電 0151 709 6878 與我們聯繫。

Lithuanian – Jei norite, kad Jums kas nors padėtų suprasti šiame dokumente pateiktą informaciją, prašome su mumis susisiekti tel 0151 709 6878.

Polish – Jeśli potrzebujesz pomocy, by zrozumieć informacje zawarte w tym dokumencie, skontaktuj się z nami pod numerem 0151 709 6878.

Portuguese – Caso necessite de assistência para compreender a informação constante neste documento, deverá contactar-nos através do 0151 709 6878.

Russian – Если вам требуется разъяснение информации, содержащейся в данном документе, пожалуйста, свяжитесь с нами по телефону 0151 709 6878.

Turkish – Bu belgede verilen bilgileri anlama konusunda desteğe ihtiyaciniz olursa lütfen bize ulaşın 0151 709 6878.

*The information inside this leaflet was correct at time of publication. For the most up-to-date information, please visit [pinecourt-housing.org.uk](http://pinecourt-housing.org.uk).*

\*9am - 5pm, Monday to Friday excluding bank holidays.  
Emergency repairs, 24 hours, seven days a week.



The  
**Sovini**  
Group

Pine Court Housing Association is part of The Sovini Group