



# OUR VISION FOR THE FUTURE

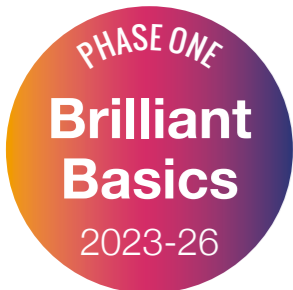


**Nick Horne**  
Chief Executive

**Our purpose is ‘to provide good quality homes and services to our tenants and leaseholders and to play a leading role in creating safer, healthier communities’.**

Our corporate plan (our plan) sets the tone and vision of our business for the next three years. The important focus on **homes, services and communities** from our purpose has a clear golden thread through to the strategic themes and objectives of our plan. The first four build upon the themes of our 2020-22 Corporate Plan - **More Homes, Living Well, Great Places, Smarter Business** - and we’ve added two important new ones – **Value for Money** and **Carbon Reduction**.

Our 2023-26 plan aligns with ‘Brilliant Basics’, the first of three phases of organisational change and transformation. It champions our commitment to delivering the things that matter most to customers.



It will ensure we work:

**Fitter:** Delivering services more efficiently.

**Flatter:** Reducing wasted time and work across our systems and processes, and empowering colleagues to take decisions closer to the customer.

**Faster:** Using new systems and ways of working that speed up how we deliver our services.

We’ll make sure our longer-term future is based on resilient finances and the ongoing ability to deliver our services. This will be supported by detailed actions, developed using what we’ve learned about the short, medium, and long-term needs and aspirations of our customers, our communities and Wythenshawe as a whole.

## Where will we be in 3 years time?

**Understand our customers better**

We’ll have learned more about the needs of our customers to provide tailored services and support.

**Simpler processes**

New technology will make things easier for our customers and us, streamlining support and communication.

**Community cohesion**

We’ll understand the root causes for anti-social behaviour (ASB), and use this to proactively reduce ASB in the community.

**Stronger partnerships**

Through stronger connections with relevant partners, we will be an active partner in the regeneration of Wythenshawe Civic Centre.

**Supporting our customers to live well**

Through our Living & Ageing Well Strategy, we’ll continue to support customers to live independently.

**Greener future**

We’ll have made our homes more energy-efficient and reduced our carbon impact for a better environment.

**Continue to be a great place to work**

We’ll have a better working environment for our colleagues, resulting in a better experience for our customers.

**New homes**

We’ll have built over 500 homes, with a focus on affordable housing.

**Higher service standard**

We’re striving to exceed expectations, offering more choices and better service.

**Better homes**

By 2026, we’ll have better data on our homes and they’ll be more energy efficient.

**Enhanced digital experience**

Our website and apps will be more helpful, so customers can self-serve more easily.

Customer Engagement  
BBQ Summer 2022



# A PLAN... THAT SUPPORTS CUSTOMERS AND COMMUNITIES

Our plan has been designed to deliver above and beyond core housing services. Our well developed network of involved customers, volunteers and residents means we have a clear and ever-improving understanding of the needs and aspirations of local people and partners.

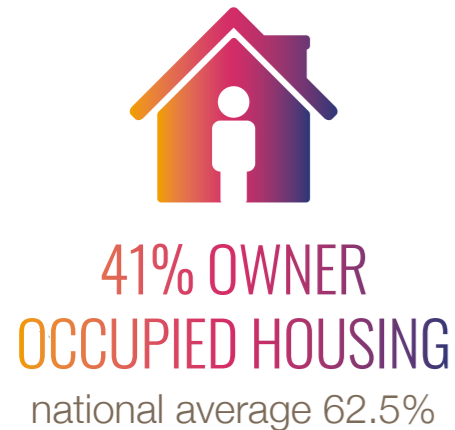
We want to continue building upon the many positives of Wythenshawe. These include its green and spacious areas, strong community spirit and local partnerships, as well as significant levels of inward investment, relatively affordable housing, and our presence and impact as a major provider of homes and services.

However, despite interventions and investment, areas of Wythenshawe continue to experience deprivation. **50%** of our homes are in the five most deprived areas of England.

All of these factors have played a major role in shaping our priorities.



MCC guest speaker at one of our Communitree/Community Connector events



# A PLAN... SUPPORTED BY FOUR COMPETITIVE ADVANTAGES

Our business model is underpinned by four competitive advantages. These enable us to better deliver our purpose for the benefit of customers, communities, colleagues and partners.

## Our four competitive advantages are:



We have a highly concentrated property portfolio which allows efficient delivery of services and gives us a detailed knowledge of Wythenshawe's homes and green spaces.



The depth and breadth of our community partnerships and we provide homes for **33%** of Wythenshawe residents giving us unmatched scale and influence in the community and with partners.



Our high level of community knowledge, connectivity and trust that has been built over many years. This is supported by having **42%** of our colleagues (as of March 2023) living in the area, and **20%** also being our customers.



We have a resilient financial structure and business plan with strong cash generation, as well as relatively low debt and healthy interest cover.



Customer Engagement BBQ Summer 2022

# A PLAN... THAT ADDRESSES THE BIG EXTERNAL AND INTERNAL CHALLENGES

The objectives of our plan are grouped around six strategic themes. Each of these addresses one or more critical business, customer, community or sector challenges.

Our Board and its committees will be making sure we deliver our plan successfully. They will assess whether any changes to the internal or external environment mean we need to change the scope, timing or nature of our objectives.



**Living Well**

We will continue to engage and listen to our customers to **understand their needs**. This will help us improve our services and the customer experience. We will address anti-social behaviour and its causes as we know this is important to our customers. We will also empower the local communities we work with through our **LIFE** model approach (**Lead, Influence, Follow, Exit**), and by developing and implementing our Living and Ageing Well Strategy.



**Great Places**

We are rising to the challenges of **higher building safety** and property standards. This will include continuing to improve the knowledge of our assets to support value-for-money investment choices and meeting the increasing demand from customers to maintain and improve their homes, all while investing in the Garden City environment of Wythenshawe.



**More Homes**

We aim to increase the supply of new affordable homes across Wythenshawe and neighbouring areas – our objective is to develop **200** homes every year, with a pipeline of **1,000** homes.



**Smarter Business**

We will continue to invest in our inclusive environment of **people, skills, culture, technology, systems, processes and business infrastructure**. This will allow us to meet the increasing expectations of customers, communities, colleagues, partners and other stakeholders all while retaining our robust finances.



**Value for Money**

We will build on our **resilient financial position**, making sure every pound we spend adds social and/or financial value to support the delivery of our purpose. Our VfM strategy is focussed on delivering tangible cash benefits, optimising the impact of our social investment, and investing to deliver future benefits (invest to save).



**Carbon Reduction**

We are proud to be working in partnership with GM Housing providers and MCC to reduce our reliance on carbon. We measure our carbon use annually, setting challenging targets to reduce our impact upon the environment. During the life of this plan our focus will be on raising our housing stock EPC ratings to **SAP C** and achieve the 2030 target for all homes. We will also build **10%** of new homes using Modern Methods of Construction.



Wythenshawe  
Community Housing Group

## CONTACT US

t: **0800 633 5500**

Free from most phones

t: **0300 111 0000**

Local rate or included in free minutes

### **Wythenshawe Community Housing Group**

Wythenshawe House, 8 Poundswick Lane,  
Wythenshawe, Manchester M22 9TA

e: [customerenquiries@wchg.org.uk](mailto:customerenquiries@wchg.org.uk)

w: [www.wchg.org.uk](http://www.wchg.org.uk)



*Sam Schofield, Sales and  
Lettings Aftercare Assistant*

