

HOME POINT

Quarterly Monitoring Statistics

1st January 2010 to 31st March 2010



*Helping to meet Herefordshire's
accommodation needs*





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Introduction

Home Point is a Choice Based Lettings Agency, a partnership between Herefordshire Council and the county's leading Housing Associations.



Herefordshire Council

- Bromford Housing Group
- Elgar Housing Association
- Herefordshire Housing Ltd
- Marches Housing Association
- Kemble Housing
- Salvation Army Housing Association
- South Shropshire Housing Association
- Two Rivers Housing



With the aim of advertising affordable housing and providing greater choice using a common housing register.

Partners	Board Member
Bromford Housing Group	Stephanie Portman
Elgar H. A.	Sue Heelas
Gloucestershire Housing Association	TBC
Herefordshire Council	Richard Gabb (Chairman)
Herefordshire Housing Ltd	Laura King
Marches H.A.	Chris Boote
Kemble Housing	Peter England
Sanctuary Housing	TBC
South Shropshire H.A.	Richard Lewington
Two Rivers Housing	Sue Wilson

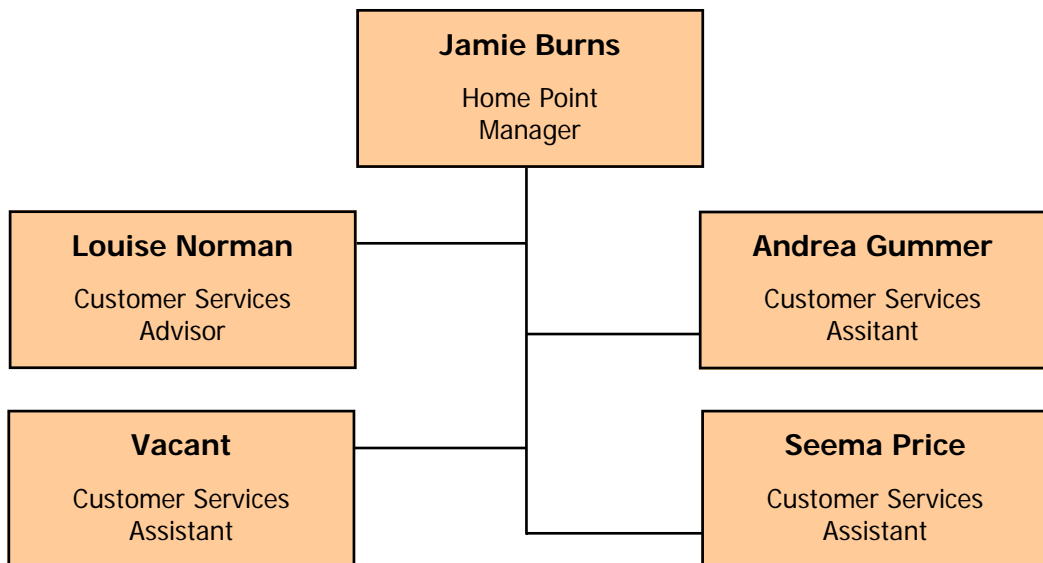


Home Point Offices



135 Eign Street, Hereford, HR4 0AJ

Personnel Structure



Monitoring Statistics

1st January 2010 to 31st March 2010



Core Monitoring Statistics

01/01/2010 To 31/03/2010

Key Information		Last quarter	This quarter
1)	Total no. on waiting list	4817	5064
2)	Total no. of under 18s	85	71
3)	Total no. of over 60s	780	821
4)	Total no. of applicants who consider themselves disabled	364	392
5)	Total no. of registered blind applicants	45	53
6)	% of BME applicants	5.85	6
7)	% of Foreign National applicants	4.15	4.66
8)	Total no. of priority status - other criteria Total no. of priority status - other homelessness	65 66	58 65
9)	Gold applications	805	811
10)	Silver applications	2125	2225
11)	Bronze applications	1756	1905
12)	% of waiting list requiring 1 bedroom accommodation	54.76	54.46
13)	% of waiting list requiring 2 bedroom accommodation	28.46	28.24
14)	% of waiting list requiring 3 + bedroom accommodation	16.77	17.30
15)	Total no. of property adverts	360	307
16)	Total no. of bids received	6504	7518
17)	Average no. of bids per property	18.07	24.49
18)	Total no. of bids made by priority card holders	1028	1077
19)	Total no. of bids made by applicants who consider themselves disabled	414	470
20)	Total no. of bids made by registered blind applicants	76	87

KEY Monitoring Statistics

01/01/2010 To 31/03/2010

Key Information		Last quarter	This quarter
21)	Total no. of bids made by BME applicants	470	609
22)	Total no. of bids made by Foreign National applicants	403	498
23)	Total no. of offers accepted	252	216
24)	% of overall offers accepted by BME applicants	4.98	5.26
25)	% of overall offers accepted by Foreign National applicants	3.57	2.78
26)	Total no. of offers accepted by priority status - other criteria	16	11
	Total no. of offers accepted by priority status - homelessness	58	45
27)	Total no. of offers accepted by gold band	72	73
28)	Total no. of offers accepted by silver band	83	71
29)	Total no. of offers accepted by bronze band	23	16
30)	Average number of bids per accepted offer	28.35	27.95
31)	Total no. of offers rejected	16	16
32)	Total no. of telephone calls processed	13366	12054
33)	Overall no. call answer time	8.77	8.20
34)	Total no. of visitors to front office	5313	5078
35)	Total no. of reply coupons received	91	122
36)	Total no. of web site visit bids	2077	3708
37)	Total no. of automated line bids	743	583
38)	Total no. of SMS (Text) bids	799	582

Monitoring Statistics

HOME POINT MONITORING REPORT – 01/01/2010 TO 31/03/2010

1. Waiting list information

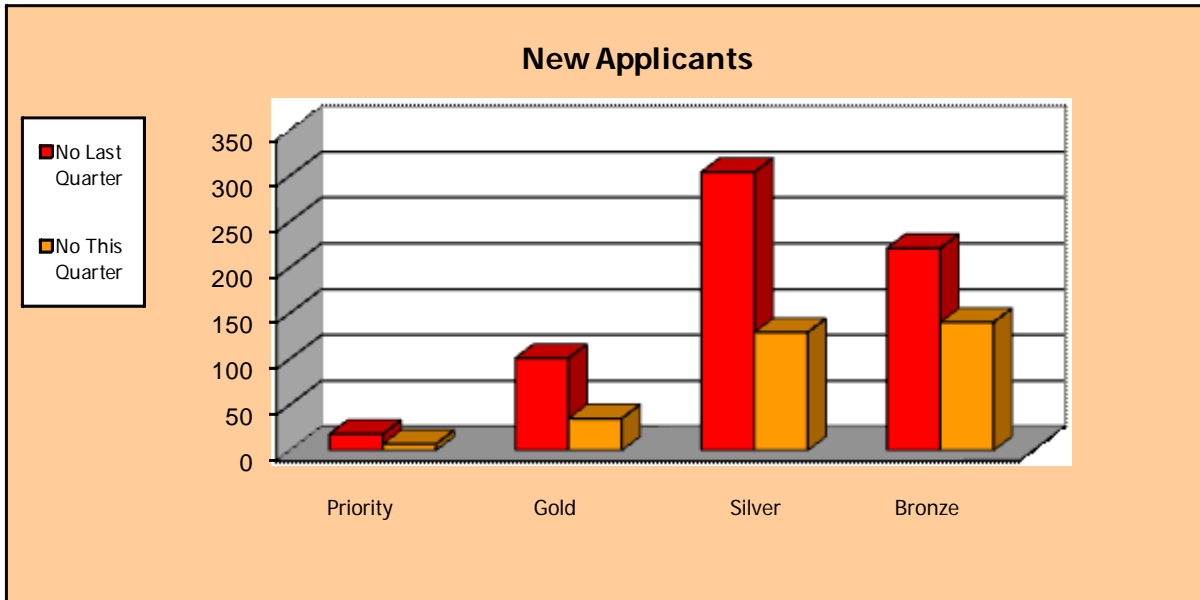
I) Total number of main applicants on waiting list as at 30th June 2009 **5064**

- Total number of under 18 main applicants 71
- Total number of over 60 main applicants 821
- Total number of male main applicants 2180
- Total number of female main applicants 2884

Breakdown of total waiting list	No. waiting list last quarter	% of waiting list last quarter	No. waiting list this quarter	% of waiting list this quarter
Priority Status	131	2.72	123	2.43
Gold applicants	805	16.71	811	16.02
Silver applicants	2125	44.11	2225	43.94
Bronze applicants	1756	36.45	1905	37.62
Totals	4817		5064	

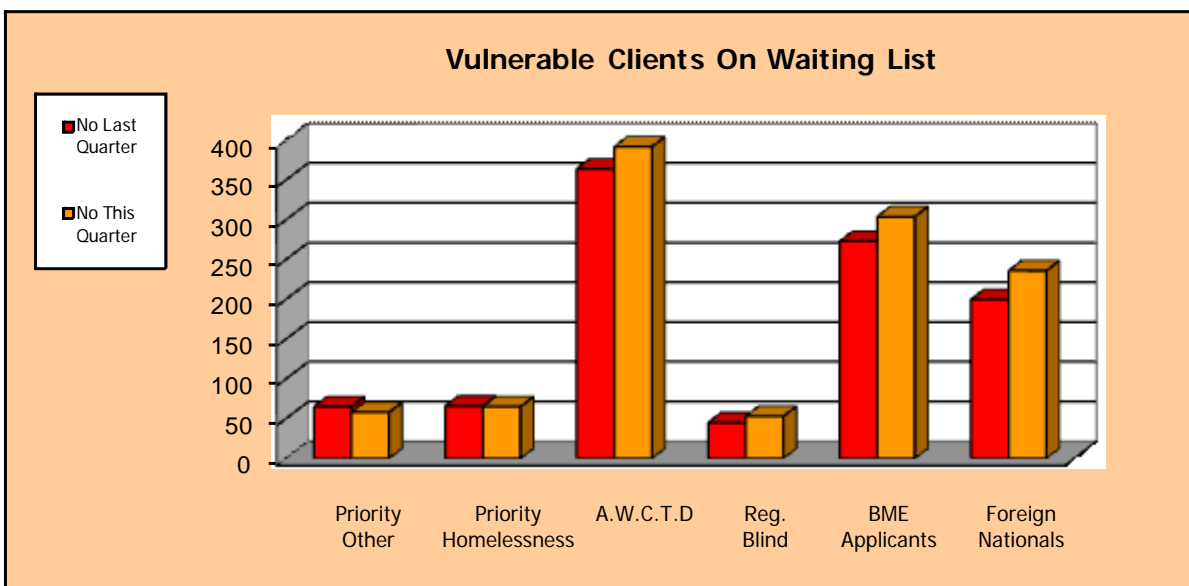
II) New clients added to waiting list this quarter 311

Breakdown of new applicants	No. added to waiting list last quarter	No. added to waiting list this quarter	Increase / decrease
Priority Status	18	7	-11
Gold applicants	101	35	-66
Silver applicants	304	129	-175
Bronze applicants	221	140	-81
Totals	644	311	-333



(III) Vulnerable clients on waiting list.

Vulnerable applicants	No. on waiting list last quarter	No. on waiting list this quarter	Increase / decrease
Priority status - other criteria	65	58	7
Priority status - homelessness	66	65	-1
Applicants who consider themselves disabled	364	392	28
Registered blind	45	53	8
BME applicants	273	304	31
Foreign Nationals	200	236	36



IV) Tenants of partnership on waiting list.

Landlord	Minimum 1 Bed Need	Minimum 2 Bed Need	Minimum 3 Bed Need	Total
Bromford Housing Group	15	21	18	54
Elgar H.A.	58	67	41	166
Gloucestershire HA	*	*	*	*
Herefordshire Housing Ltd	257	227	194	678
Kemble Housing	74	54	37	165
Marches H.A.	100	75	86	261
Sanctuary Housing	*	*	*	*
South Shropshire H.A.	*	*	*	*
Salvation Army H.A	*	*	*	*
Other	*	*	*	*
Total	504	444	376	1324*

V) Ethnic origins on waiting list.

Ethnic origin	Priority Status	Gold	Silver	Bronze	Total	% of Overall
Bangladeshi	0	0	0	0	0	0.00
Black African	0	1	3	3	7	0.14
Black British	0	0	1	0	1	0.02
Black Caribbean	0	1	2	0	3	0.06
Chinese	0	1	2	0	3	0.06
Gypsy / Romany / Traveller	0	1	5	0	6	0.12
Irish White	0	2	1	0	3	0.06
Indian	0	0	1	0	1	0.02
Mixed White & Asian	0	2	0	0	2	0.04
Mixed White & Black African	0	1	0	0	1	0.02
Mixed White & Black Caribbean	0	2	1	0	3	0.06
Not Answered	2	25	62	0	89	1.76
Other	0	0	5	0	5	0.10
Other Asian	0	1	1	0	2	0.04
Other Black	0	1	0	0	1	0.02
Other Mixed	0	4	4	0	8	0.16
Other Traveller	0	1	1	0	2	0.04
Other White	9	21	138	0	168	3.32
Pakistani	0	0	1	0	1	0.02
White British	112	747	2002	1905	4758	93.96
Total	123	808	2225	1908	5064	
Total no. of BME applicants	9	39	167	89	304	6.11

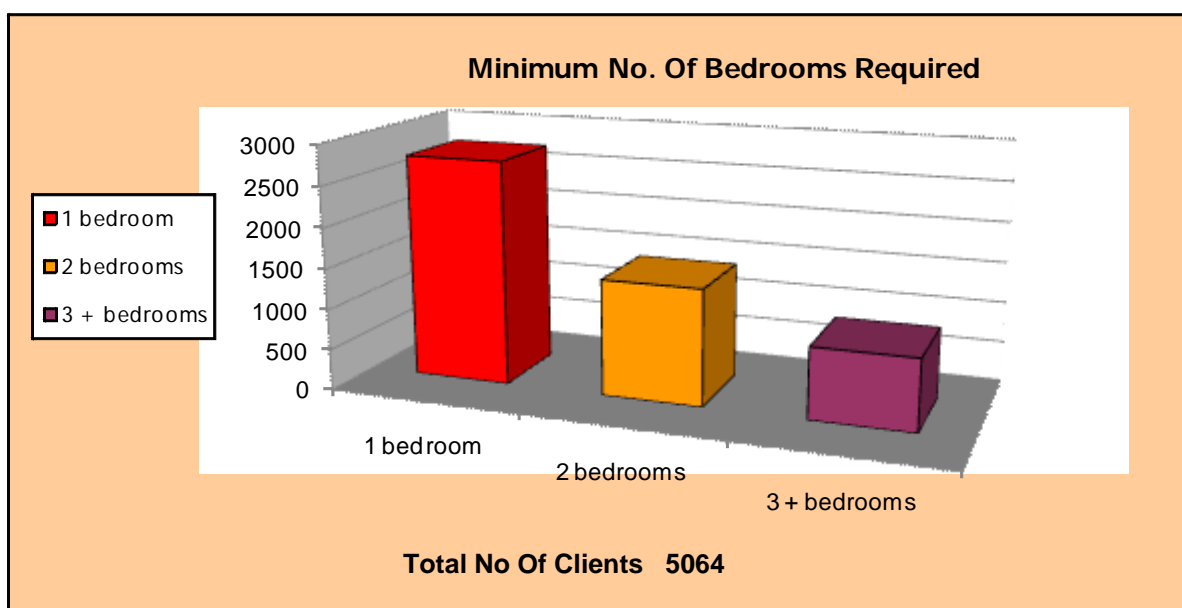
BME % Excludes Not Answered Applicants

VI) Nationalities on waiting list.

Nationality of main applicant	Priority Status	Gold	Silver	Bronze	Total	% of overall
American	0	0	0	1	1	0.02
Brazilian	0	1	0	1	2	0.04
British	117	781	2086	1844	4828	95.34
Bulgarian	0	0	2	0	2	0.04
Chinese	0	0	1	0	1	0.02
Congolese	0	0	1	0	1	0.02
Estonian	0	1	3	1	5	0.10
Filipino	0	1	0	1	2	0.04
French	0	0	0	1	1	0.02
German	0	0	0	1	1	0.02
Hungarian	0	2	1	2	5	0.10
Iranian	0	0	0	1	1	0.02
Irish	0	2	2	3	7	0.14
Italian	0	1	0	2	3	0.06
Kenya	0	0	1	0	1	0.02
Kurdish	0	0	1	0	1	0.02
Latvian	0	0	9	2	11	0.22
Lithuanian	0	2	15	2	19	0.38
New Zealander	0	0	0	1	1	0.02
Nigerian	0	0	0	1	1	0.02
Polish	4	11	83	36	134	2.65
Portuguese	0	4	10	4	18	0.36
Romanian	0	0	3	0	3	0.06
Russian	0	0	1	0	1	0.02
Slovakian	2	1	3	1	7	0.14
South African	0	1	0	1	2	0.04
Spanish	0	0	2	0	2	0.04
Swedish	0	0	0	1	1	0.02
Vietnamese	0	0	0	1	1	0.02
Welsh	0	0	1	0	1	0.02
Total	123	808	2225	1908	5064	
Total no. of Foreign National applicants	6	27	140	64	236	4.66

VII) Minimum bedroom requirements on waiting list.

Minimum no. of Bedrooms Required	1 Bedrooms				2 Bedrooms				3 + Bedrooms				Total	
	P	G	S	B	P	G	S	B	P	G	S	B		
Banding														
Age No. of Under 18s	5	5	32	15	2	3	7	1	0	0	1	0	71	
Age No. of 18 - 25	33	114	244	259	14	74	199	102	4	8	77	10	1138	
Age No. of 26 - 35	9	78	186	190	8	61	182	133	7	31	196	87	1168	
Age No. of 36 - 45	18	63	163	148	3	46	128	146	10	33	159	120	1037	
Age No. of 46 - 55	3	68	138	161	1	35	57	67	0	6	57	41	634	
Age No. of 56-65	3	59	118	172	2	20	33	36	0	1	9	14	467	
Age No. of 66 - 75	1	43	91	115	0	9	19	21	0	1	2	1	303	
Age No. of Over 75s	0	41	122	61	0	8	5	8	0	1	0	0	246	
Total	72	471	1094	1121	30	256	630	514	21	81	501	273	5064	
Total	2758				1430				876				5064	



HOME POINT MONITORING REPORT – 01/01/2010 TO 31/03/2010

2. Property information

I) Total number of properties advertised this quarter 307

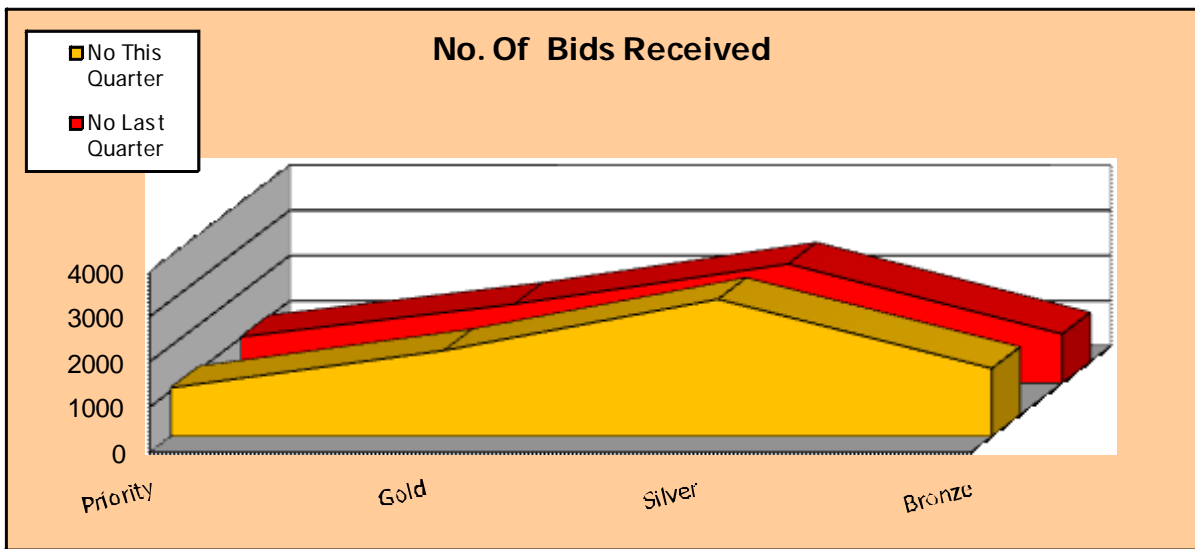
Property information	Last quarter	This quarter	Increase / decrease
No. of property adverts	360	307	-53
Properties held for Direct Match	28	13	-15

Landlord	Property adverts last quarter	Property adverts this quarter	Total adverts to date 2009/10
Bromford Housing Group	9	7	33
Elgar H. A.	46	37	142
Herefordshire Housing Ltd	105	126	462
Kemble Housing	70	32	143
Marches H. A.	103	95	371
Gloucester Housing Association	1	0	1
Salvation Army H.A.	1	0	7
South Shropshire H.A.	3	2	16
Sanctuary H.A.	22	0	22
Two Rivers Housing	0	0	3
Other	0	8	14
Totals	360	307	1214

Includes properties with multiple adverts and withdrawn adverts.

II) Total number of bids received **7518**

Band	No. of bids received last quarter	Average bids per week last quarter	No. of bids received this quarter	Average bids per week this quarter	Increase / decrease
Priority	1028	79.08	1077	82.85	49
Gold	1749	134.54	1901	146.23	152
Silver	2637	202.85	3034	233.38	397
Bronze	1090	83.85	1506	115.85	416
Totals	6504	500.31	7518	578.31	1014



III) Average number of bids per region.

Region	No. of bedrooms in property	No. of properties advertised	No. of bids received	Average no. of bids
Bromyard	1	12	88	7.33
	2	4	42	10.50
	3	1	29	29.00
	4	0	0	0.00
Central Herefordshire	1	12	347	28.92
	2	5	159	31.80
	3	8	172	21.50
	4	1	15	15.00
Golden Valley	1	3	73	24.33
	2	2	27	13.50
	3	0	0	0.00
	4	0	0	0.00
Hereford City	1	52	2496	48.00
	2	55	1919	34.89
	3	14	471	33.64
	4	1	46	46.00
Kingstone	1	2	48	24.00
	2	2	38	19.00
	3	1	70	70.00
	4	0	0	0.00
Kington	1	9	127	14.11
	2	10	73	7.30
	3	5	62	12.40
	4	1	14	14.00
Ledbury	1	17	11	0.64
	2	5	119	23.80
	3	0	0	0.00
	4	0	0	0.00
Leominster	1	37	229	6.19
	2	10	185	18.50
	3	12	184	15.33
	4	0	0	0.00
Ross-on-Wye	1	11	222	20.18
	2	9	209	23.22
	3	0	0	0.00
	4	2	35	17.50
Weobley	1	0	0	0.00
	2	3	5	1.67
	3	0	0	0.00
	4	0	0	0.00
Wigmore	1	0	0	0.00
	2	1	3	3.00
	3	0	0	0.00
	4	0	0	0.00
		307	7518	

Includes withheld and withdrawn after advertising properties. Properties without a area entered will not appear on this list.



IV) Average number of bids per property.

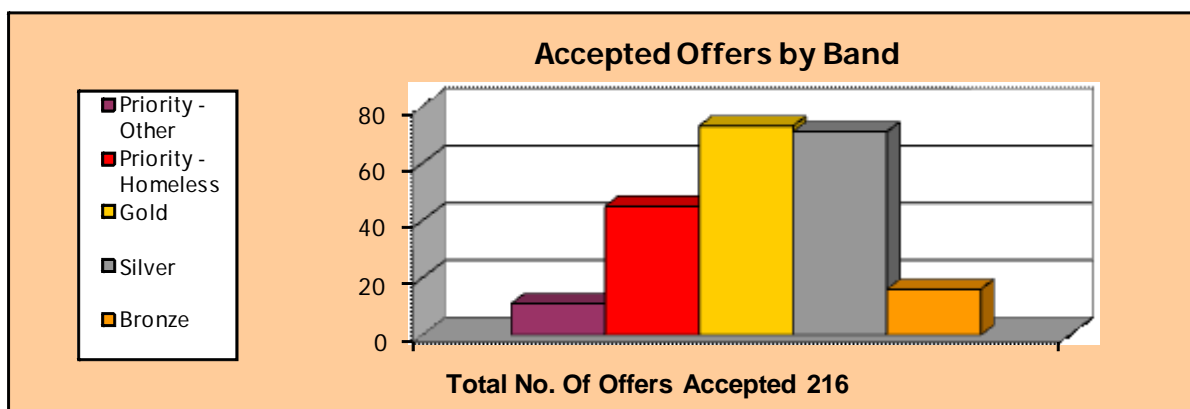
Average bids per property	Last quarter	This quarter	Increase / decrease
Average number of bids per property	18.07	24.49	6.42

V) Bids made by specific groups

Bids by vulnerable applicants	Last quarter	This quarter	Increase / decrease
Priority card holders	1028	1077	49
Applicants who consider themselves disabled	414	470	56
Registered blind	76	87	11
BME applicants	470	609	139
Foreign National Applicants	403	498	95

VI) Total offers accepted by band.

Band	Priority Other Criteria	Priority Homelessness	Gold (Exc. Priority)	Silver	Bronze	Totals
Bromford H.G.	1	3	1	0	0	5
Elgar H.A.	0	2	14	10	1	27
Gloucester HA	0	0	0	0	0	0
Herefordshire Housing Ltd	9	33	37	28	3	110
Kemble Housing	0	4	7	3	4	18
Marches H.A.	1	3	13	27	7	51
Sanctuary Housing	0	0	0	0	0	0
Salvation Army	0	0	0	0	0	0
South Shropshire	0	0	1	2	0	3
Two Rivers Housing	0	0	0	0	0	0
Other	0	0	0	1	1	2
Total	11	45	73	71	16	216



VII) Offers accepted by ethnicity.

Offers accepted by ethnicity	This quarter
Asian / Indian	1
Gypsy Romany Traveller	1
White British	198
White Other	9
Not Stated	7
Total	216
% of overall offers accepted by BME applicants	5.26

VIII) Offers accepted by nationality.

Offers accepted by nationality	This quarter
British	210
Czech	1
Polish	3
Slovakian	2
Total	216
% of overall offers accepted by foreign national applicants	2.78

IX) Average number of bids per region for accepted offers.

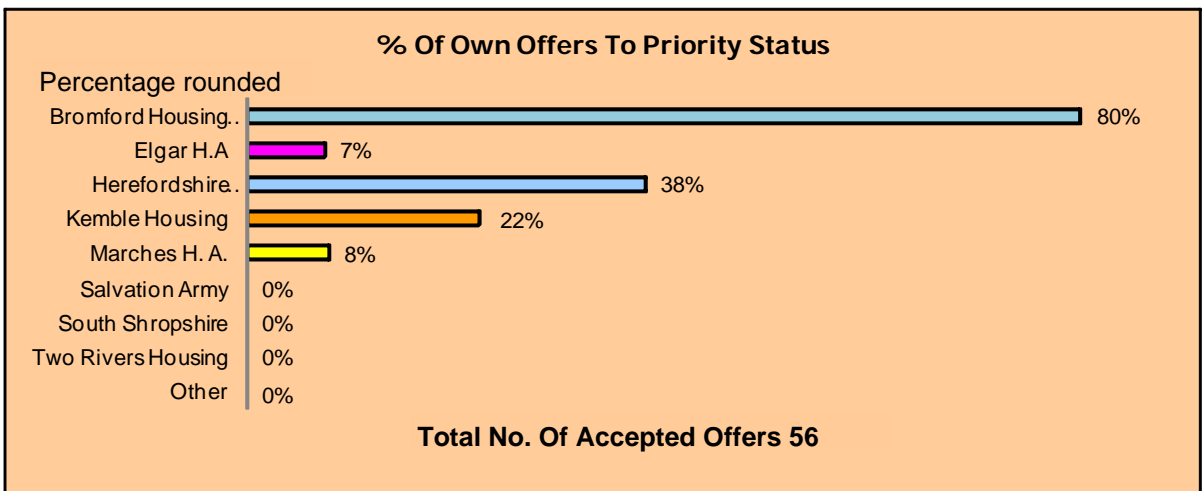
Region	No. of bedrooms in property	No. of properties advertised	No. of bids received	Average no. of bids
Bromyard	1	8	82	10.25
	2	3	15	5.00
	3	0	0	0.00
	4	0	0	0.00
Central Herefordshire	1	7	185	26.43
	2	6	178	29.67
	3	12	253	21.08
	4	1	15	15.00
Golden Valley	1	2	56	28
	2	2	46	23.00
	3	0	0	0.00
	4	0	0	0.00
Hereford City	1	39	2068	53.03
	2	39	1421	36.44
	3	7	254	36.29
	4	0	0	0.00
Kingstone	1	4	127	31.75
	2	3	57	19.00
	3	1	70	70.00
	4	0	0	0.00
Kington	1	6	86	14.33
	2	4	7	1.75
	3	2	17	8.50
	4	0	0	0.00
Ledbury	1	1	2	2.00
	2	4	41	10.25
	3	5	119	23.80
	4	0	0	0.00
Leominster	1	16	164	10.25
	2	6	137	22.83
	3	6	66	11.00
	4	0	0	0.00
Ross-on-Wye	1	10	189	18.90
	2	8	235	29.38
	3	8	106	13.25
	4	1	19	19.00
Weobley	1	1	3	3.00
	2	2	9	4.50
	3	0	0	0.00
	4	0	0	0.00
Wigmore	1	0	0	0.00
	2	1	5	5.00
	3	1	5	5.00
	4	0	0	0.00
		216	6037	

X) Average number of bids per accepted offer.

Average bids per property	Last quarter	This quarter	Increase / decrease
Average number of bids per property	28.35	28.06	-0.29

Landlord	No. of priority status	% of all offers to priority status	% of own offers to priority status
Bromford Housing Group	4	7.14	80.00
Elgar H. A.	2	3.57	7.41
Gloucestershire H.A.	0	0	0.00
Herefordshire Housing Ltd	42	75	38.18
Kemble Housing	4	7.14	22.22
Marches H. A.	4	7.14	7.84
Salvation Army H.A.	0	0	0.00
Sanctuary Housing	0	0	0.00
South Shropshire H.A.	0	0	0.00
Two Rivers Housing	0	0	0.00
Other	0	0	0.00
Total	56		

XI) Breakdown of priority status offers accepted by Landlord.



XII) Breakdown of priority status offers accepted by region.

Region	No. offers accepted by priority status	% of priority offers accepted	% of all offers accepted for region
Bromyard	1	1.79	9.09
Central Herefordshire	4	7.14	15.38
Golden Valley	1	1.79	25.00
Hereford City	41	73.21	48.23
Kingstone	1	1.79	100.00
Kington	0	0	0.00
Ledbury	2	3.57	20.00
Leominster	4	7.14	14.29
Ross-on-Wye	2	3.57	7.41
Weobley	0	0	0.00
Wigmore	0	0	0.00
Total	56		25.92

XIII) Quantity of offers rejected by clients.

	Last quarter	This quarter	Increase / decrease
Property offers rejected by clients	16	16	0

Landlord	Band	No. of rejections	% of all rejections
Bromford Housing Group	Priority	0	0.00
	Gold	0	0.00
	Silver	0	0.00
	Bronze	0	0.00
Elgar H. A.	Priority	0	0.00
	Gold	1	6.25
	Silver	1	6.25
	Bronze	0	0.00
Herefordshire Housing Ltd	Priority	2	12.5
	Gold	6	37.5
	Silver	6	37.5
	Bronze	0	0.00
Kemble Housing	Priority	0	0.00
	Gold	0	0.00
	Silver	0	0.00
	Bronze	0	0.00
Marches H. A.	Priority	0	0.00
	Gold	0	0.00
	Silver	0	0.00
	Bronze	0	0.00
Salvation Army H.A.	Priority	0	0.00
	Gold	0	0.00
	Silver	0	0.00
	Bronze	0	0.00
South Shropshire H.A	Priority	0	0.00
	Gold	0	0.00
	Silver	0	0.00
	Bronze	0	0.00
Two Rivers Housing	Priority	0	0.00
	Gold	0	0.00
	Silver	0	0.00
	Bronze	0	0.00
Other	Priority	0	0.00
	Gold	0	0.00
	Silver	0	0.00
	Bronze	0	0.00
Total		16	

HOME POINT MONITORING REPORT – 01/01/2010 to 31/03/2010

3. Office and general information

I) Figures collected.

	No. last quarter	No. this quarter	Increase / decrease
Total phone calls processed *	13366	12054	-1312
Overall average call answer time in seconds*	8.77	8.20	-0.57
Visits to office **	5313	5078	-235
Reply coupons received	106	122	16
Web site visit bids	2077	3708	1631
Automated line bids	743	583	-160
Text bids	799	582	-217

* BT official call performance figures

** Automated door counter (visitor composition - not allowed for)

