

**Let's
Go!**

Empowering people & places

Housing Management Strategy
2020 – 2025



watford
community
housing

Empowering people & places

We want to help individuals to thrive and create stronger and safer communities. By delivering high-quality housing management services, we can empower our customers and ensure that neighbourhoods prosper.

We are committed to working together with residents to build mutually respectful relationships. We want to sustain a customer-focused culture that engenders trust through open and honest dialogue. We will treat people with respect at all times. Because we recognise that this is a two-way street, we expect customers to work with us and treat us with equal respect in return.

Stronger through partnership

As part of our Customer Promise, community safety will be a key focus for us over the next five years. To ensure that we make a real difference, we will create strong and mutually beneficial partnerships in our local areas.

In particular, we will work with the police and fire services to make communities safer and raise awareness of health, safety and wellbeing issues. We will be an active partner in the Community Safety Partnerships in all local authority areas where we have homes.

Through our community work, we will also empower people to explore ways to improve community safety, such as setting up Neighbourhood Watch schemes or working with local residents' groups.



Between 2020 and 2025, our focus will be on continuing to deliver professional, modern services that improve neighbourhoods and make people's lives better.

Forward-thinking

The heart of the community

In keeping with our Digital Transformation Strategy, we will continue to equip our frontline staff with the technology they need to work remotely within our communities – taking a 'digital first' approach to delivering our services directly to our customers.

All tenancy activities will be carried out and logged digitally. This will make our services more reliable and efficient, and will allow customers to fully control and manage their tenancy online if they wish to. It will also help us to ensure that personal information is kept safe, removing the need for paper-based or manual processes that can put data at greater risk.

Building relationships

We want to build meaningful relationships with all our customers. By getting to know people better, we can deliver a stronger customer experience, tailor our services to our residents and identify anyone who may be vulnerable, so that we can give them any additional support they need.

As part of this, we will carry out customer reviews to make sure we are meeting our residents' needs. We will visit every household at least once between 2020 and 2025, as we are going to increase the frequency of our customer reviews to once every three years.



Attractive neighbourhoods

We know it's important for people to live in an area they can feel proud of. We are committed to delivering high-quality estate services so that green spaces are attractive and communal areas around residential buildings are clean, safe and well-managed.

Delivering excellent services

We will achieve a customer satisfaction rate of 90% with our cleaning and grounds maintenance services by 2025.

We will achieve this improved satisfaction rating through robust management of these contracts and by ensuring that our customers scrutinise these services and hold us to account.

We will appoint more resident inspectors so that this scrutiny extends to every area and we will publish clear visual standards to make it easier for customers to judge how we are performing.

Always improving

By talking to residents and working in partnership with other organisations, we will continue to make improvements to all of our neighbourhoods. We will devise and implement full Neighbourhood Plans for ten of our community areas to deliver enhancements that address the concerns of local people.



Tackling anti-social behaviour

We want our communities to be safe, peaceful, attractive and welcoming. We will support customers who experience anti-social behaviour, working in partnership with the relevant agencies. We will also work with local authorities and other partners to tackle issues such as abandoned vehicles, fly-tipping, parking problems and poorly maintained gardens.





A tenancy with us should provide the foundation for a better life. That's why we're determined to do all we can to make each and every tenancy with us a success.

Proactive support

We aim to reduce tenancy failure by taking a proactive approach. This will be particularly important over the next five years, with Universal Credit continuing to be rolled out - especially as the economic impact of the coronavirus crisis is likely to lead to a significant increase in claims.

Putting money back into people's pockets

We will work closely with our customers to help them maximise their income, manage their finances and sustain their tenancy.

A tailored approach

Everyone's needs are different and some people require more support than others. With this in mind, we will use the information we collect through customer reviews and the rent collection process to identify people who might need additional support. We will then make sure that we allocate resources appropriately to proactively help our most vulnerable residents, including providing assistance through our dedicated Welfare Fund.

Everyone should have a home that is right for them. In line with our Customer Promise, we are committed to providing flexible housing options to help people find the home that works for them, with a tenancy arrangement that gives them peace of mind.

Flexible housing options

Rightsizing

As households change in size, people can find themselves either short of space or paying for more than they need. By helping customers to move into a more appropriate home, we can deliver a better service for more people – giving everyone a suitable home and freeing up larger properties for families who need them.

Finding the right home

Over the next five years, we will help at least 250 households to 'rightsized'.

To maximise our offer to customers and leverage additional funding, we will work closely with local authority partners.

Tenancy options

To give people added peace of mind, we will offer lifetime tenancies that flex with customers' changing needs. This means that residents will have the reassurance of knowing that they will have a home with us, even if they choose to 'rightsized' because their circumstances change.



Our expertise in housing management makes us a valuable and trusted partner. We already provide quality services to others and we want to help even more organisations offer a better experience for their customers.

Valued expertise

Our comprehensive offering includes tenancy management, dealing with anti-social behaviour, tenant engagement, asset management, compliance and repairs. As we achieve excellent satisfaction rates from our customers, we believe there is an opportunity for growth through the provision of these services to other landlords.

General needs housing

Over the next five years, we will aim to increase the number of properties we manage for other organisations to **500** - more than doubling our current total.

Temporary accommodation

We currently manage temporary accommodation dwellings for local authority partners and we will continue to provide this vital service between 2020 and 2025.



Let's Go!

Our key goals for 2020-2025

- Work with our customers to build respectful relationships, deliver quality services and help neighbourhoods prosper.
- Partner with other organisations to create safer communities.
- Deliver modern services that make people's lives better – achieving a customer satisfaction rate of 90% for our neighbourhood services.
- Support our customers to help them make their tenancy a success.
- Give people flexible housing options – and help at least 250 households to 'rightsize'.
- Be a valued provider of housing management services – increasing the number of properties we manage for other organisations to 500.





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