



# Maryhill

HOUSING

**Corporate Plan  
2022 - 2025**

# Introduction from the Chair, Lindsay Forrest

As Chair of Maryhill Housing, I am proud to introduce our 2022 - 2025 Corporate Plan. Last year we carried out a full survey of all our customers; this has given us an insight into how people experience our services and what we should be doing to improve.

Our Corporate Plan sets out what we aim to do over the next three years to make these improvements and to increase satisfaction with our services. Over the next three years, we will focus on providing great homes and neighbourhoods, through delivering significant programmes to improve heating systems and energy efficiency and building new homes. We will also give additional support to help customers through the cost-of-living crisis with our Hardship Fund, energy and benefits advice and new sustainability service.

With our new vision, mission and values, we are ready to take on the challenges of the next three years. This plan sets out the key actions we will be taking. In my role as Chair, I will be working with the Board to make sure we deliver on our promises to customers and keep everyone updated on how we are progressing.



## Who we are

Established in 1977, Maryhill Housing is a community-based housing association operating in Maryhill and Ruchill in North West Glasgow. We are responsible for the management of approximately 3100 rented homes and provide factoring services to a further 700.

As an organisation, we have charitable status and are registered as a social landlord with the Scottish Housing Regulator.



 You can read more about us on our website: [www.maryhill.org.uk/about-us](http://www.maryhill.org.uk/about-us)

    or why not follow us on Facebook, X, LinkedIn or YouTube @MaryhillHousing

# Putting our customers at the heart of our Plan

Our new Corporate Plan has been developed based on feedback from our customers. In 2021, we carried out a full customer satisfaction survey of all our tenants, as well as owners who we provide with factoring services.



We received responses from 1,124 tenants and 235 owners, which have given us valuable insight into what they think of what we do and how we should work to improve over the next three years. Most importantly:

- The most common issue raised by our customers was the need to **improve our repairs and maintenance service**, especially how we deal with long standing or complex issues. We need to make sure we communicate with our customers while they are waiting for these areas to be addressed.
- Our customers are also concerned about the **energy efficiency of their homes and the cost of heating them**. This is particularly true for customers in properties with electric storage heaters, and for those living in older tenements.

- **The quality of some of our homes could also be improved.** Customers were particularly unhappy with windows and bathrooms.
- Customers are also concerned about **the quality of the neighbourhoods they live in**. The main issues were rubbish and litter and problem neighbours.

We have used these results to renew our vision, mission and values, to ensure that over the next three years of our Corporate Plan, we remain focused on what is important to our customers.

# Our Vision for 2022-2025

Our vision is to provide **great homes in strong and thriving communities.**

This vision was developed based on feedback from our customers, staff and Board Members. We will continue to engage with all of them throughout the three years of this plan to ensure that we achieve what we have set out to do.

## Our Mission

Maryhill Housing's mission is:

**Providing great housing and services for our customers; supporting strong, inclusive communities in North West Glasgow.**

## Our Values

We have four core values to guide everything that we do, both as an organisation and as individuals. These values are:

- ★ **Think customer first**
- ★ **Embrace people's differences**
- ★ **Take responsibility**
- ★ **Keep improving**

We will ensure our customers and staff know about these values, and that our Board is guided by them in their decision making.

# How will we get there?

To be able to achieve our vision of **providing great homes in strong and thriving communities**, we have identified three key objectives to be delivered over the three years of this plan.

## 1. Improve customer experience

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We recognise that we need to do more to ensure all our customers receive an excellent quality of service from us. We need to make sure we own up to issues, are clear about what customers can expect and follow through on our commitments.

This will involve:

- ★ **Ensuring our services are inclusive and accessible.**
- ★ **Improving our reactive repairs service, working with our new contractor Everwarm.**
- ★ **Development of in-house services, such as new caretaking and bulk collection services.**
- ★ **Improving the customer journey through improved digital options such as booking repair appointments online.**
- ★ **Developing a culture that focuses on high performance and delivering for the customer.**

## 2. Provide better places

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Our vision is based around providing great homes. This includes maintaining those we already have, investing in improvements and building new properties to meet a variety of needs. It also means looking after the land and neighbourhoods around our homes.



This will involve:

- ★ Investing to create healthy homes by taking measures to address damp and mould.
- ★ Improving heating and energy efficiency by replacing all traditional electric storage heaters.
- ★ Delivering new build schemes across Maryhill and Ruchill, with a focus on more family housing and areas of derelict land and buildings.

### 3. Enable better lives

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To create strong and thriving communities, we need to provide more than just homes – we need to support our customers' wellbeing in a range of ways.

This will involve:

- ★ **Delivering our Sustainable Solutions project to provide extra support to customers.**
- ★ **Offering benefits and energy advice, and financial support through our Hardship Fund, Customer Kitty and Community Fund.**





Photography by Lucy Knott Photography

## We Speak our Customers' Language.

Please contact [translate@maryhill.org.uk](mailto:translate@maryhill.org.uk) if you require this document in a different language or format.

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Jeśli chcesz otrzymywać biuletyn w innym języku, skontaktuj się z nami pod poniższymi szczegółami.

如果您希望使用其他語言的新聞通訊，請通過以下詳細信息與我們聯繫。

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