

PA Housing

invests to transform housing services

- PA Housing is set to deliver the promises it has made to customers; it has brought forward a number of repair programmes, and now it's focused on transforming its housing services.
- PA Housing has created 29 new roles following Board approval to invest an additional £1million in frontline staff.
- In order to promote the new roles, PA Housing has held three recruitment days at its main offices, in Leicester, central London and Walton-on-Thames, with over 400 people attending.
- 1,700 job applications were received two weeks prior to the recruitment deadline.

PA Housing is investing £1million to expand its customer facing workforce. The realignment of housing services (which started shortly before Christmas) will complete in April and will create 29 new roles.

The new roles will put the customer at the heart of everything we do. As part of the recruitment campaign, we hosted three recruitment events, which were a huge success. Staff volunteers from all parts of the organisation helped to host the events and provide advice. Applicants came along to discuss the roles with the teams, and to experience the culture and environment at PA Housing. Candidates were then given the option to fill in their application forms right there and then.

The popularity of the recruitment events has exceeded our expectations. We've had feedback like, "It was an absolute pleasure to attend," "everyone was friendly and polite and the talks were very informative," and "it was an easy and approachable event – I left feeling that I would very much hope to work for PA Housing."

At a time when many housing associations are having to make cuts to their services, PA Housing is keen to continue to add social value through the creation of new roles and enhanced visibility in communities.

Sally-Anne Underhill and Rachael Smart, Heads of Housing Services, said:

"We were absolutely blown away by the response to our first ever Housing recruitment days. Our aim was to give potential candidates the opportunity to find out how our new housing operating model works and hear from colleagues who are already delivering the service, as well as giving candidates the chance to learn more about PA Housing and get a real feel for the business.

"It was clear from the events and feedback that we didn't just meet this goal but exceeded expectations. Our teams also had the chance to get excited about the new model and remember why they love doing what they do! We look forward to meeting the successful candidates and launching the PA Neighbourhood approach soon."



Esther Lynch, Recruitment Officer, added: “These recruitment events have been a massive success with over 400 potential new employees coming along to gain a better understanding of the jobs on offer.

“The feedback has been phenomenal with candidates saying how positive, enthusiastic and professional they found everyone at the events.

“We’ve been delighted by the interest shown and the high calibre of potential candidates. There have been a high number of applicants who work outside housing, but have the right set of transferable skills and the desire to move into the sector.”

“We will run events of this nature again; the results have been amazing. It’s a great opportunity to meet fantastic people who want to work at PA Housing.”
You can also find more information here: www.pahousing.co.uk/work-with-us

Or please contact us at: commsandmarketing@pahousing.co.uk.

PA Housing is an award winning provider of affordable, quality homes, but our business is about more than property – it’s about people. We aim to put our residents at the centre of everything we do and offer first class services to all.

Our business is built around decades of experience in the social housing sector across the Midlands, London, Home Counties and the South East. We hold a stock of more than 23,000 homes and employ 600 plus staff to provide a high standard of service to our householders.

Over the next five years we plan to expand further, to increase our stock, and consolidate our offering within our current service areas. We aim to deliver value for money, while building at least 500 new homes a year, and continuing to raise our standards.

For more information, please visit www.pahousing.co.uk

