

## Pinnacle secures dual contracts with Walsall Housing Group, reaffirming presence in the Midlands

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**Pinnacle Group** is celebrating the re-award of two significant contracts with leading housing association landlord **whg**, marking 18 years since the initial contract that spurred their expansion into the Midlands.

The contracts encompass both communal area cleaning across all whg's housing blocks and office cleaning services, reinforcing Pinnacle's commitment to providing high quality neighbourhood services.

The renewed contracts – which run for three years with scope to extend for a further five – solidify Pinnacle's growing footprint in the Midlands, where the company now manages numerous contracts, including those with prominent regional partners such as Birmingham City Council and Midland Heart.

whg is a regional housing association with 22,000 homes owned and managed across the Midlands. With a diverse portfolio ranging from high-rise and low-rise blocks to family homes and older persons accommodation, whg is committed to creating sustainable communities through investment in people and places.

These contract renewals also secure employment for 40 local individuals, further contributing to the regional economy.

Raaj Bharania, Facilities Management Operations Director, Pinnacle Group, said: "We are incredibly proud to renew our partnership with whg, a relationship that began 18 years ago with our very first contracts in

the Midlands. This renewal is especially meaningful as it allows us to continue delivering high-quality housing and neighbourhood services to residents with whom we have developed long-standing relationships. We look forward to maintaining our commitment to top tier cleaning services, ensuring the wellbeing of whg's residents and employees."

Sarah Clarke, Director of Housing and Customer Services, Walsall Housing Group, said: "We're pleased to renew this long-standing partnership, ensuring our communal spaces are clean and welcoming for our customers. We know that well-maintained shared spaces make a real difference to how people feel about their homes and neighbourhoods, and we remain committed to creating communities to be proud of."