

# Strategic Map 2024-2029


## Vision

*Moving  
Govan  
Forward*


## Purpose

To preserve the history and pride of Govan and guarantee its future by providing good quality housing, enhancing aspirations and improving lives.

## Values

**Considerate**   
We offer understanding, respect and kindness.

**Accountable**   
We understand our role and accept responsibility for our actions.

**Results-focused**   
We agree clear performance standards and aim for success.

**Enterprising**   
We use our initiative and are innovative and resourceful.

## Strategic Objectives

### Customers

Create a positive customer experience.

Over the next 5 years we will continue to smooth and simplify the journey our customers go through when they engage with us and access the services we offer. We expanded our group structure in 2023 to having three separate organisations working together to deliver services, sometimes to the same customers and we are more determined than ever that customers receive a consistently high quality and seamless service from us. We will seek feedback and input from our customers, set clear standards and expectations for our staff, make the most of digital technologies, and embed our values and customer-orientated approaches.

### Services

Deliver excellent services and maximum value.

We are committed to ensuring that the services we deliver meet the needs and aspirations of our customers; deliver on the high standards set by Government, the Scottish Housing Regulator and others; and offer value for money to our customers and wider society. We appreciate in the current climate that we cannot afford to be complacent and will continue to strive to improve on previous performance despite the many challenges. We have identified areas where we believe we can improve our performance and deliver better value and we have clear plans in place to address these.

### Homes

Provide high-quality, affordable and well-maintained properties.

We perform well above the national average when it comes to the number of our tenants satisfied with the quality of our homes. However, we do not perform so well when it comes to tenants' satisfaction with the quality of our repairs. We know we have work to do here. We have some very significant challenges in meeting modern energy efficiency standards and net zero targets because of the nature of many of our properties (e.g. pre-1919 tenements). We will continue to explore innovative solutions. Due to the increasing housing need in our local area, we will also continue to explore opportunities to build, purchase or lease good quality homes to add to our existing portfolio.

### Partnership

Develop effective and innovative partnerships.

The Greater Govan area benefits from a large network of public and community organisations working to benefit the local area and its people. We have a successful track record of partnership with many of these. One of the best well-known is our GEL partnership, formed with Elderpark and Linthouse housing associations. Over the next 5 years we will seek to strengthen our existing partnerships while also assessing opportunities for new partnerships. For example, we hope to expand the commercial and non-core activities of our new subsidiary, the Water Row Company, which could include offering services to other social landlords.

### Leadership

Ensure strong governance, performance and financial control

Directing, overseeing and safeguarding our Group requires effective leadership. The responsibility for this ultimately rests with Govan Housing Association's Board with prescribed elements discharged to four sub-committees, the Boards of the two subsidiaries, and the Group CEO. Over the next 5 years we will maintain our strong focus on governance, performance, risk, financial control, and assurance. We will embed our new subsidiary into these frameworks and seek to refine and improve our approach where possible. We will remain vigilant to changes in our operating environment and continue to review and test our financial assumptions. We will also continue to support and encourage our talented workforce, equipping and empowering them to deliver on our ambitions. We remain committed to creating a healthy working environment where the wellbeing of staff and governing body members is taken seriously.