

# Doing basics brilliantly - the YHN way

2022-2023



# Introduction from our Managing Director

Back in 2019 we set out our vision to be ‘First for Housing’. That journey hasn’t always been plain sailing, not least because of a pandemic that re-routed and sometimes derailed our plans. However, we have still achieved a great deal on behalf of our customers which we are immensely proud of.



Our vision -to be **“first for housing”**, remains the same, as we know we aren’t there yet. As our customers are recovering from the effects of the pandemic, experiencing further cuts to their benefits and growing costs of food and fuel, our purpose **“to make living easier”**, has never been more important.

Now is the right time to update our strategic direction to determine what the priorities should be going forward so that we can deliver the best possible outcomes for those who access our many services.

The experience of the past 24 months or so has really opened our eyes (and ears) to the things that matter the most to our customers.


They’ve told us that they want to be able to easily access our services, be greeted by friendly, knowledgeable staff and know when and how problems will be dealt with when they arise.

Whilst being an incredibly challenging period, the pandemic has allowed us to take a step back and really start to focus on getting the basics right and doing that brilliantly. With this in mind, ‘brilliant basics’ is at the heart of our new strategy.


The pandemic has taught us that sometimes life can get in the way of even the best made plans, so this time around, we are setting out our priorities on an annual basis.



**Tina Drury**  
YHN Managing Director



**Ready**  
Together we’re prepared for anything



**Amazing**  
Exceed expectations



**Revolutionary**  
Have courage to be bold



**Energetic**  
Make every day count

# The bigger picture

This business plan is only part of the story and it's designed to give our customers, staff and partners a snapshot of what we are about and what we are working towards. It is underpinned by a series of other plans (shown below) which detail exactly what we will do to help us achieve our vision over the coming years.



Now is the right time to update our business plan to capture what our customers' priorities are going forward.



## YHN Priority Plans and Strategies



Customer Experience Plan



People Plan



Financial Strategy



Commercial Strategy



IT and Digital Strategy

# Our People

Of course, we can't achieve any of our goals without the amazing people who work for YHN. That is why, alongside this business plan, we will continue to enable and support every employee to be the best they can be.



# Our Vision, Our Purpose, Our Values



## Our Vision: "First for housing"

We want to be recognised in the local area as the provider of choice for those in housing need. The homes and services we offer and the customer experience we deliver will be exceptional.



## Our Purpose: "Making living easier"

We are so much more than a housing provider. Through our range of additional services, we will support customers who need a bit of extra help in other areas of their lives too, enabling them to live more easily.

## Our Values:

### Ready

Together we're prepared for anything



### Amazing

Exceed expectations



### Revolutionary

Have courage to be bold



### Energetic

Make every day count



## Our objectives

Revolutionary services that support successful living



Amazing places where people are proud to live



Strong Business, fit for today ready for tomorrow



# 1

## Revolutionary services that support successful living

In 2022-2023, we will:



### Give customers a bigger voice.

Together with our customers, we will create a new engagement offer to enable them to shape future decisions and actions at YHN. We will learn from customer complaints, feedback and insight to drive service improvements and improve the experience for everyone, reporting to customers on our performance.



### Make it easier for customers to access the services they need

Our focus this year will be on further reducing call waiting times in our contact centre, increasing the range and quality of service transactions that can be carried out online and ensuring that our staff have the right information, skills and attitude to deliver the best possible customer service each and every time.



### Improve access to, and range of, support services

This year we will be focused on ensuring our customers know about the range of specialist services we offer to support them and understand how to access them. Our highly skilled staff teams will roll out our Sustaining Tenancies approach so that everything we do is focused on helping our customers to thrive in their home.

## Outcomes- what will success feel like for our customers?



The good thing about YHN is that when things go wrong, which they do from time to time, they always go out of their way to make it right. You can tell they really care about what customers think and there are loads of ways for us to give our feedback which is brilliant.



It's really easy to get in touch and I can access a wide range of services from the comfort of my own home. Nothing is too much trouble for the staff at YHN, any problems I have are dealt with quickly and in a friendly manner.



I have the right support from YHN to help me live in my home - whether it's advice about money, help finding a job or someone to help me if I fall, I can access extra help when I need it.



# 2 Amazing places where people are proud to live

In 2022-2023, we will:



## Deliver a repairs service with customers at the heart

We will develop a new Repairs Customer Offer so that customers know exactly what they can expect from the service. Focus this year will be to improve the end -to-end repairs journey making it much easier to order and track repairs and improving the customer experience received from our repairs visits.



## Ensure our customer's homes are safe

We will prioritise investment in building safety. Working closely with the government we will go beyond minimum building safety requirements, trialling new approaches and developing best practice so that our customers can feel as safe as possible in their homes.



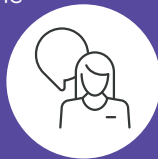
## Improve the look and feel of our neighbourhoods

We will introduce our new 'neighbourhoods model' for our housing services. Working together, our teams will take a more proactive, informed and tailored approach to better support our customers and combat the issues that matter to them by directing resources to where they are needed the most.

### Outcomes- what will success feel like for our customers?



I know exactly what is happening with a repair – I am told about when the job will get done, how long it will take and even when the repairs people are on their way! They always check I am happy with the finished job too.



I am proud to live in a YHN home, it is well-maintained, meets my family's needs and most importantly, we feel warm, safe and secure.



We absolutely love living around here. Our local area is thriving, there's a real sense of community and loads of opportunities.



# 3 Strong Business, fit for today **ready** for tomorrow

In 2022-2023, we will:



## Know our customers

We will carry out a full customer census to capture up to date information on who our customers are and to better understand their diverse needs and aspirations. This will help us to plan our services for the future and provide a more tailored customer experience each time they interact with us.



## Profit for purpose

We will continue to grow our commercial services so we can invest more money into our services, homes and places where our customers live. In doing so we will be more transparent in our spending decisions and create opportunities for customers to inform and influence this process.



## IT that enables an excellent customer experience

We will engage with customers to get a real sense of their experience to inform improvements to our customer journey processes. Through investment in our internal data management systems, our staff will be able to easily access the right information at the right time for customers.

### Outcomes- what will success feel like for our customers?



YHN know me and they value me as a customer. They understand what I want from my home and the place where I live.



I feel like I get real value for money as a customer. YHN are open and transparent about how they will invest in homes and communities and I can actually see the improvements



I feel like staff at YHN have all the right information to hand and the service is seamless no matter who or how I contact.





**YHN Business Plan  
2022-2023**

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A company controlled by Newcastle City Council.

