



IMPROVING OUR LEASEHOLD WELCOME PACK

CASE STUDIES 2025/26



OVERVIEW

With tenants at the heart of everything we do, welcoming them to a Midland Heart Property, or when concluding a sale, is a vital element of their first experience.

With this in mind, we have developed a far simpler version of our Leaseholder Handbook. Previously a 60-page document, the Handbook has now been developed alongside a more user-friendly Welcome Pack, allowing our leaseholders to self-serve and understand more about their home and the popular shared ownership model.



DEVELOPING OUR WELCOME PACK – WITH AND FOR OUR SHARED OWNERS

To develop the new Welcome Pack, we surveyed our Shared Owners in 2025 to understand how they accessed the information, how useful it was, and if the Leaseholder Handbook was providing them with what they wanted.

As part of this background work, we also engaged with our Leaseholder Focus Group to discuss the topics which matter to them, alongside analysing data from surveys and complaints.

The Focus Group told us that it was important to retain our handbook, but create a Welcome Pack alongside for ease of reference. Using their feedback and data, the 14-page Welcome Pack was drafted and reviewed, with a final version completed soon after.

THE RESULTS AND FEEDBACK

Responding directly to their feedback, our Shared Owners now have improved information at their fingertips, and available digitally for ease of reference.

The feedback has been excellent, highlighted by this quote from one of our Shared Owners:

“This is precisely the general introduction I feel I missed out on. It covers a lot of the basic information where the expectations, obligations and responsibilities for scenarios that wouldn’t really be covered through the legal conveyancing process.”





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