



LIVE SMART

Doing the right things well

April 2025

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1. Overarching aim

‘What we do is important but so is how we do it. We will treat customers fairly and with respect, working in efficient, economical ways to maximise the value and benefit we create.’

Live Greatwell+ corporate plan 2025-28, page 12



In challenging economic times, it's vital that we spend every pound customers pay to us in rents and service charges wisely and well. Live smart is about listening and working with customers to make the most of our people, properties and other resources to deepen impact and build more social value.

Live smart also helps us keep our eyes on the future – anticipating and being prepared for the technological, social and environmental challenges that lie ahead. The decisions and actions we take now will create a legacy that affects the lives and prospects of the next generation of customers, colleagues, business partners and Board Members. It's our duty and responsibility to do the right things well.

2. Objectives and key results



Objective	Key result
<p>Improve our financial resilience</p>	<p>Achieve a minimum average net surplus of £2 million each year</p> <p>Generate £550,000 of efficiencies over the life of the plan to achieve our target surplus for reinvestment in the business</p> <p>Maximise income by letting empty homes quickly and collecting as much rent and service charges as we can. Be in the top 25% of performers each year for these indicators as measured by latest HouseMark data</p>
<p>Use technology and data to support delivery of our objectives</p>	<p>Complete all priority one and two actions in our IT Roadmap</p> <p>Improve six services by using data insight</p>
<p>Maintain high levels of legal and regulatory compliance</p>	<p>Achieve at least G1/V2/C1 ratings against the governance, viability and consumer regulatory standards</p>
<p>Communicate effectively and consistently to get our message across and enhance our profile and reputation</p>	<p>82% of customers satisfied that we keep them informed about things that matter to them</p> <p>Secure 90 positive publicity articles in local and / or national media</p> <p>At least 80% of colleagues feel it's easy to find out what's happening across the business (as measured by annual staff survey)</p>

3. Live smart in action

What we have done

Making the best use of data and customer feedback

Using customer feedback and repairs data, we revised our empty homes lettable standard which led to greater customer satisfaction from 89% to 94% and lowered repair costs for the first three months of new tenancies.

“Data helps us to understand customers so we can tailor services to better meet their needs. It’s great to already see this work impacting customer satisfaction and creating efficiencies. We’re excited to be able to build this success in Live Greatwell+.”

Chris Holloway, Executive Director



What we intend to do

Customers in Governance

From April 2025 the Customer Assurance Committee will become a formal part of our governance structure. The Committee will report directly into the Board and will comprise of two Board Members and between two and four customers. This will ensure the voice of customers is heard directly by the Board. The committee will also scrutinise our compliance with the Consumer Standards and ensure learning from complaints and compliments is taken forward.

“I saw this as a great opportunity to make sure that customers are heard, considered and included in the processes, policies and decision making at Greatwell Homes. I also wanted to gain a better understanding of the continuously changing and challenging legislations they must work with.

“By joining the new Customer Assurance Committee I can be involved, have a say and make sure future decisions consider what customers want and need.”

Becky Samuels, Greatwell Homes customer who is joining the new Customer Assurance Committee from April 2025





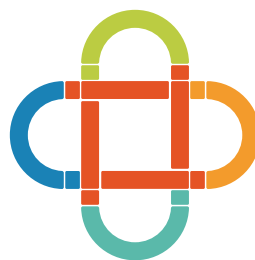
To find out more about our
Live smart strategy
and how you can support it,
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