



# Corporate Plan 2023-2025





# Our Vision and Values

**Wirral Methodist Housing Association Ltd is dedicated to working in the community to provide homes and services that improve quality of life.**

**The work we do is underpinned by our values**

- ❖ **Integrity**
- ❖ **Respect**
- ❖ **Responsibility**
- ❖ **Fairness**
- ❖ **Customer Focused**



*Bryan McPaul,  
Chair of the Board*



*Paul Carhart,  
Chief Executive Officer*

# Strategic Objectives

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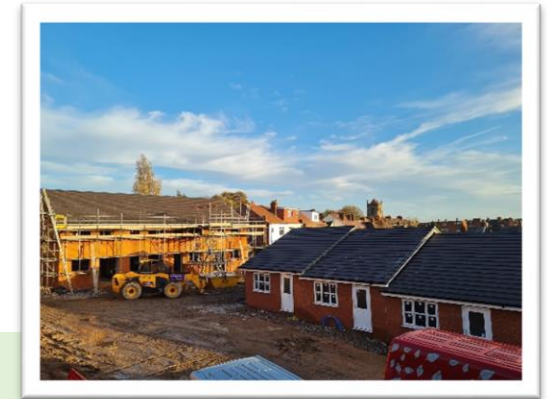
- A provider of Excellence Services
- Be Financially Strong and Compliant
- Be an Excellent Association
- Build Thriving Communities
- Be Environmentally Sustainable





# Objective 1- A provider of Excellent Services

**Outcome: simplify services that values and respects its tenants and customers, driving a strong customer service culture and continuously improving**



## The Association Will...

- Make it easier for Tenants and Customers to contact us in a way that is most convenient to them
- Provide safe secure energy efficient, well maintained decent homes.
- Improve and adapt services by understanding tenant's needs.
- Improve the use of regular and effective engagement and involvement with tenants and residents and our service providers to enhance our services.
- Ensure our services have continued resilience in the face of a pandemic or other emergency

## How will this be delivered ?

- Maintain, improve and promote contact methods phone, face to face and website including My Home.
- Produce a suit of service standards with Tenants to inform service delivery and so customers know what to expect.
- Using asset data to prioritise investment in our homes and provide timely, quality repair services.
- Utilising feedback and data so that interaction with Tenants is used to improve the customer experience.



# Objective 2- Be Financially Strong and Compliant

**Outcome: To improve compliance and assurance through sound management and systems of good governance to sustain and grow the association.**

## The Association Will:

- Deliver a strong Business Plan.
- Demonstrate compliance with legislation, regulation financial standards and codes.
- Deliver a vigorous approach to risk
- Adapt our Governance and Structures to advance and support the delivery of the association's social purpose and strategic objectives
- Utilise business information and insight to inform business decisions
- Ensure we have appropriate systems and technology to drive business transformation and greater business efficiencies

## How will this be delivered ?

- Regularly monitor performance against the business plan, and report
- Carry out stress testing against identified risks and putting appropriate mitigation strategies in place
- Employing procurement methods which provide the balance between best value and quality.
- Present Risk Registers, accompanied with supplemental reports, to Board and G&IC Committee.
- Invest time and resources in developing CRM module on SDM to meet our future business requirements





# Objective 3: Be An Excellent Association

**Outcome: Our employees are skilled, committed and high-performing, feel valued and supported; enjoying their work**

## The Association Will:

- Attract, retain and grow talented and committed people, ensuring the business's skills and succession needs are addressed
- Maintain employees with the skills, experience and associations values
- Build a high performing, engaged employees
- Provide effective, value for money learning opportunities to support employees to do their jobs and develop skills, knowledge and resilience
- Be a real living wage accredited employer
- Encourage a culture that fosters our values, promotes diversity, inclusion and wellbeing

## How will this be delivered ?

- Undertaking positive action in recruitment to target diverse employees
- Taking care of employees wellbeing, learning and professional development needs and offer mentoring opportunities.
- Annually review employees' salaries to ensure real living wage is paid



# Objective 4: Build Thriving Communities

**Outcome: Increase provision of quality, affordable homes to meet identified housing needs and deliver safe housing and services that customer's trust, which improves our customer's lives and communities.**



## The Association Will:

- Target new development opportunities across the Wirral to deliver new affordable homes securing as much available grant funding to achieve our development ambitions
- Invest in current viable homes using asset data to prioritise investment
- Reduce and deal with disrepair, damp and mould and other issues that affect tenants health and safety
- Consolidate our role within the community working in partnership to support community focused initiatives in our areas
- Provide support to safeguard vulnerable Tenants and customers those impacted by ASB, hate crime and utilise specialist agencies

## How will this be delivered ?

- Maintain and report on a development portfolio that includes development opportunities utilising partnerships and grant funding
- Produce and deliver investment programmes to invest in our homes, using asset data to provide timely, quality repair services utilising stock data.
- Review the scope of services for the support of vulnerable tenants utilising partners and other agencies to ensure its fit for purpose.





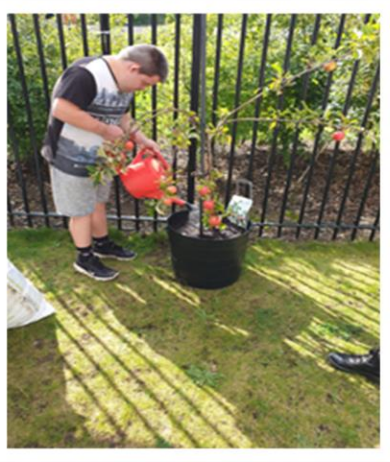
# Objective 5: Be Environmentally Sustainable

Outcome: To obtain Net Zero operational carbon in our homes and for our business



## The Association Will:

- The delivery of the Net Zero Carbon strategy and the improvement of energy performance
- Deliver on stock condition survey requirements meeting decent homes standards
- Secure available funding to achieve zero carbon



## How will this be delivered ?

- Produce a plan to Carbon Neutral requirement by 2050 with replacement of gas by 2025 to deliver the Net Zero Carbon strategy and the improvement of energy performance
- Introduce contractual practices that utilise opportunities to reduce the use of unsustainable materials and waste
- Reduce office waste and energy consumption
- Support tenants with information about energy efficiency / fuel poverty