

Tenant Housing – A Case Study

As one of Countdown's largest clients in the social housing sector, this organisation has been working as a partner since 2005. The initial requirement was to develop a pilot scheme to assess the benefits of launching a scheme to reward tenants who both formed an active part of their community and maintained their home while also addressing core issues such as improving rent arrears and supporting annual gas servicing of homes.

Launched through direct mail and via the tenant's newsletter, the main element of the scheme was to offer residents discounts through the Countdown card.

The initial pilot was so successful that within the first twelve months the organisation had been able to save £30,000 as a direct result of the scheme. This was largely achieved through the reduction of rent arrears and by improving access for gas servicing. Over one third of householders signed up to join the scheme.

Subsequently the benefits scheme has launched across the entire housing group providing tenants with access not only to a huge range of national discounts but more importantly to discounts with more than 200 local businesses. In the Social Housing sector it is the ability to help build a sense of community that is often fundamental to the success of any organisation.

It is this unrivalled level of local understanding which sets Countdown apart from its competitors as no other organisation can provide the unique combination of both national and regional discounts to its members.