



Maryhill

HOUSING

**Corporate Plan
2019 - 2022**

Introduction from the Chair, Roger Popplewell

As Chair of Maryhill Housing, I am proud to introduce our new Corporate Plan. Last year we carried out a full survey of all our customers; and this has given us 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. As well as providing great homes and neighbourhoods, we also aim to give additional support to those customers who need it most when dealing with welfare reform.

With our new Vision, Mission and Values we are ready to take on the challenges of the next three years, and 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 over 3000 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

  Or why not follow us on Facebook and Twitter? @MaryhillHousing

Putting our customers at the heart of our Plan

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



We received responses from 892 tenants and 198 owners, which has 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. This is particularly true for those customers in properties with electric storage heaters, and for those living in pre 1919 tenements.

- Customer contact and customer service could also be improved. Around a third of customers said they did not have their latest enquiry dealt with at the first point of contact and that instead their details had to be passed to another member of staff or team. Of this group, over half said that that member of staff did not get back to them promptly.

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 2019-2022

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**
- ★ **Celebrate diversity**
- ★ **Deliver on our promises**
- ★ **Keep improving**

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

How we will get there

To be able to achieve our Vision we have identified three key objectives, to be delivered over the three years of this plan.

1. Improve customer experience and increase customer satisfaction

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 issues, are clear about what customers can expect and follow through on our commitments. We also need to deal with more enquiries at the first point of contact.

This will involve:

- ★ **Supporting, empowering and training our staff to be the best that they can be.**
- ★ **Producing a business case for providing more of our services in-house.**
- ★ **Improving the customer experience through mapping, challenging and simplifying processes.**
- ★ **Ensuring we use customer feedback, including complaints, to actively shape our services.**
- ★ **Giving customers easier and better ways to contact us, such as via text and online.**

2. Address poverty and enable customers to make their lives better

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, including financial support and improving digital inclusion.

This will involve:



- ★ Ensuring our rents remain affordable by meeting our savings targets and delivering value for money across the organisation.
- ★ Supporting more of our customers to get online.
- ★ Supporting our customers to navigate welfare reform, sustain their tenancies and move into employment.
- ★ Supporting our young people to realise their potential.
- ★ Working with partners to improve our customers' health and wellbeing.

3. Provide better homes and developing neighbourhoods to feel proud of

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:

- ★ **Piloting air source heat pumps and other forms of heating as a possible alternative to existing electric storage heaters.**
- ★ **Improving the energy efficiency of our pre 1919 tenements through insulation and other upgrades.**
- ★ **Working with our customers to improve back courts and communal areas to create positive, usable spaces.**
- ★ **Supporting the regeneration of North Maryhill and ensuring plans for the area will improve the quality of life for existing residents.**
- ★ **Building new homes that meet housing need.**





This document can be provided in a range of other languages on request

Maryhill Housing Association Ltd, 45 Garrioch Road, Glasgow, G20 8RG

T: **0141 946 2466** · E: **enquiries@maryhill.org.uk** · W: **www.maryhill.org.uk** ·  **@MaryhillHousing** 

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