

# Our vision with our customers

Featuring Allan Murray, Lynn Wassell, Margaret McMahon, Fin Smith, Carron Garmory & Donna Milton



# “ Customer Service is at the heart of the plan. We need to understand customers’ needs and circumstances and shape a service which reflects where they are in life and what they need. ”

Clyde Valley Group has launched a five-year plan, mapping out its key priorities for the business. While an ambitious new build plan to meet regional housing needs, people and communities are front and centre in what lies ahead.

## **Allan Murray, Chair, Clyde Valley Housing Association**

“In developing this strategy it’s been critical to listen to the feedback from our customers, employees and business partners and to really understand their aspirations and ideas and transform these into key themes for the Plan. We’ve seen in recent months through the response to Covid, the challenges people are facing on so many fronts. More than ever before what matters is really modernising how we interact with our customers and equipping our front-line team with the tools they need to make a difference across communities. Ensuring our properties are high quality; safe, efficient and affordable is key and we have an ambitious plan to continue to develop new properties across North and South Lanarkshire and beyond. But at the heart of this Plan is high quality housing and our key role in communities.”

## **Lynn Wassell, Chief Executive of the Clyde Valley Group**

“The Corporate Plan looks ahead for the next five years. This has been shaped together between our team, our customers and partners. It’s really about shaping the future we all want to have. As we’ve seen with the Covid pandemic, things can change so we need to be flexible and above all else help

our customers during these turbulent times. Whether it’s communicating more effectively with customers in a way that suits them; linking them to help from partners in their local area; through to a real ambition to build the housing our communities need, this Plan will be delivered for our people in the local areas and led by them. Housing Associations are about more than ‘bricks and mortar’. They are community anchors and our work matters.”

## **Margaret McMahon, Customer Panel Member & Customer, Clyde Valley Housing Association**

“I was asked to join the Customer Panel and I’ve really enjoyed it. I was slightly nervous at first but it’s not just about meeting for the sake of it. It’s about really seeing what’s going on in the local area and helping to give local people the housing they deserve. Being involved I’ve realised, it’s about showing customers that the Association really does care. It matters to them that the repairs are done; there’s no anti-social behaviour and that people are helped with their wider lives no matter what they are dealing with. For me the thing that made the difference was moving into an adapted bungalow which meets the needs of my disability. I’m on the Panel to help make sure as many other people as possible are also helped and that’s what this Plan is about.”

## **Fin Smith, Customer Service Director, Clyde Valley Housing Association**

Customer Service is at the heart of the plan. We need to understand customer needs and circumstances and shape a service which reflects where people are in life and what they need. We’ll be embracing technology for those to who want it, to improve how we update customers on repairs for example. And we’re focused on being as efficient as possible so that our team have as much time as they can to do what we do best: being present out in the community working to help our tenants. Partnerships are key to this. We have close personal relationships with organisations such as ‘Women’s Aid’ and ‘Routes to Work’ who share our values and determination to make things better during these uncertain times. At the end of the day customer service is about understanding how people live their lives and responding with improvements that meet these needs and that’s our focus.’

## **Carron Garmory, Director of Finance & Corporate Services, Clyde Valley Housing Association**

“Our Digital and SmartThink strategies are about making sure we’re being much more efficient with resources. We are ambitious and we are growing. It’s essential that as we grow, our cost base doesn’t increase too much as we always need to provide value-for-money for our customers.”

We’re determined that tenants will always be able to afford their rent so the smarter we can be the better. As an example, we’ll give customers the option to go digital in how they engage with us but that’s not for everyone. Our tenants will still be able to talk to us face to face or pick up the phone.

“We’ve also put the wellbeing of our team at the heart of this plan. Never before have employees from all sectors in the economy been under as much pressure. Our colleagues are our greatest asset and we’ll continue to ensure they have the support and help in place to do their jobs well while staying healthy for themselves and their families. They have risen to the challenge of Covid amazingly well and we need to be there for them.”

## **Donna Milton, Chairperson, Clyde Valley Property Services (CVPS)**

“Our factoring team in many ways is the face of Clyde Valley. We’ve invested heavily in the people who are out delivering these services to ensure we have that presence in estates, whether it’s checking landscapes are looked after or dealing with customer enquiries. Looking ahead we have huge ambitions with this Plan. We need to keep face-to-face communication intact but also embrace online solutions where they help people to interact with us. We have a range of important property management services and we work closely with the broader team at Clyde Valley who really understand our communities. In fact, we deliver such a good property management service, that as a key part of the Plan, we’re launching a new private lettings business. We feel the quality of what we do could really benefit customers in the private rented sector. It’ll be the done with the same social conscience shared by CVHA and that’s what will set us apart. I’m really proud to be part of it.”