

# Corporate Plan

2024 - 2029



# Welcome to our

## 2024 - 2029 Corporate Plan

We've created this plan by working closely with our employees, tenants and customers to find out what is important to them, and what they think we should be focusing on and prioritising as an organisation.

It sets out our priorities for the next five years, how we will achieve our goals, and measure our performance against them to make sure we're delivering the level of service our tenants and customers expect from us.

**This plan sets out where we are now, what we will do to achieve our strategic objectives and how we will know when we've succeeded**

*Looking ahead to 2029,*  
**we aim to:**



**Be a great landlord**

**Ensure our tenants and  
customers remain our focus  
across everything we do**



**Grow and be a sustainable  
organisation**

About

# Ongo Homes<sup>!</sup>

Being a landlord providing quality homes for people is our core organisational purpose. It's the reason we all come to work each day; to provide a good quality service for our tenants and customers, to make sure their homes and communities are places to be proud of, and that we make sure there are opportunities that enable and support our tenants and customers to thrive.

“  
**everything we do is  
put back into our  
communities**  
”



We were set up in 2007 as North Lincolnshire Homes, when we took over the housing stock from North Lincolnshire Council. We've come a long way since then, including a rebrand in 2013 to become Ongo.

We set Ongo up as a group of companies so that we can do more for our communities. Our commercial businesses generate income to invest back into our homes and communities. Our charity Ongo Communities creates opportunities for tenants and residents with our employment support services and recruitment agency.

# Our objectives

Our bold, aspirational Corporate Plan builds on what we have already achieved during our previous plan, improving and setting ambitions to achieve even more over the next five years.





**Be a great  
landlord**

**Customer  
focus**

**Growth and  
sustainability**

Our corporate objectives provide us with the foundations to deliver excellent services to our tenants and customers, to deliver and maintain high standards in everything that we do and ensure we are financially secure. By achieving our corporate objectives, we will keep our promise, truly live our values in all that we do and ensure that everything we do is aligned to relevant legislation, regulation and good practice.

## Be a great landlord



- All our homes will be in good repair, safe and secure in clean, well-maintained neighbourhoods that are thriving with community spirit
- Communication with our tenants and customers will be clear, and we will listen and act on what they tell us. We will keep our tenants and customers informed and they will know what they can expect from us
- Repairs to our homes will be completed in a timely manner and tenants and customers will be able to track the progress of their repair and know what will happen next

*By 2029*

- At least 90% of tenants will be satisfied with the time taken to complete their most recent repair
- At least 90% of tenants will be satisfied that their home is well maintained
- At least 90% of tenants will be satisfied that their home is safe
- At least 80% of tenants will tell us that Ongo Homes keeps them informed
- At least 80% of tenants will be satisfied that Ongo Homes listens to them and acts on their views

Our tenants will tell us they feel safe and can thrive in their communities



## Customer focus



- Our workforce will be professional, competent and suitably qualified with access to the appropriate systems to deliver excellent services
- Everyone who works for Ongo will be customer focused and totally committed to our values and the work we do
- Through investment in local communities, employment support and training, our tenants and customers will be supported and empowered to thrive in their homes and communities

By 2029

- Our employees will have the relevant qualifications to do their job
- Our digital systems will complement each other to ensure colleagues are able to carry out their roles effectively, efficiently and consistently
- Overall customer satisfaction will be at least 90%
- Our complaint numbers will be within the top performing quartile
- Based on local diversity profiling data, our workforce and Boards will reflect the communities we provide services to and will understand the needs of our customers
- We will regularly publish data on the social impact the work we do has on our customers

Employee engagement scores will improve by 2% each year

## Growth and sustainability



- In order to meet the need for more affordable homes, we will invest in our existing homes and build and acquire homes, ensuring they are fit for purpose and cost effective
- We will improve our local environments and reduce our carbon footprint
- We will continuously improve the financial stability and governance of the organisation

By 2029

- We will add at least 1,200 new homes to our housing stock
- All new homes will be designed to be future-proofed to be net-zero ready, which means that the building fabric is built to the future homes standard and space is built in to the floor plans to allow for future use of renewable / low-carbon technologies
- Our commercial businesses will be making combined profits in excess of £500k year on year and these profits will be use in support of Ongo's corporate objectives
- We will be fully compliant with all regulatory standards and gradings

All existing homes, premises and operations will have a clear pathway to optimum energy and carbon efficiency

# The next five years...

**Our corporate plan will give us a foundation for what we aspire to achieve over the next five years.**

There will no doubt be challenges along the way and changes that are out of our control that will have an impact on the direction of the plan.

With this in mind, we will publish strategies that detail how we intend to achieve our corporate objectives along with annual strategic plans for delivery to provide our tenants, customers and employees with a very clear understanding of what is expected, when it is expected and how we will know when we have achieved what we say we will.

Change is inevitable and so we need our corporate plan to be fluid and the strategies and strategic plans to be able to adapt to the ever-changing world we live in. To ensure that we keep abreast of the changes and to ensure our way forward remains aligned to local and national priorities, we will provide quarterly updates on our progress against the corporate plan and where it is anticipated that we may not achieve what we set out to and what we're going to do about it.

**This Corporate Plan isn't the end product for Ongo Homes.**

It takes us five years ahead to a place where we can see much needed improvement in all areas of the organisation and gives us the springboard for our future organisational journey.



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Until August 2024

