

Strategic Delivery Plan

Vision: Strong and attractive rural communities.

Mission: To provide affordable, quality housing and support community aspirations.

Strategic Objective 1: Delivering excellent services to our tenants						
Outcome		Actions	Key Performance Indicator (KPI)	Annual Target		
				20/21	21/22	22/23
1	Our customers are satisfied	Carry out regular tenant satisfaction feedback/surveys	Grow 'overall tenants satisfied with service provided' responses from 90% to 95% level by 2023	92%	93.50%	95%
2	Tenants feel that their rent represents value for money	Review use of SFHA Affordability Tool and ensure rents and charges are affordable for working households.	Grow 'rent represents value for money' responses from 76% to 85% by 2023	78%	82%	85%
3	Our complaints from customers reduce	Improve complaints handling and learning from complaints	Reduce the number of complaints upheld from 72% to 50% by 2023	65%	58%	50%
4	We have positive engagement with and good feedback from the SHR	Submit ARC, Financial Returns and Annual Assurance Returns by their due dates	100% of annual submissions to the SHR made by the due date	100%	100%	100%
		Publish our Annual Performance Return, Annual Assurance Statement and Engagement with the SHR to our tenants, other service users and key stakeholders	Annual Performance return provided for all tenants and members by September AGM Assurance Statement published by March 2021	20/21	21/22	22/23

Strategic Objective 2: Developing new homes to meet our communities' needs						
Outcome		Actions	Key Performance Indicator (KPI)	Annual Target		
				20/21	21/22	22/23
5	An increase in the number of houses we own	Ensure the delivery of the agreed development programme on time, within budget and to the required quality	Delivery of over 140 new homes by 2023	49	60	31
			Investment of circa £22.4 m to increase rural housing supply by 2023.	9.5m	8.5m	4.4m
6	Improved quality and choice	Buy back properties where this makes financial sense	Buy back 1 former shared ownership property per year	1	1	1

6	for our tenants	Involve communities in the design and development of new homes	Facilitate Community Panels with local community representation for each new development	1	1	1
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Strategic Objective 3: Providing safe, high quality and energy efficient homes

Outcome	Actions	Key Performance Indicator (KPI)	Annual Target		
			20/21	21/22	22/23
7 Our stock and neighbourhoods are safe and secure and comply with Scottish Government Standards	Maintain compliance with Gas Safety Checks carried out within 12 months	Percentage of properties compliant	100%	100%	100%
	Complete Landlord Fire Safety Audits and deliver associated works programmes and procure a Landlord Health & Safety Audit and implement recommendations				
	Complete programme of energy audits/works to meet EESSH#2 and reduce fuel poverty				
8 Improved physical quality of our existing housing stock and increased satisfaction with the repairs service	Deliver our annual investment programme on time, within budget and to the required quality	Increase percentage of budgeted expenditure on planned maintenance programme achieved to 100% by 2023 and reduce slippage	75%	85%	100%
	Deliver our reactive and cyclical repairs programme on time, within budget and to the required quality	Increase percentage of repairs carried out <i>right first time</i> from 86% to 95% by 2023.	88%	93%	95%
	Reprocure the reactive repairs service involving tenants in scoping specification and services to be delivered	Increase percentage of <i>'tenants satisfied with the repairs service'</i> from 83% to 95% by 2023.	85%	90%	95%

Strategic Objective 4: Supporting and sustaining our communities

Outcome	Actions	Key Performance Indicator (KPI)	Annual Target		
			20/21	21/22	22/23
9 An increased level of sustained tenancies and	Assess underlying reasons for tenancies not being sustained	Increase the percentage of tenancies sustained for more than 12 months from 85% to 95% by	88%	92%	95%
	One to one work with vulnerable tenants				

	reduction in voids.	Offer of financial support and advice through financial inclusion service	2023			
10	Our stock remains attractive and in high demand	Tackle neighbourhood issues that cause problems for tenants Work with appropriate partner agencies to reduce neighbour nuisance	Increase the percentage of 'tenants satisfied with the management of the neighbourhood' from 91% to 95% by 2023	92%	93%	95%

Strategic Objective 5: Achieving meaningful customer scrutiny and participation

Outcome	Actions	Key Performance Indicator (KPI)	Annual Target			
			20/21	21/22	22/23	
11	Tenants are happier with the services we provide	Launch our new Customer Engagement, Participation and Scrutiny Strategy Involve Tenant Representatives in the Reprourement of the Responsive Repairs Service	Grow the percentage of 'tenants satisfied with opportunities to participate in landlord decision making' from 91% to 95% by 2023	92%	93%	95%
12	Raised profile of the organisation across our communities	Increase our online services, digital offering and social media presence ('My Home' area of the website and establish a 'Facebook/Twitter' presence)	Percentage increase in website, traffic, engagement and followers	10%	15%	25%
		Participate in community events in our communities at Highland Games, Gala Days etc	Participate in at least four community events each year	4	4	4

Strategic Objective 6: Working with partners effectively

Outcome	Actions	Key Performance Indicator (KPI)	Annual Target			
			20/21	21/22	22/23	
13	Increased awareness within our Board and staff, and openness to, opportunities for partnership working and RSHA is seen as the "go to partner for housing" by our rural stakeholders and we work better and stronger together with Scottish Government, Stirling Council and others	Hold a Briefing/Survey of key partners to better understand partners' views of the association Be an active partner for Scottish Government and Stirling Council in the development of Local Housing Strategy and Strategic Housing Investment Plans.	Be represented at annual and quarterly programme meetings with Scottish Government, Stirling Council Strategic Housing Forums & other key partner events	4	4	4