Maryhill HOUSING

Corporate Plan 2025 - 2030

Introduction

Established in 1977, Maryhill Housing is a charitable community-based housing association operating in Maryhill and Ruchill in North West Glasgow, registered as a social landlord with the Scottish Housing Regulator. We provide 3200 affordable homes for rent and provide a factoring service to 700 owner occupiers.

This Corporate Plan sets out the vision and key business aims for Maryhill Housing for the next 5 years, with a clear plan for how we will achieve these aims.

The development of the Corporate Plan was informed by a full customer satisfaction survey, consultation workshops with tenants, staff events and strategic planning days with senior staff and the Board of Management.

To inform the planning process we conducted a SWOT analysis to understand the strengths and weaknesses within the Association and the opportunities and threats that we face. A PESTLE analysis (Political, Economic, Social, Technological, Legal and Environmental) was also used to consider the wide range of external issues that impact on the Association and inform our strategic direction.

From the satisfaction survey and talking to tenants we clearly identified that customer satisfaction is not where we want it to be. The primary objective for the next 5 years is to significantly improve customer experience and increase satisfaction through delivering better services, providing better places to live and enabling thriving communities, all supported by a financially viable and sustainable business model.

With our new purpose, vision, mission and values, we are ready to take on the challenges of the next 5 years and deliver on the strategic objectives set out in the Corporate Plan.

Our purpose:

Making a positive difference for our customers and communities

Our vision:

Great homes and thriving communities

Our mission:

By listening to our customers and working together, we deliver great homes and services in thriving, inclusive communities

Our values:

- ★ Think customer first
- ★ See it through
- ★ Value people's differences
- ★ Listen and improve

Our Strategic Objectives

To be able to achieve our vision of great homes and thriving communities, we have identified five strategic objectives to be delivered over the 5 years plan.

There are four customer facing objectives, supported by ensuring a financially viable and sustainable business model.

This Corporate Plan summary provides more details on the four customer facing objectives.

Improving customer experience

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 address the concerns raised in the customer satisfaction survey, be clear about what customers can expect and follow through on our commitments.

This will involve:

- ★ **Ensuring tenant feedback is considered in all strategic decision making, through implementing our plans to enhance Tenant Voice**
- ★ **Implementing new systems for gaining customer feedback, and move to annual satisfaction surveys**
- ★ **Ensuring our services are accessible and inclusive, recognising the diverse communities we serve**
- ★ **Embedding our Achieving Excellence approach to ensure staff have the skills, training and tools to provide excellent customer service**
- ★ **Increasing visibility of staff to tenants and out in the community**
- ★ **Improving the customer journey through implementing improved IT systems for call handling and a new housing management system**

Providing better services

Customer feedback told us that we need to improve our reactive repairs service and the environment around our homes. We will focus on developing excellent services through:

- ★ **Improving the reactive repairs service, working with our new contractor Bell Group and improving staff responsiveness**
- ★ **Improving the environment around our homes, with greater focus on the provision of excellent neighbourhood services, such as close cleaning, landscaping and gutter cleaning**
- ★ **Developing in-house services, such as new caretaking, damp and mould and in-house painter roles**

Enabling thriving communities

To enable our communities to thrive, we need to provide more than just homes – we need to support our customers' wellbeing in a range of ways. The customer satisfaction survey highlighted that many customers didn't know about the additional support we provide, so we must seek to promote the services and maximise uptake.

This will involve:

- ★ **Launching Maryhill Helps, to promote visibility and uptake of all the services we provide, such as welfare benefits and energy advice, and financial support through our Hardship Fund, Customer Kitty and Community Fund**
- ★ **Delivering our Sustainable Solutions project to provide extra support to customers**
- ★ **Delivering a range of community events to benefit our customers and help us to reconnect with our communities, cementing our position as a community anchor organisation**
- ★ **Continuing to work with a wide range of partner organisations to support the communities we serve**

Providing better places

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 and other health & safety requirements**
- ★ **Implementing an integrated asset management approach, informed by our stock condition data, to develop targeted investment plans**
- ★ **Developing solutions for affordable warmth in our homes which take account of the evolving Net Zero targets**
- ★ **Delivering new build schemes across Maryhill and Ruchill, with a focus on more family housing and taking forward regeneration of areas of derelict land and buildings**

Maryhill
HOUSING

We Speak our Customers' Language.

Please contact **translate@maryhill.org.uk**
if you require this document in a different language or format.

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فيرجى الاتصال بنا على التفاصيل أدناه.

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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