



Prima Prospects

Corporate Plan
2023 - 2025



PRIMA
GROUP

Prima Housing Group

••••• Welcome Home

Prima Housing Group currently owns and manages over 2,700 homes in the Liverpool, Sefton and Wirral areas, plus a small number in Llandudno.

Ensuring our customers have a good place to live that is safe, warm and secure is important to us, but we aim to do more than that. We care about our customers, and want make a difference to their lives. We want to deliver consistently great services and work to create vibrant neighbourhoods too. All this is guided by our simple mission, in all we do we aim to put.

our customers and communities first

With a history going back 50 years, you can see our commitment to the customers and communities we serve, providing affordable and good quality homes for families, single people, over 55s, key workers and shared ownership homes.

Although we are proud of our history, we aren't stuck in the past. We know there's so much more we can do, so we're focused on looking to the future. For us, this means we will be an organisation ready to face any challenges – that we are agile, resilient and innovative and that we have a reputation as a great place to work and as a trusted partner. Our Prima Commercial arm works on a profit-for-purpose basis, generating additional income which supports our charitable aims.

This Corporate Plan sets out our vision, values and priorities over the next three years. It shows what key projects we will work on to help achieve our vision and how we'll know we are on track. Each year we will review our priorities, actions and projects we need to take to deliver these – this will form our annual plan.



Vision

Having a home that is safe and secure gives people a solid base to build their lives on. The housing crisis and an uncertain economic picture can make this difficult to achieve and we see the work we do as being part of the solution to these challenges for our customers. Our vision sums this up:

Creating good quality, safe and affordable homes, helping to build strong communities

Values and Culture

Our values, the 4 P's, are at the heart of Prima Housing Group, setting out how we work and our culture. Everyone here thinks about making a difference to our customers, takes pride in their work and wants to do the best job they can.

As a small housing association, we can adapt quickly to new and better ways of working, we are innovative in how we work and how we think. We know working with others means we can achieve more, so building strong and respectful relationships with partners is key.

People



Always putting our customers and communities first

Pride



Being proud of what we do and striving to do better

Partners



Respecting others, working together and building partnerships

Pioneers



Being creative, embracing change and learning from experience

Priorities

Our four priorities will help us achieve our vision

Customers



We will deliver a great customer experience, getting things right by listening to and understanding the needs of our customers

Partnerships



We will work with others to deliver benefits for our customers and communities

Transformation



We will be a strong and efficient business that is innovative in our approach and a place people want to work

Homes & Growth



We will continue to grow and provide good quality homes that are affordable and sustainable

Our Priorities

Customers

We will deliver a great customer experience, getting things right by listening to and understanding the needs of our customers



Having a place to call home is important for everyone. Our homes should be of good quality, safe and offer a secure place to live. We want to make sure that accessing our services is easy, we do what we promise and every contact with us delivers a great customer experience.

We will:

How we will:



Ensure customers receive a great experience, when they contact us in the way they prefer

Embed our Customer Care training and #makeadifference approach
Use technology to improve services



Use a range of ways to engage with customers, so we hear the customer voice

Strengthen our Customer Voice Board and roll out new ways to engage



Capture customers feedback and act on their comments to improve

Use satisfaction feedback to capture views on our services and how customers feel about Prima and report on the Regulator's Tenant Satisfaction Measures
Be transparent on how we work and perform



Get to know our customers better

Use data and insight to understand how we can tailor services
Be more visible and accessible in our neighbourhood working approach
Deliver our 'How are you?' tenancy visit project



Help customers sustain their tenancies by adapting how we work

Offer intensive support to those who need it most, for example, those facing financial challenges or who need more help to live well in their home
Update our warden call systems to more modern alternatives

We are on track when:



Customer satisfaction scores are improving

Customer Board are engaged and able to show their influence

Impact of tenancy sustainment support grows - using Social Value scores

% customer data held increasing and being used in proactive ways to target support and deliver services

More customers are engaging with us digitally

Our Priorities

Partnerships

We will work with others to deliver benefits for our customers and communities

Feeling part of a vibrant community is an aspiration we have for our customers. Our homes are often in areas where owner occupiers, other landlords and agencies also play a part in the local community, so we will be a trusted partner working collaboratively to help our communities be safe, vibrant and decent places to live.

As a smaller organisation, we understand that we can often achieve more by working together with others. We want to be an organisation that is easy to do business with and a trusted partner.



We will:

Work with customers, local community, charity groups and other stakeholders to improve communities and local opportunities

How we will:

Understand and address local needs through our Neighbourhood Plans
Identify partners and stakeholders to work with on projects which make a positive impact for our customers and communities

Share services, systems, people and processes where it make sense to do so

Work with CHANW partners, LCR Housing Providers and other stakeholders where we can share benefits of a joint approach

Seek out strategic alliances where we can grow and bring improvements for customers and communities and the organisation

Actively look for strategic partners who can help us grow, join collaboration networks and seek development and growth opportunities
Be open to opportunities and pragmatic about how we grow, responding to changes in the political and economic environment

We are on track when:

Social value scores from partnership working projects increase

Strategic partnerships are helping to grow the business

Demonstrate greater value for money through partnership working

Our Priorities

Business Transformation

We will be a strong and efficient business that is innovative in our approach and a place people want to work

We are a strong, well-governed, efficient and effective business; this gives us great foundations to build on. We don't stand still. We are always seeking ways to improve how we work and perform.

We are forward-thinking, innovative and creative, – always looking out for solutions that will see us continuously improve.

Our people are the greatest resource we have, with a well trained workforce that is motivated, empowered and has the right attitude in place. This is key part of us being able to deliver on our vision and priorities.



Business Transformation

We will:

Have effective leadership and governance in place



Build on our financial strength, allocate resources effectively so we can meet our obligations and the priorities we set

Continually improve ways of working, focusing on process, outcomes and innovative technology

Be recognised as a great place to work with a culture that fosters our values and is behind our vision so we retain and attract the best

How we will:

Deliver the governance review recommendations
Compliant with the Regulator, lenders and other
Ensure we have diverse voices on our Board
Develop Equality Diversity & Inclusion Strategy

Maintain our strong financial performance, closely monitoring and reviewing spend so that financially we are well prepared
Look at how we can improve our approach to value for money

Use performance, benchmarking and best practice to identify service reviews.
Invest in technology that will support our work, improve the customer and colleague experience and review core business systems

Deliver our People Strategy and Training Plan, showing how we empower employees and harness talent
Embed our agile working approach
Review key HR policies

We are on track when:

EDI Strategy in place and d more diverse mix of voices are influencing Board decisions

More of our KPI's are top quartile when compared with others

Maintain compliance with regulatory and financial covenants

Resources are in place to meet delivery of our key priorities

Successful in retaining workplace accreditation



Our Priorities

Homes and Growth



We will continue to grow and provide good quality homes that are affordable and sustainable

We are a growing business looking for opportunities where we can bring much needed new homes. We must carefully balance the needs of new customers with that of those who are already in our existing homes and of any new requirements from meeting carbon targets and Decent Homes Standard, making sure standards are high across the board.

We will:



Ensure that homes meet modern and safe standards and that we use data to help us make investment decisions



Build or acquire new homes



Invest in making our homes greener



Deliver a great day to day repairs and cyclical maintenance service that keeps homes to a good standard

How we will:

Review our property and safety standards and carefully plan investment – for existing and new homes, empty properties and when we plan improvement works.

Use data and strategic planning tools to inform investment and budgeting decisions

Review approach to damp, mould and condensation

Deliver our development programme of approximately 30 homes each year

Take opportunities to reduce carbon emissions and improving the environmental rating of homes, with a green investment plan in place

Look at using smart technology to make homes warmer, safer and more supportive for customers

Review repairs contracts ensuring VFM and quality standards

We are on track when:



100% of our homes meet the standards set

Deliver additional new homes each year

ESG Strategy in place and energy ratings for our homes show carbon emissions are reducing

Homes are safe and secure, meeting compliance standards with increasing customer satisfaction

Stock condition data and understanding of properties drives decision making