

The impact of our Strategic Plan

If we deliver against all the strategic themes we will have a positive impact on our customers, our homes and our business. These impacts are described below and linked to each of our six themes:

- 1. Developing our relationships with our customers
- 2. Doing the basics brilliantly
- 3. Growing what we do well
- 4. Tackling the climate emergency
- 5. Being an excellent employer and great place to work
- 6. Creating a digital, data-driven, agile business

We have kept the impacts at a relatively high level and have supplied some examples of metrics we might use. We will refine these as we develop the initial interventions and also our future approach to data and reporting to the Board.



Impact	Example metrics	Theme
Impact on our customers		
1. Our customers are happy with our services.	Customer satisfaction (range of service areas) Number of complaints	1, 2, 3, 4, 5, 6
2. Our customers trust us and are working with us to design services.	Position on ladder of participation (or equivalent PACT measure) * Number/% of service designs with customers involved *	1, 2, 6
3. We know our customers and what matters to them.	Customer data (numbers, diversity, demographics etc) Customer feedback data	1, 2, 6
4. Our customers can settle and we do not add to the homelessness problem.	Evictions Void rent loss	1, 2
5. Our customers live well and realise their potential.	Distance travelled on wellbeing * Job, training, volunteering outcomes *	1, 2, 3
6. Our customers can do business with us at a time and place that suits them.	% of landlord transactions on line and through other channels *	1, 2, 6

* indicates that we do not currently collect and/or report routinely on this metric.

