



# Annual Review 2023-24





**I'm pleased to add a few introductory words to this, our first published annual review.**

It hardly seems possible that it's now approaching 35 years since ARK was launched (honestly it doesn't feel that long). The operating context for our clients is tough: pressing customer needs in an environment of rising costs, stretched capacity and competing demands for available capital. The new political backdrop does at least suggest a long overdue focus on new homes production. More than ever, clients need careful prioritisation and planning and wise counsel.

Against this backdrop, we outperformed our business targets again and we continue to grow strongly.

Our people are our business ..... and its future. We hope we are demonstrating the value we place on our fantastic team and we want to maintain our success for customers, shareholders, staff and associates.

I'm proud to be part of ARK. Thanks to everyone in the team for the contribution you make and to creating the platform for an exciting future.

**John Paterson**  
Chair

# Mission, Vision, and Values

## Mission

To support the affordable housing sector to achieve its goals and deliver the high quality homes and services that residents deserve.

## Vision

To be the consultancy partner of choice for organisations which want to deliver excellent results through high performing people, assets and resources.



### Excellence

We provide a first class service that goes beyond our clients' expectations.

We are scrupulous, efficient and diligent in all that we undertake. We have a track record for delivering high quality projects which add value.



### Integrity

We are smart partners and critical friends because people trust us and we deliver value for money.

We are honest, transparent and reliable in our advice. We are friendly and approachable, which helps us to build long lasting relationships.



### Knowledge

We are sector leaders. Our expert team is highly skilled, knowledgeable, practical and experienced across a wide range of services.

We continuously adapt, innovate, learn and develop in order to meet the ever changing needs of our sector.



### Commitment

We are committed to working in the social housing sector because we want to make a positive difference to residents and communities.

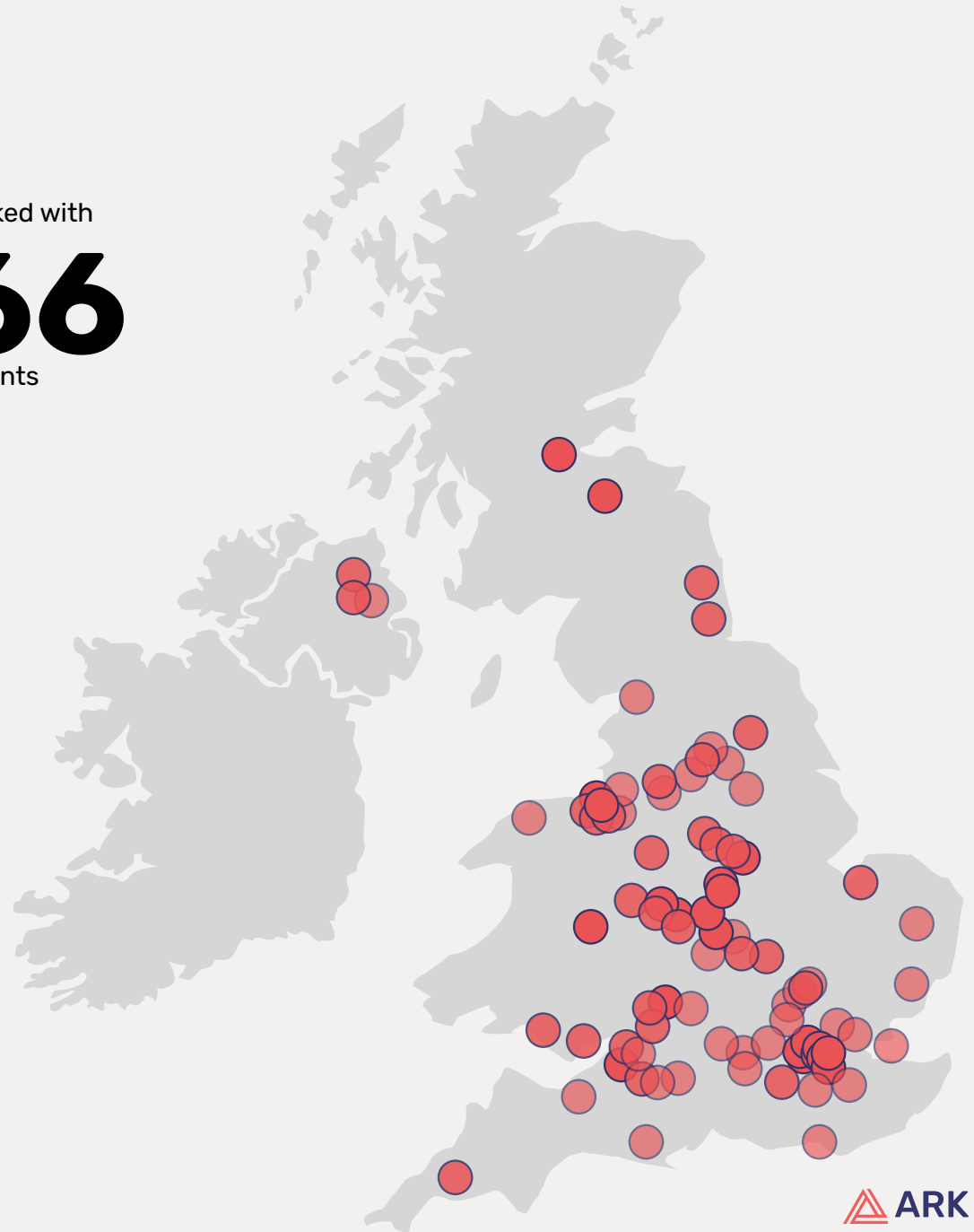
We care about the people we work with and the environments we work in – we will be supportive, treating them with respect and empathy.

# Performance Info



We worked with

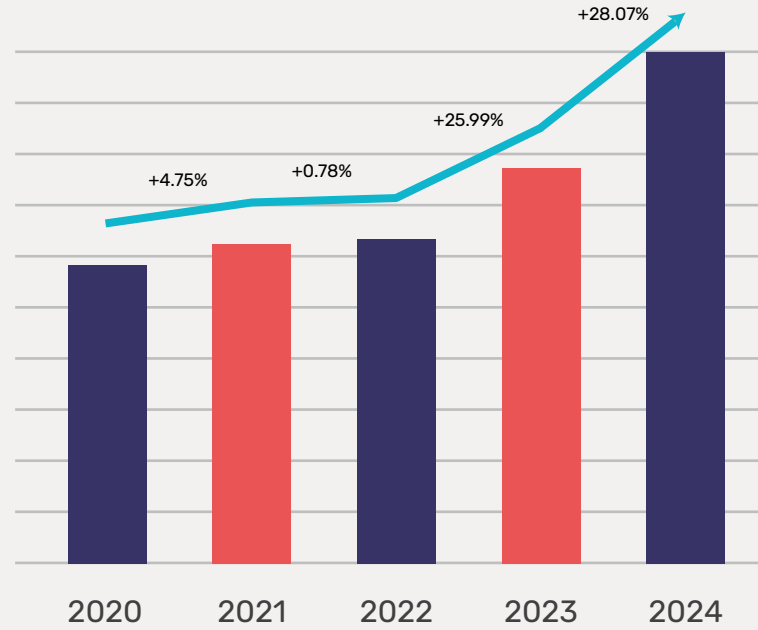
**166**  
clients



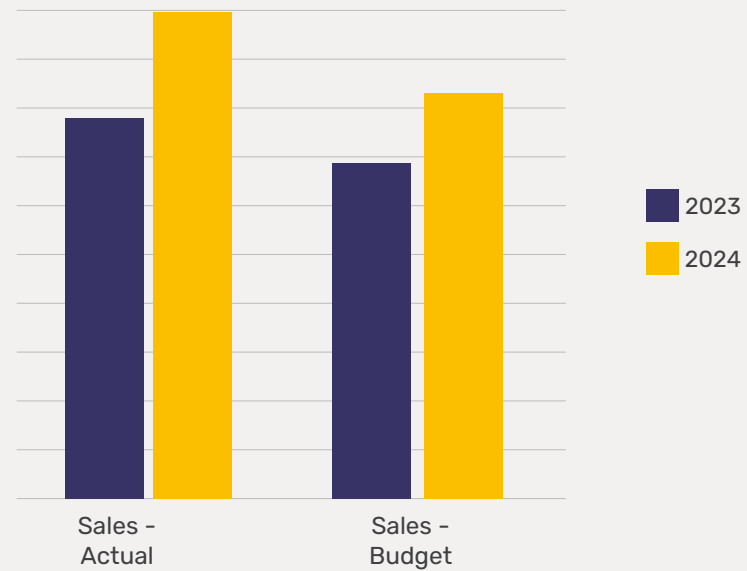
# Financial Info



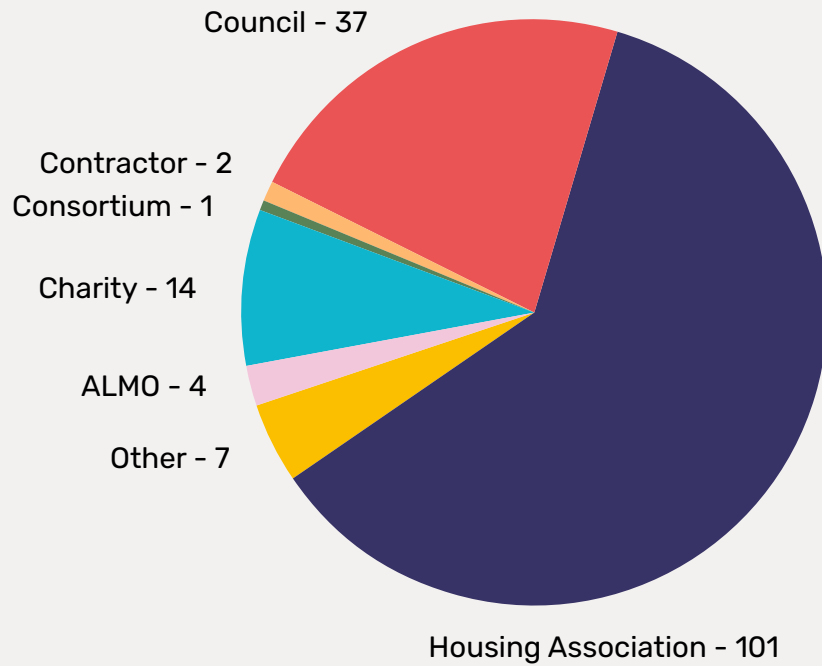
### Annual Turnover










### Financial Performance (Actual vs Budget)

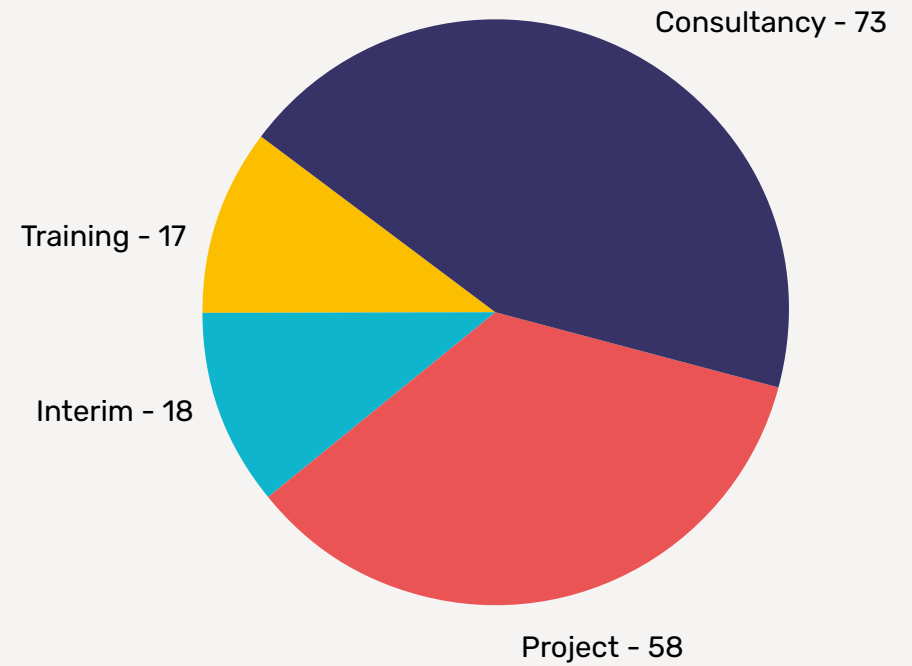






## Our Clients



	ALMO	4
	Charity	14
	Consortium	1
	Contractor	2
	Council	37
	Housing Association	101
	Other	7

## Type of work



	Consultancy	73
	Interim	18
	Project	58
	Training	17

# People Info



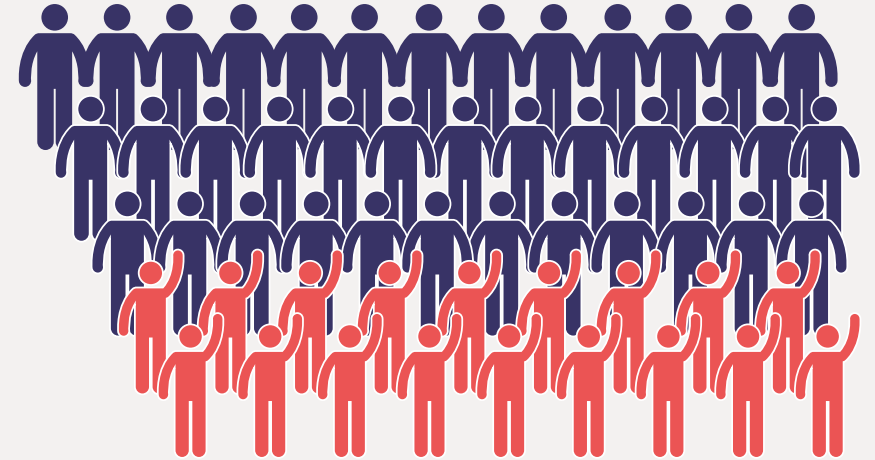
## Team Growth

18 new employees have joined the business since 1 July 2023 (10 CHIC and 8 ARK).

This is a

# 47%

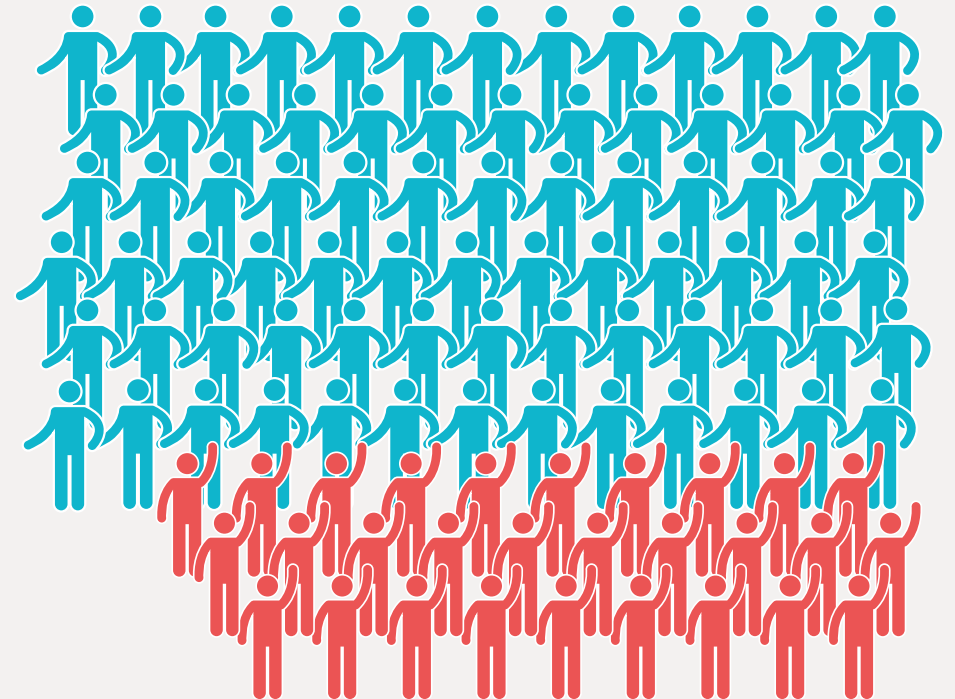
increase in staff!



29 Consultants joined the team.

We now have an active Consultancy team of more than

# 110



# Staff Benefits



## We have introduced:

- Annual leave to start at 25 days and increase by a day per completed year of service up to 30 days.
- Increased car allowance for essential users.
- Health insurance – allowing you to access private healthcare (with the option to add your family using salary sacrifice).
- Death in Service – Life insurance worth twice your annual salary.
- Enhanced Maternity/Adoption and Paternity Leave.
- Public transport season ticket loan.
- Electric car lease scheme via salary sacrifice.
- Staff reward scheme for exceptional business performance.



# Team Charter



A staff group collaborated to put together the first ARK Team Charter based on our values.

This charter sets out the key behaviours that ARK colleagues all agree to adhere to in order to ensure the success of the business, foster good working relationships and create a positive culture.

Each behaviour is linked to one of our four key values.

<b>Excellence</b>	<b>Knowledge</b>	<b>Commitment</b>	<b>Integrity</b>
<p>Recognising achievements and celebrating our accomplishments is vital at all levels of the business – we value our colleagues and show them that we do.</p> <p>We commit to excellence in our roles. We recognise success is a team effort; we are aware of our own and others' contribution to the growth of the business.</p>	<p>We embrace continuous development – we are willing to adapt. Mistakes happen – we will learn from them and share our knowledge and expertise so we can succeed and grow together.</p> <p>We encourage each other to ask for help and guidance when needed, ensuring colleagues feel fully supported, informed and empowered.</p>	<p>Self-awareness is important – we always try to bring our best selves to work and we think about how our behaviour might affect others. We will be respectful, courteous and non-judgemental to each other at all times.</p> <p>We will be friendly, approachable and welcoming.</p>	<p>Good communication is key – we commit to making ours simple, clear, and timely. Choosing the best way to get our message across, and adapt it for the situation, thinking about the impact of our words on the other person.</p> <p>We will proactively manage the expectations of our colleagues in a positive way by responding to all communication and requests of support in a prompt manner.</p>

# Marketing



## Events we have run

### ARK Events

- Helped to judge the UNZ Awards
- 4 Quarterly Team Briefings
- Away Day and Team Social
- ARK Amble for charity

### CHIC Events

- Healthy Homes Framework Launch
- Newbuild Framework Launch
- Welsh ORP Roundtable x2
- Newbuild Roundtable
- Meet the Consortium North
- CHIC Conference and CHIP Awards
- 10m Sponsored Steps
- CHIC Sponsored Walk
- Legal Services Framework Launch

### ARK Webinars

- Qualifications and Culture
- Regulatory Standards

### CHIC Webinars

- Building Safety
- Changing Technological Landscape
- SHDF Wave 3 Funding Webinar

## Conferences

ARK exhibited at

**5**

Conferences

ARK spoke at

**4**

Conferences

ARK attended

**12**

Conferences

CHIC exhibited at

**5**

Conferences

CHIC spoke at

**8**

Conferences

CHIC attended

**12**

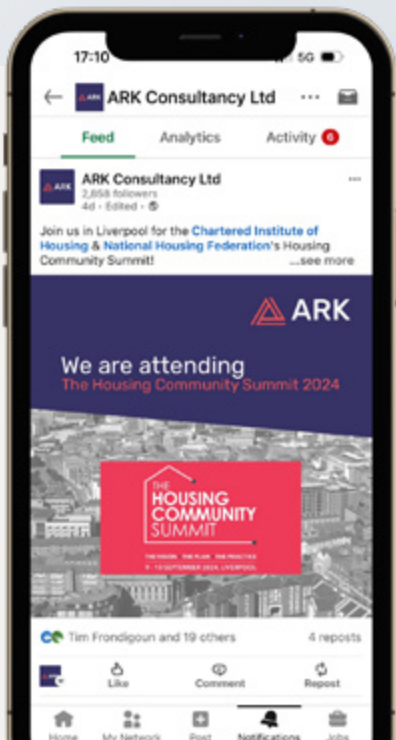
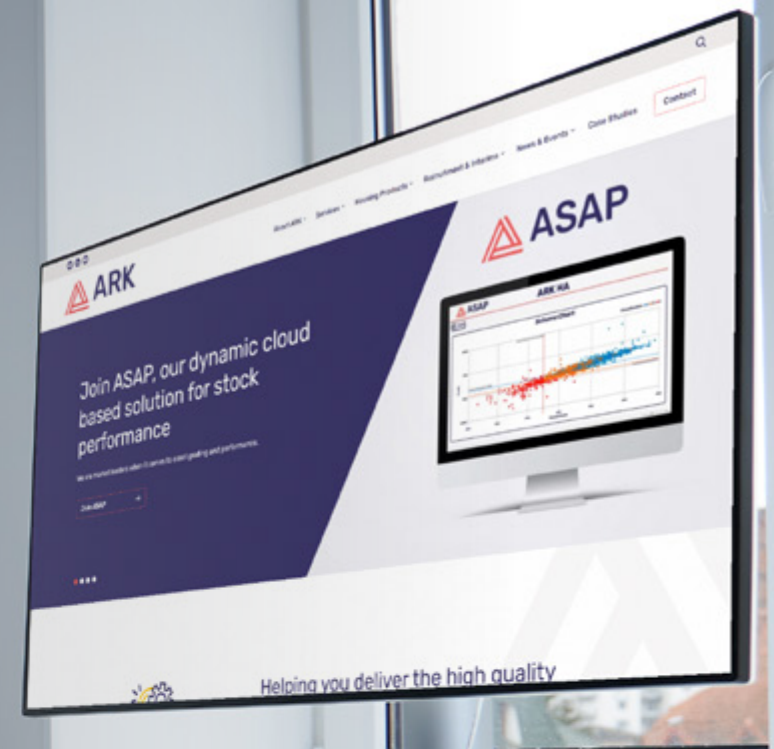
Conferences

## Website Stats

The new website has seen a huge improvement in our website figures.

**20,000** users - average users each month has gone up 43% from Q1 to Q4.

**36** Blogs/Articles were published.



## Social Media Growth



**694**

New LinkedIn followers.

We have over

**3000**

followers!

We posted

**194**

times, and had more than

**4000**

reactions.



Thank you to all of our staff and associates for your hard work throughout 23-24. ARK continues to grow and we are proud of our collective achievements which resulted in another successful year.

