

# STRATEGIC MAP 2019-21



## Vision:

Transforming communities by providing aspirational homes and services, to enhance the quality of life of our customers.

## Purpose:

We are a leading not for profit landlord providing high quality homes and services for our customers in South Glasgow.

## Values:



Customer and Community Focused



Accountable



Making a Difference



Innovative

STRATEGIC OBJECTIVES



## SERVICES

Deliver first class customer services

OUTCOME:

Our customers are highly satisfied with our services and feel they get great value for money.

OPERATIONAL OBJECTIVES

- We will make the best use of technology so that our customers can access services in a way that meets their needs.
- We will develop a new Tenant Engagement Strategy.
- We will listen to customer feedback and use this to shape and improve our services in the future.



## COMMUNITIES

Provide quality homes, communities and sustainable tenancies

Our houses meet EESH and SHQS, are in high demand with low turnover and the environment is clean and tidy.

- We will continue to improve the energy efficiency of our homes and make sure they remain safe and secure places to live.
- We will increase the number of homes available by completing our existing development programme and continue to explore new development opportunities.
- We will continue to invest in environmental services including grass cutting for all our tenants.



## FINANCIAL AND LEADERSHIP

Achieve robust financial management and governance excellence

We are financially strong and demonstrably efficient with exceptional leadership.

- We will generate maximum value from procurement.
- We will maintain our strong track record of collecting rental income and reducing the income lost from empty properties.
- We will invest in governance to maintain strong leadership and fully comply with the Scottish Housing Regulators Framework of Regulation of Social Housing in Scotland.



## PEOPLE

Empower, develop and engage our staff

We are a great place to work, with highly engaged staff and high performance culture delivering quality services to our customers.

- We will continue to support staff with training, development and educational opportunities.
- We will maintain and build on the opportunities for staff to be involved in decision making, thematic projects and creative thinking.
- We will continue to develop our approach to reward and recognition ensuring staff feel valued.



## PARTNERSHIPS

Build strong collaborative relationships locally and nationally

We positively engage with our stakeholders, seek and establish new partnerships achieving greater outcomes for our community and greater value for money.

- We will communicate effectively with our stakeholders and partners, keeping them informed of our priorities, ambition achievements and challenges.
- We will develop a funding strategy and seek out joint funding opportunities with partners.
- We will actively promote our organisation to enhance our reputation and be recognised as a partner, employer or landlord of choice.