

YOUR HOUSING GROUP



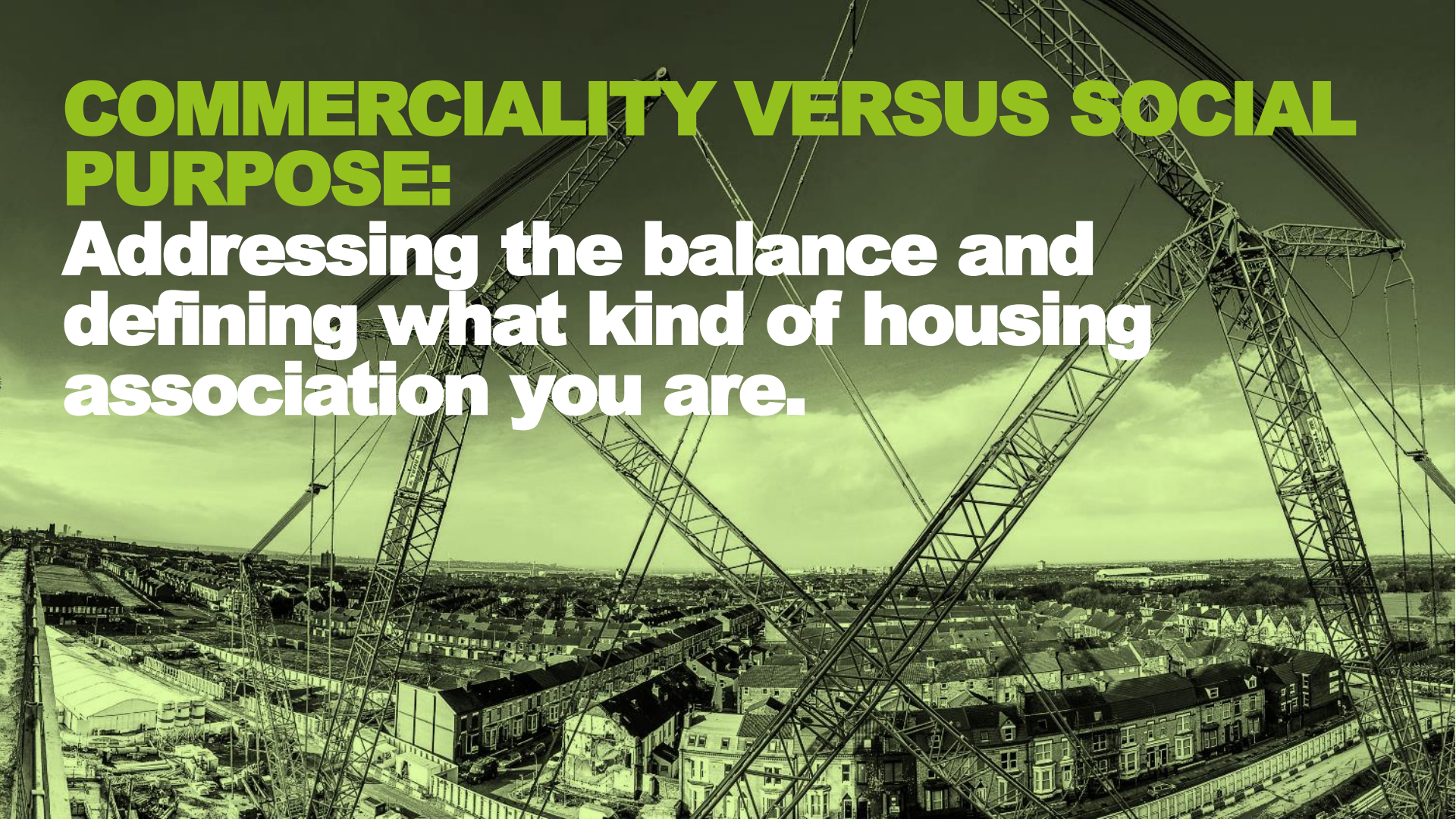
Building the Case for Premium and Economy Levels of Maintenance Services

YHG REPAIRS & MAINTENANCE SERVICE

Richard Woolfall

COMMERCIALITY VERSUS SOCIAL PURPOSE:

**Addressing the balance and
defining what kind of housing
association you are.**



THE HOUSING SECTOR IS CHANGING, THE MARKET IS EVOLVING.

**Rising building
costs and
increased choice
in the housing
market.**

**Pressures due to
changes in
Government
policy.**

**Societal
changes that
mean demand
for rental is at a
high.**

WE MUST EVOLVE OUR MAINTENANCE SERVICES TO RESPOND TO THE CHALLENGE OF HOUSING SUPPLY.

DIFFERENT SERVICES FOR DIFFERENT SEGMENTS:

**How to design service models
that reflect the needs and
diversity of your customers.**



MARKET AFFORDABLE MAINTENANCE SERVICES, “THE REPAIRS PLAY BOOK”.

**Centralised
service standards.
A set of rules for
core and
enhanced
services.**

**Centralised
service delivery
controls. The
Maintenance Hub.**

**Localised
delivery Model.
In House
Contractor &
Thin Client.**

CUSTOMER KNOWLEDGE IS KEY.

An aerial photograph of a residential neighborhood, overlaid with a semi-transparent green filter. The image shows a mix of housing types, including a large, multi-story brick building on the left, several smaller houses with gabled roofs, and a winding road. A church steeple is visible in the background. The text is prominently displayed in the upper half of the image.

HOW TO BRING TENANTS WITH YOU: Especially if you begin to charge for services.

A COMMERCIAL MIND WITH A SOCIAL HEART.

Allow tenants to be part of the conversation.

Listen to tenants. Lose the housing 'ego'.

Define tenant vulnerability in terms of operational delivery.

Offer the option of an enhanced service standard at a market sustainable cost.

BE CONSISTENT IN DECISION MAKING.

HOW BASIC IS BASIC?

Determining your bottom line.



SECTOR LEADING STANDARDS OF EFFICIENCY AND PRODUCTIVITY.

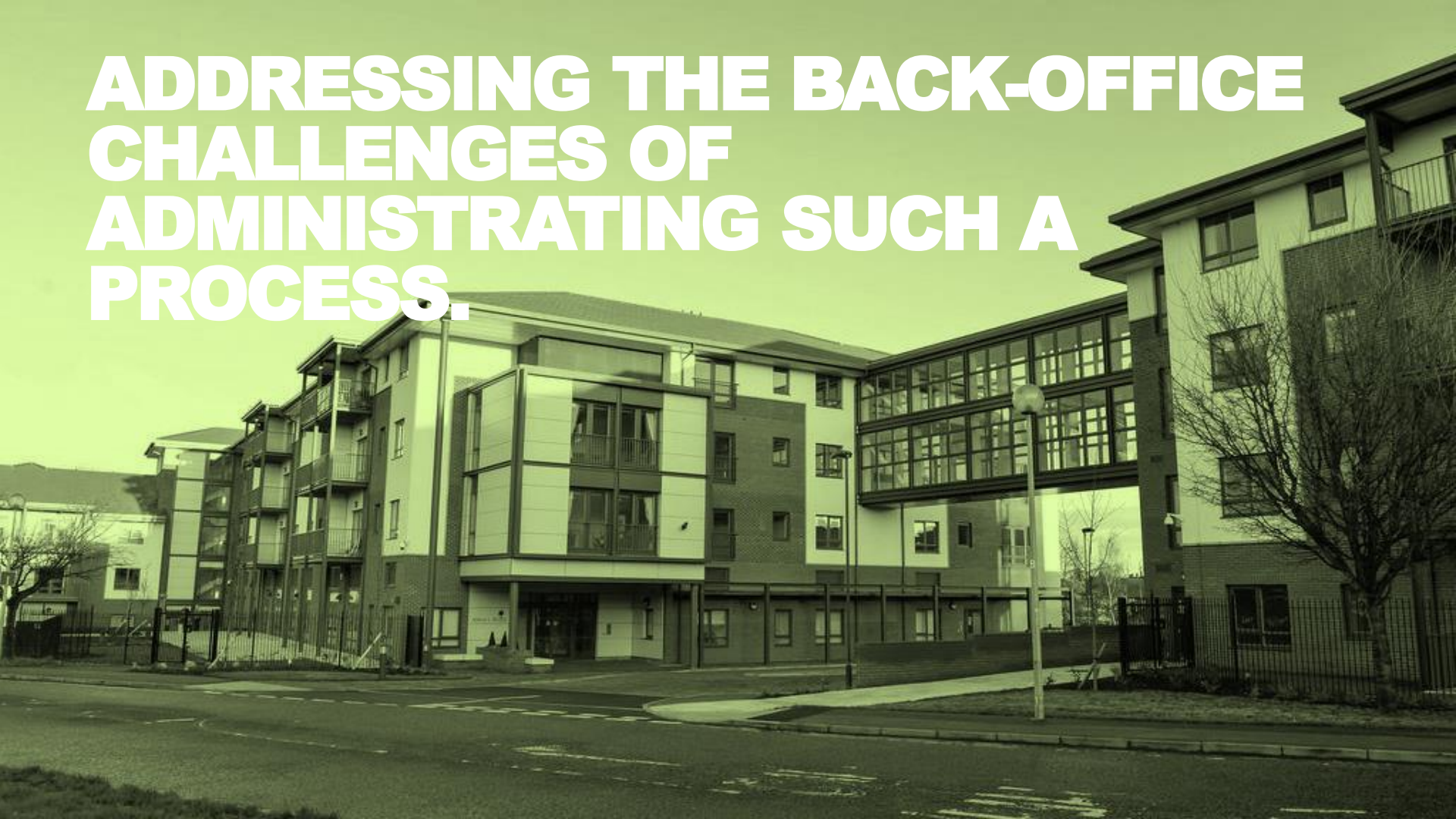
Market sustainable service standards.

Centralised service standards with localised delivery.

Financial modelling with a focus on detail. Follow the cash not the repair.

22% REDUCTION IN MAINTENANCE EXPENDITURE.

ADDRESSING THE BACK-OFFICE CHALLENGES OF ADMINISTRATING SUCH A PROCESS.



THE YHG TARGET OPERATING MODEL.

Utilise new technologies to make housing 50% cheaper to run.

Collapsed Group structure.

Thin Client Structure.

CLIENT MAINTENANCE MANAGEMENT COST @ 3%

THANK YOU
QUESTIONS?



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