



YFORY



YFORY — TOMORROW

Yfory sets how, through our collective ambition and endeavour as Wales' first tenant and employee mutual, we want to shape our tomorrow and together, make it a better place.

We remain economically strong and we will be ready for the challenges ahead. There might be economic uncertainty following the vote to leave Europe and there will be further budget austerity at local and national government. For an increasing number of our tenants the move from welfare to the income uncertainty of low paid work means that our rent levels will become more critical than ever. Against the challenge of keeping rent increases to a minimum,

we need to find more resources as our homes are getting older and neighbourhoods still need more investment.

We want our tenants and employees to aspire to have and be the very best and we want them to challenge us to do more. We want to approach all of these challenges together as a mutual. We will be pragmatic. Together we will find the solutions that work for us and together we will find more efficient ways of managing our resources.

Yfory sets our values. It is our vision and the start of our planning our mutual future.



There is a lot more background information and detail if you read this digitally and follow the highlighted text. If you want to explore more you can visit our website www.mvhomes.org.uk



OUR STORY

A journey from council housing to a mutual

The council housing in Merthyr Tydfil transferred to us in 2009 and by 2014 we had met all the promises made to tenants at transfer. In 2016 "24 Housing" magazine rated us as the top housing association in the United Kingdom.

It has without doubt been an interesting journey and in 2015 we decided to do something very different. We looked at the history of Merthyr Tydfil, a history of heavy industry; a history proud of its collective struggle, in which working communities took a pride in where they lived. After an extensive review

we changed and became a mutual housing organisation that is owned and controlled by tenants and employees, the first of its type in Wales. This means we are different. We will think differently and we will act differently in how we manage our 4200 homes.

There is more information on our website about **our mutual**, how it works, **Our Board** and the role our tenant and employee members play through the **Democratic Body**.



There is a lot more background information and detail if you read this digitally and follow the highlighted text. If you want to explore more you can visit our website www.mvhomes.org.uk



OUR MISSION

To provide housing and opportunities to those people who want to live and thrive in Merthyr Tydfil

Our Vision

For us Yfory will bring:-

- ▶ Pride in the **communities** we live in
- ▶ Pride in the **organisation** that we own and work for
- ▶ Greater opportunities for each of us to take **responsibility**

And to ensure that Yfory can be achieved we need to remain financially strong.

Our Values

Through the collective endeavour of our tenants and employees we will create a pride in our homes, our community and our mutual.

Our Plan

We can see the difference we have made in the last six years – our neighbourhoods are more prosperous, they look and feel better and we have built much needed new housing. As an employer we have paid the living wage from 2012 and our employees love working for us.

We have more to do. Our homes need more investment; they need to be more energy efficient, older properties need replacing with investment.

Much of our communal land is open plan it is in some areas unattractive and frequently unloved. We know people

already have a pride in their local community and we need to nurture that pride to make sure that every street and every home are fit for living in for the next 100 years.

To do this we will act with integrity and openness. We need the spirit of the mutual to spread further, we need to make the right financial decisions and we need to be confident in our new way of working. We need to focus on being a landlord and we will not dilute our effort in other directions.

We are Merthyr Valleys Homes, Wales' first tenant and employee mutual.



COMMUNITIES

Creating pride in the communities we live in

We have already started to create beautiful neighbourhoods with energy efficient homes, where everybody is proud to live. The standards we've achieved at Caedraw will be our benchmark for the rest of the borough. We will continue with our improvements of neighbourhoods, we will continue with our litter picking when required and we will seek to be a better local estate manager.

Everybody knows that this community has been battered by welfare and economic change but we do not want this to be the defining narrative. We want to create opportunities for all our

tenants through our commitment to good local employment and supporting social enterprise. We want the right type of houses for all the community and we want to find a solution for those people under 35 on low incomes or on benefits.

We know that some people need more support than others and we will be there to give that support. We also know that Merthyr Tydfil has a proud tradition of fairness towards all communities and we want to continue and nurture that. Everyone counts or nobody counts will be our guide in our commitment to equality and diversity.

What we want to achieve

- We want to improve all the open plan green areas.
- We want all our homes to be safe, energy efficient and look good from the inside and out.
- We will remain the anchor investor and in all areas we will encourage inward investment.
- We want to provide the greatest opportunities for our community.
- We want all members of our community to feel valued, safe and supported.
- We want to provide a housing solution for young people.
- We want to build the type of houses our community needs.



ORGANISATION

Being proud of the organisation that we own and work for

Being rated as the number one housing association has made us proud but we know that we can do more. We know that as a mutual, people will judge us on whether we live our values.

We will therefore set the highest standards of openness and will effectively communicate about our organisation and what we do.

We believe our mutual will be a game changer. One where delivering the best quality services from our members to our members becomes everybody's responsibility.

What we want to achieve

- We are a mutual and we will work together to achieve our aims.
- We will live the mutual principles in the way we operate.
- We will act democratically and be accountable to our members.
- We will have a skilled and well trained workforce to deliver the services our members need.
- We will use technology to build better services and stronger relations.
- We will remain a major employer in the Borough setting and encouraging others to adopt the highest standards.



RESPONSIBILITY

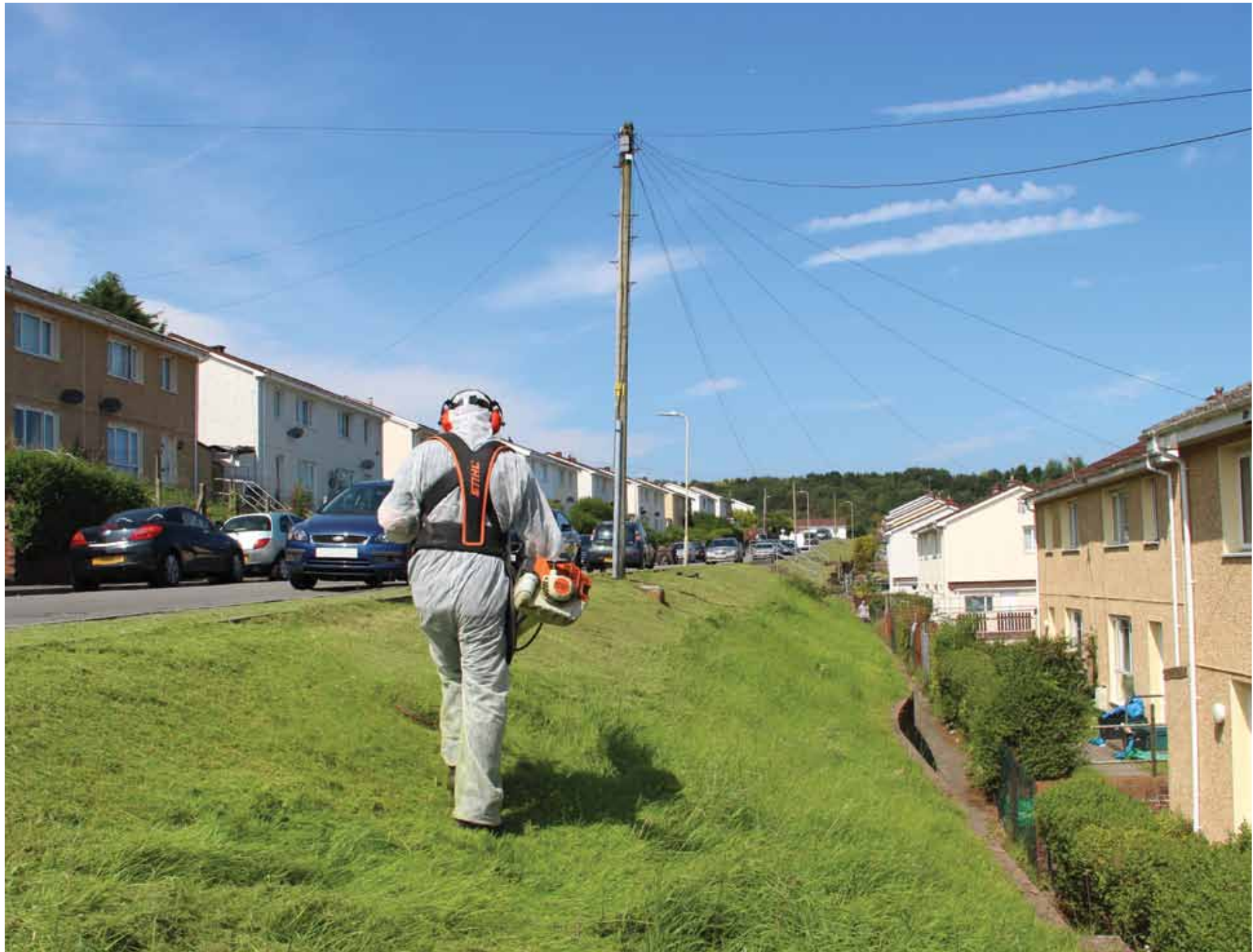
Being proud of how we take responsibility and how we will encourage others to take responsibility

Everybody has a part to play and all members will need to take responsibility to keep us as the best. We want to change forever the relationship between tenants and landlords. As a mutual we want our community to be one where people, through their own choice, do more things for themselves and take more responsibility. The new Co-operative in Gellideg had graffiti sprayed on the side – local people were angry and some went down to clean it off. They had been impressed with the visual improvement and identified with the sense of collective responsibility and a new found pride.

To live our mutual values we will provide training and information for all members so that they can play the most active part they want.

What we want to achieve

- We want to be the best.
- We want to provide support and information to our members to empower them.
- We want to share skills and learning between members.
- We will take responsibility to communicate effectively and always seek positive outcomes for our tenants.
- We will support others to reach their full potential through grants and support.



FINANCIAL STRENGTH

Achieving our priorities through strong finances

We need to have a strong financial position to deliver the aspirations of our members and manage future risks. We are already efficient and set our budgets with our members. We also know that increasing our income means increasing the rent which will be difficult for our tenants. We will therefore work to be more efficient allowing us to allocate more resources to our tenant priorities. We will work with our employees and our tenants to find new ways of working so that the efficiencies generated can be used for new investment and new services. We still believe in the in-house delivery of services and we have seen how collaboration with local contractors supports this model.

What we want to achieve

- We want to be financially strong to allow our members to make independent decisions about our future.
- We will reduce our operating costs by utilising the power of our mutual.
- We will make value for money a reality and develop further our **8 golden rules**.
- We will balance the interests of different members when making decisions on rents and wages.
- We will balance the need for new housing with the investment needs for older housing.
- We will support local social enterprises and when we need support from the market, we will always try to use companies which employ local people.



There is a lot more background information and detail if you read this digitally and follow the highlighted text. If you want to explore more you can visit our website www.mvhomes.org.uk

Merthyr Valleys Homes Ltd.

Martin Evans House
Riverside Court
Avenue de Clichy
Merthyr Tydfil
CF47 8LD

t: 0800 085 7843
01685 727772

f: 01685 722480

e: info@mvhomes.org.uk

www.mvhomes.org.uk



like us on Facebook



follow us on Twitter