



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

Strategic Objectives

- 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, data and profiling 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 rigorous 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

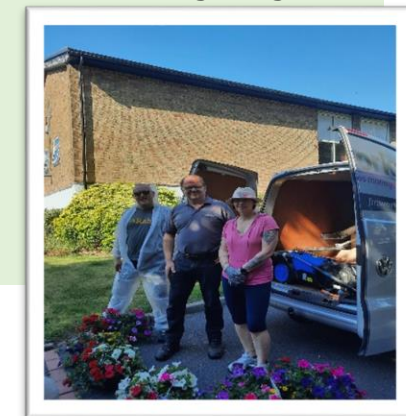
Outcome: Our employees are skilled, committed and high-performing, feel valued and supported; enjoying their work

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.
- Provide support and positive action to safeguard vulnerable Tenants and customers those impacted by ASB, hate crime and utilise specialist agencies



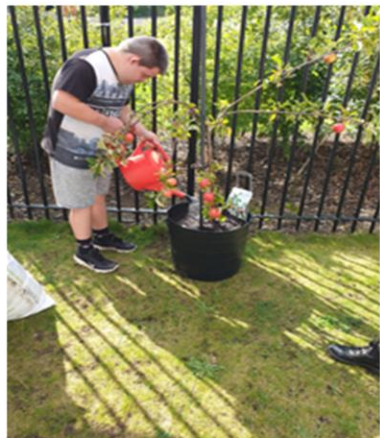
Objective 5: Be Environmentally Sustainable

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