

Focusing on what matters

With tenants at the heart of all we do, we aim to develop an excellent reputation for affordable, quality, well maintained homes where tenants feel safe and secure.

Tenant satisfaction has been the foundation of our plans. Throughout the life of the ForHousing Strategy we will focus on providing excellent services that are easy to access and fast - through automation and insight. Our resources will be focused on delivering efficient local services that matter to tenants and their communities.

We want our colleagues to champion our tenant focused, inclusive and agile culture, promoting ForHousing to others as a great place to work.





VISION







Our vision

To positively impact the lives of our social housing tenants

Our mission

To provide safe, well maintained homes and deliver customer focused, equitable and efficient services

Our strategic outcomes



Customer focused and equitable services



Safe, well maintained, sustainable and affordable homes



Making the most of our resources

Our drivers







Agility



Automation



Data driven insight

Our values







Trust



Openness



Passion

Our customer service commitment



Have the right attitude



Ensure YOU do all you can — own it!



Always deliver promises



Recognise people are individuals



Treat them with respect

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Our Board's appetite for risk, along with managing organisational risk, has also

equitable and efficient services over the next five years.

informed the development of this Strategy which sets out how ForHousing will drive forward to improve and provide safe, well maintained homes and customer focused,



Customer focused and equitable services

This outcome will be delivered through the Customer Strategy which encompasses;

- A culture that places the tenant at the centre of everything we do;
- Listening and acting upon the tenant voice; and
- Improving customer experience through better use of resources, systems, and processes





Strategy - Customer

Priorities

- Excellent and efficient customer focused services
- Investment in customer facing service delivery to meet increasing customer demand
- Meet the diverse needs of customers
- Ensure that the tenant voice is heard and influences the customer experience
- Effective and easy to access communication channels

Measures

We will track the success of our Customer Strategy against the following key indicators, which are aligned to the Regulator of Social Housing's Tenant Satisfaction Measures (TSM):

- Tenant satisfaction (TSM)
- Satisfaction that the landlord listens to tenant views and acts upon them (TSM)

EDI analysis will be conducted against all measures to ensure that any disparities in experience or quality of service for different groups of people are identified and addressed as part of reaching our strategic measures.



Safe, well maintained, sustainable and affordable homes

This outcome will be delivered through the Homes Strategy which encompasses:

- The development of new high quality, energy efficient homes that meet current and future housing need;
- Implementing green initiatives that reduce carbon emissions associated with homes and reduce tenants' energy costs;
- The delivery of effective compliance activities that ensure tenants are safe within their homes;
- Operating effective asset management and investment activities that ensure homes are well maintained, good quality and fit for the future; and
- Delivering excellent customer focused repairs and maintenance services





Strategy - Homes

Priorities

- Full landlord compliance and building safety to ensure tenants are kept safe and always feel safe in their homes
- Proactive and effective arrangements in place to identify and address damp and mould
- Effective and customer focused maintenance services that meet tenant expectations
- ForHousing homes are good quality, well maintained, fit for purpose and energy efficient

Measures

We will track the success of our Homes Strategy against the following key indicators, some of which align to the Regulator of Social Housing's Tenant Satisfaction Measures (TSM):

- 3 New homes built
- Tenants are satisfied that their home is safe (TSM)
- Tenants are satisfied that their home is well maintained (TSM)
- 6 Existing homes meet EPC Band C

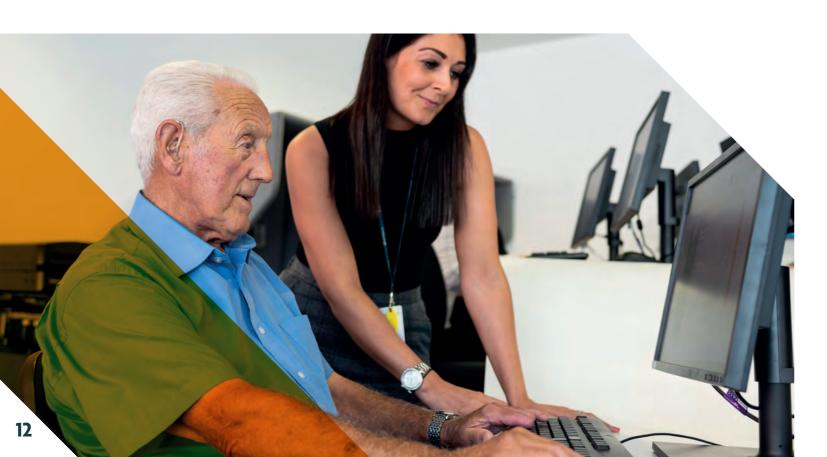
EDI analysis will be conducted against all measures to ensure that any disparities in experience or quality of service for different groups of people are identified and addressed as part of reaching our strategic measures.



Making the most of our resources

This outcome will be delivered through the Resources Strategy which encompasses:

- Effective people and organisational development including investment in recruitment, training, retention and engagement to optimise talent, productivity and a high performing customer focused culture;
- Implementing new, and maximising existing technology solutions to increase productivity, drive efficiency, and improve our data quality and governance processes;
- Strong financial management, setting robust budgets and business plans which support the delivery of high-quality homes and services, demonstrate on-going viability, whilst also evidencing continued Value for Money through effective cost control and procurement





Strategy - Resources

Priorities

- High performing, customer focused culture
- Improved productivity in both customer facing and back office
- Increased financial capacity

Measures

We will track the success of our Resources Strategy against the following key indicators:



Best Companies overall score



Balance the cost of back office as a percentage of customer facing services



Operating margin

EDI analysis will be conducted against all measures to ensure that any disparities in experience or quality of service for different groups of people are identified and addressed as part of reaching our strategic measures.





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