

INSIGHT

ISSUE ONE 2025



What's inside?

Celebrating the
Year of the Snake

Creating a better
future for our diverse
communities

Accessibility for all

A year in review



CONTENTS

- | | |
|-------------------------------------|---------------------------------------|
| 01 Your Details | 09 Welcoming the Year of the Snake |
| 02 Our Homes | 10 Financial Support |
| 03 Creating a Better Future | 11 Anti-Social Behaviour |
| 04 Accessibility for All | 12 Your Feedback |
| 05 Discover our Purpose | 13 Investing in People |
| 06 Social Value | 14 Apprentice Spotlight |
| 07 Christmas at Chung Hok House | 15 Top Tips for Maintaining your Home |
| 08 Sovini's Big Community Christmas | |



01 YOUR DETAILS

ARE YOUR DETAILS UP-TO-DATE?

Got a new email address? Changed your phone number?
Have a new emergency contact?

It is important that we have the right personal details on file, should we need to get in touch with you.

Please contact us today to update your details.

PROTECTED CHARACTERISTICS

When you speak to a member of our team, we may ask for personal details relating to protected characteristics. This allows us to ensure the services we provide are inclusive and accessible to all.

Protected characteristics as outlined in the Equality Act 2010 are:

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

FOR A FULL LIST OF HOW WE USE THIS INFORMATION PLEASE VISIT THE WEBSITE.

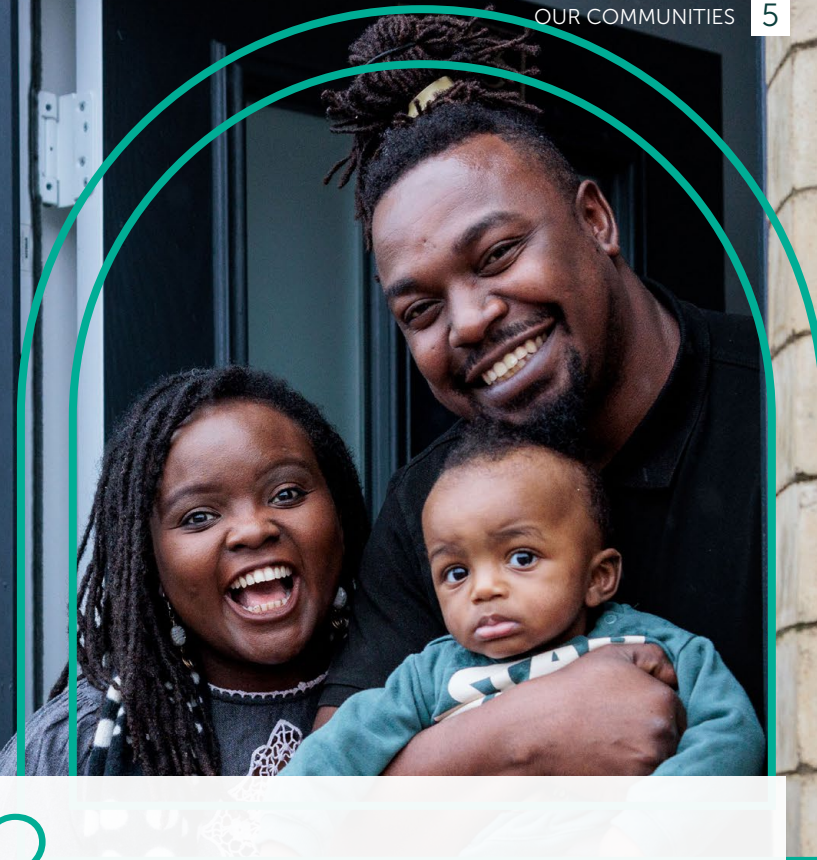


02 OUR HOMES

We are committed to creating a better future for our customers and communities through the provision of quality, safe and affordable homes.

- 100% of our homes met the Government's Decent Homes Standard and we continue to invest in our properties*
- We are proud to share that we invested £1.3m repairing and improving our existing homes*
- 100% of our properties held a valid gas safety certificate*

**Data taken from 2023/24 annual report*



03 CREATING A BETTER FUTURE FOR OUR DIVERSE COMMUNITIES

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 QR CODE
TO WATCH OUR
ESG VIDEO ON
YOUTUBE



04 ACCESSIBILITY FOR ALL

We want to ensure our services are accessible to all and are excited to share some recent 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 labeled "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 THE LATEST VIDEO CONTENT.



WEBSITE ACCESSIBILITY

We have recently added a new accessibility feature to our website - 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.



05 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 2023/24, as part of The Sovini Group, we took significant strides to ensure our services not only meet, but exceed, the needs and expectations of our communities. Our multilingual team has been instrumental in reaching and supporting a diverse range of customers, including the most vulnerable members of our communities, ensuring everyone has access to support.

Read our annual report in full to find out how we've been supporting customers and the impact we are making in the local community, with £6.7m generated in social value during 2023/24.

Our latest annual report showcases our commitment to providing quality homes and inclusive services, supporting our vision of creating a better future for our customers and communities.

Our collaborative projects with partners including Merseyside Police and Pagoda Arts have been pivotal in promoting cultural tolerance and cohesion across our diverse communities.

Scan the QR code below to read the 2023/24 annual report in full on our website.



06 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 newly launched social value report.

- We generated **£6.7 million** in social value*
- Social Return on Investment (SROI): **£9.12 for every £1 spent***
- Donated **£10,000** to support local projects through our Community Development Fund*

**Data taken from 2023/24 social value report*



Read the report in full on our website.

If you require this document in an alternative format, please contact us.



07

CHRISTMAS AT CHUNG HOK HOUSE

Chung Hok House was full of Christmas cheer over the festive season, with a range of activities hosted for residents to reduce social isolation and support wellbeing.

ANNUAL CHRISTMAS LUNCH

On Tuesday 10th December, customers were invited by The Florrie to enjoy our annual Christmas lunch event.

LOVE TO MOVE AND WELLBEING GAME

Our wellbeing-focused event on the 11th December was facilitated by Chinese Wellbeing and included a variety of activities designed to promote both physical and mental health.

CHRISTMAS CAROLS

Chung Hok House was filled with the sound of music on 13th December as the Liverpool Chinese Gospel Church performed a Christmas carol concert for our customers.

CHRISTMAS MUSICAL PARTY

The festive mood continued on the 17th December with a musical party hosted by Pagoda Arts.



08 SOVINI'S BIG COMMUNITY CHRISTMAS



Over the Christmas period we once again joined forces with The Florrie and The Joseph Lappin Centre to provide support to vulnerable people in our local communities.

The Joseph Lappin Centre proudly serves the Liverpool community of Old Swan and surrounding areas by aiming to improve people's quality of life by contributing to their social, physical, and educational wellbeing.

A financial donation to The Joseph Lappin Centre was used to support the local community over the festive period; enabling the distribution of Christmas hampers containing essential groceries, toiletries, baby items, clothing, and festive treats, to those who need it most.

"It's crucial that we support as many communities as we can," says Wilson Lau, Bilingual Housing Assistant. He added, *"Our team enjoyed being involved with the centre, packing the hampers and witnessing the positive impact it has, ensuring families don't go without at Christmas. Our partnerships with organisations like The Joseph Lappin Centre are vital in making a real difference."*

For over 130 years, The Florrie has been the heart of Liverpool's L8 community. This vibrant hub isn't just about art and heritage; it's a lifeline for many, offering social support, cultural enrichment, and essential services. Their Food Support Programme has become a beacon of hope for families struggling with food poverty.

This Christmas, we proudly supported The Florrie's efforts, ensuring their Christmas hampers overflowed with groceries, toiletries, baby essentials, warm clothing, and festive treats.

David Draper, Housing Officer said:

"The Florrie is more than just a building; it's a symbol of community spirit. We're honoured to support an organisation that's so deeply rooted in the lives of our customers. This partnership isn't just about giving; it's about building a stronger, more compassionate community together."

09 WELCOMING THE YEAR OF THE SNAKE

We hosted the Lunar New Year celebration at Pagoda Arts Community Centre, marking the beginning of the Year of the Snake with a splendid array of festivities and cultural performances.

As one of the leading Black, Asian and Minority Ethnic Housing Associations, we demonstrated our ongoing commitment to embracing diversity and promoting inclusivity across the Liverpool City Region.

The celebration, held on the evening of 31st January, featured authentic Lion Dances, martial arts showcases, dance performances, and guests enjoyed a traditional meal, fostering community bonding and cultural appreciation among customers and colleagues. The event was part of our commitment to integrating diverse cultural experiences into our community engagement efforts, ensuring that all customers feel valued and included.

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

"We are proud to be building a better future for our diverse communities across the Liverpool City Region. It was an absolute pleasure to see our customers and colleagues come together to welcome in the Year of the Snake."

He added:

"The event provides an opportunity for us to bring customers together to celebrate our heritage and in a bid to reduce social isolation, with many of our residents living alone."

We also proudly supported the Liverpool City Lunar New Year event, organised by Liverpool



Chinese Business Association, with a donation from the Community Development Fund. Attracting thousands of people to the city, the free celebrations were a series of vibrant events and activities welcoming the Year of the Snake.

This established partnership underscores their dedication to supporting community

initiatives that enhance cultural understanding and cohesiveness.

Do you know a local charity or community group in need of support? Scan the QR code to find out how to apply for funding from our Community Development Fund.





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, our customers are facing financial pressures, and we're here to help.

I NEED HELP PAYING MY RENT:

Contact us by emailing 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.

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.

During 2023/24 90.1% of customers were satisfied with the overall service provided.

Visit our website 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 We invest in Wellbeing Gold accreditation.

Investors in People assess corporations across 66 countries, and for every 50,000 organisations assessed, only a few achieve Platinum status, the highest level awarded by the workplace accreditation company.

Here's what the assessor had to say about our achievements:

"You are continuing to demonstrate a leading-edge approach by demonstrating exemplar practices in areas such as talent development, recognition & reward, evaluation, and social responsibility."

Congratulations on maintaining your 'We invest in wellbeing' Gold accreditation! You are demonstrating an excellent, progressive approach that is well ahead of the curve in terms of commitment, strategic approach, and the extent and inclusivity of your offer."

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



14 APPRENTICE SPOTLIGHT: HELEN LIN

We are thrilled to introduce our latest apprentice, Helen Lin, whose enthusiasm and fresh perspectives are already making a significant impact. Helen joined us in March 2024 as part of our commitment to nurturing talent and fostering professional growth within our community.

Helen has been awarded the Traditional Apprentice of the Year at the Sovini Group's 2025 Apprentice Awards. Held during the spirited National Apprenticeship Week, the ceremony recognises Helen's incredible growth and her pivotal role in enhancing our services, from improving gas safety compliance to enriching customer interactions.

To better understand Helen's experiences at Pine Court and how training has supported her professional and personal development, we sat down for a brief interview:



1. What are your responsibilities as an apprentice here?

Some of my responsibilities as an apprentice include answering email and phone enquiries from customers, helping out at Chung Hok House, helping to manage the gas service process, and taking the minutes at meetings. The enquiries we get from our customers are often about repairs, rent or applications. I particularly enjoy working with the housing applications.

2. What have been some highlights of your apprenticeship so far?

It's been great getting to meet new people and customers. Some of the highlights so far are attending and helping with the events. One that has stuck out for me is the recent Chinese New Year celebration at Pagoda Arts, I was able to celebrate the New Year together with my colleagues and our customers, enjoying good food, music, performances, and lion dancing.

3. Any advice for future apprentices considering a role with us?

The apprenticeship is an excellent opportunity for young people. It has given me the opportunity to gain a CIH qualification, which I have really enjoyed working toward. Getting the opportunity to take this apprenticeship has helped me to gain more confidence.

Pine Court Housing Association remains committed to nurturing talent like Helen's and fostering an environment where apprentices can thrive and contribute meaningfully to our community.

Visit the careers page on our website to discover how you can start your journey with us and make a tangible impact in our community.

15

TOP TIPS TO REDUCE DAMP, MOULD AND CONDENSATION IN YOUR HOME

- ☐ **Turn your heating on**
By keeping your home heated at a consistent temperature, you may reduce condensation. If you are struggling financially, visit the cost-of-living support section on our website.
- ☐ **Open your windows**
Opening your windows when showering and cooking can help reduce moisture and improve ventilation.
- ☐ **Ventilation**
Your kitchen or bathroom may already have ventilation fans installed; this can help reduce the levels of condensation. We're continuing to work with our customers to install fans, vents and positive input ventilation units to help air circulation when and where required.
- ☐ **Wipe down surfaces**
The cleaning of surfaces, especially windows, windowsills and walls can help prevent mould.
- ☐ **Dry your washing outdoors**
Reduce moisture by drying your clothes outdoors when possible.

Customer Voice

Be heard!

Shape our services and make a meaningful impact by joining our **Customer Voice** team today.

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

We'll cover your travel expenses, and if you need more training or skills for your role, we're here to help!

Register your interest:



GET IN TOUCH



pinecourt-housing.org.uk



Pine Court
Housing Association



0151 709 6878*



Pine Court
Housing Association



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.

*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