Our Professional Standards

How we maintain Our Professional Standards

Policy Owner	Exec Director of People and Governance
Approval Level	People & Governance Committee
Resident Input	The Competency and Conduct Standard The Transparency, Influence and Accountability Standard NHF Expectations around resident scrutiny of codes of conduct WCHG Resident engagement workshop – March 2026 Resident insight – TSM, Transactional surveys, Complaints, Praise, ad-hoc feedback WCHG CX Committee – September 2026 Joint Resident Group (JRG) Feedback
Policy Review Due	November 2029
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Linked strategies/policies	People Strategy Health & Wellbeing Strategy Health & Safety Policy & Procedure Equality and Diversity Strategy Values & Behaviours Information Handling Policy Data Protection Policy Financial Regulations Anti-Bribery & Corruption Policy Media Guidelines

	Social Media Policy Disciplinary Policy & Procedure Grievance Policy & Procedure Procurement Policy Learning and Development Policy Performance Management Policy & Procedure Complaints Policy Safeguarding Policy & Procedure Artificial Intelligence Policy
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1. Introduction

How we ensure Professional, Skilled and Accountable Services.

1.1 At Southway Wythenshawe Homes, we are committed to providing safe, high-quality services you can trust.

1.2 This document is a summary of how we ensure our colleagues are skilled, professional and accountable. It brings together key principles from our Code of Conduct & Professionalism, Performance Management Policy and Procedure and Learning & Development Policy and Procedure and explains what you can expect from us.

1.3 It covers:

- Our standards of behaviour (Code of Conduct & Professionalism)
- How we develop skills (Learning & Development)
- How we monitor performance (Performance Management)

1.4 We are committed to meeting the Social Housing Regulator's Competence and Conduct Standards by ensuring our colleagues:

- Have the right skills, knowledge and qualifications
- Behave in line with our values and expected standards
- Continue to learn and improve
- Are supported and held accountable for their performance

1.5 We have worked with you to help shape how we deliver our services. This includes developing our Code of Conduct and Professionalism, ensuring it reflects the expectations, experiences and voices of the communities, residents and customers we serve.

2. Who this policy applies to

Colleagues and those working on behalf of Southway Wythenshawe Homes	This document sets out the professional standards, behaviours, expectations required and is intended to ensure services are delivered in line with organisational values, regulatory requirements and commitments to customers, residents and communities.
Customer	The standards we expect from our colleagues reflect what you have told us is important to you, including being treated with respect, professionalism and fairness, receiving clear and honest communication and knowing that any concerns will be taken seriously. • You are treated with respect, professionalism and empathy • Our colleagues are trained, skilled and supported to deliver high-quality services • We act with integrity and follow clear policies, procedures and standards • We listen to feedback and act if something isn't right

3. Regulation and Legal Requirements

3.1 This policy supports compliance with the following regulations and legal requirements:

- The Competence and Conduct Standard (October 2026)
- The National Housing Federation Code of Conduct (2026)
- The CIH Professional Standards for Housing Professionals
- The Equality Act 2010 through its commitment to inclusion, equality, and non-discriminatory practices

4. Recruiting the right people

4.1 Recruiting the right people is the first step in ensuring we deliver safe, high-quality services you can trust.

4.2 We follow a fair, transparent and values-based recruitment process to make sure we appoint colleagues who have the right skills, knowledge, experience and behaviours aligned to our Living Our Values framework.

4.3 Before anyone joins us, we carry out a range of robust pre-employment checks to ensure they are suitable for the role, including checks to help keep our residents, customers and communities safe.

4.4 This means you can have confidence that the people delivering services have been carefully selected and meet the standards we expect.

5. What you can expect from colleagues

5.1 We expect everyone working for or on behalf of Southway Wythenshawe Homes to:

- Treat you and others with dignity and respect, creating an environment where bullying, harassment and discrimination are not tolerated
- Act with integrity and honesty in every interaction
- Follow policies, procedures and professional standards
- Build respectful, professional relationships with residents while always maintaining appropriate boundaries
- Deliver services that are customer-focused and reliable
- Be open and transparent in how they communicate and make decisions
- Take responsibility for their actions and learn from feedback
- Respond to concerns and complaints in a fair, respectful, empathetic and timely way

5.2 These expectations are set out in our Code of Conduct & Professionalism, which defines the expected conduct and standards all colleagues and anyone working on behalf of Southway Wythenshawe Homes must follow.

6. Southway Wythenshawe Homes Values guide everything we do

6.1 We bring Southway Wythenshawe Homes values to life through everyday behaviours. These behaviours shape how we work and interact with others and the experience you receive.

6.2 Our Living our Values framework has been shaped using feedback from colleagues, residents and customers, helping us understand what behaviours are important to deliver a great service. It's not just about what we do, but how we do it.

6.3 It ensures our colleagues:

- <Southway Wythenshawe Homes Values to be confirmed>

6.4 By living these values every day, we aim to provide consistent, respectful and trusted services.

7. How we ensure colleagues are skilled and knowledgeable

7.1 We are committed to the continuous development of our colleagues so they can enhance their skills and deliver the best possible service to you. We:

- Promote a culture of lifelong learning and professional development
- Provide ongoing training and development to build skills and knowledge
- Ensure colleagues meet role-specific and regulatory requirements
- Support colleagues to gain professional qualifications where needed
- Deliver mandatory training to keep services safe and compliant

This helps ensure services are delivered safely, professionally and in line with recognised standards.

8. How we support and monitor performance

8.1 We regularly review how well colleagues are performing to ensure high standards are maintained. We:

- Set clear expectations and objectives
- Hold regular performance check-in meetings throughout the year
- Provide ongoing feedback, support and development opportunities
- Encourage open conversations to support improvement

This helps us identify what is working well and where additional support is needed, ensuring consistent service for our residents and customers.

9. What happens if standards fall below expectations

9.1 If performance drops below the level we expect, we act quickly and fairly. We:

- Address concerns early through informal support and guidance
- Agree clear action plans to help improve performance
- Provide training, coaching, mentoring and support
- Take formal action where improvements are not made

Our approach is always fair, consistent and supportive, focused on helping colleagues meet the required standards.

10. How we will ensure competence of those we work with

10.1 We expect any contractor, supplier or service provider delivering housing services or functions on behalf of Southway Wythenshawe Homes to maintain the same high standards of professionalism, conduct and customer care that we expect from our own colleagues. We will work with our service providers to ensure their staff have the appropriate skills, knowledge, experience and behaviours to deliver quality services. This includes:

- Setting clear expectations through our contracts and codes of conduct.

- Introduce clauses into new contracts with contractors / service providers, that require them to ensure that any of their staff working on a Southway Wythenshawe Homes contract will have the appropriate Knowledge, Skills, Experience and Behaviours.
- Seeking customer feedback on the services that service providers / contractors provide following visits.
- Raise and follow up on any concerns about conduct or performance, and take appropriate action where standards are not met. This includes requesting the removal of individuals from delivering services on behalf of Southway Wythenshawe Homes where necessary.

Our aim is to ensure that everyone delivering services for Southway Wythenshawe Homes is competent, professional and committed to providing a positive customer experience.

11. Our commitment to continuous improvement

11.1 We are committed to continually improving our services by:

- Listening to your feedback and experiences
- Learning from complaints and service outcomes to improve services
- Regularly reviewing our policies and practices
- Ensuring we meet legal and regulatory standards

11.2 Our policies are reviewed regularly to make sure they remain effective and continue to reflect what matters most to our residents, customers and colleagues, so we stay true to our purpose “to provide good quality homes and services to our residents and customers and to play a leading role in creating safer healthier communities”.

12. Equality, Diversity and Inclusion

12.1 An Equality Impact Assessment (EIA) was completed 07.08.2026. The assessment identified no adverse impacts on any protected characteristics

and no additional mitigating actions were required. The policy is expected to have a positive impact by promoting consistent standards of professionalism, inclusion, dignity ,respect and accountability across Southway Wythenshawe Homes.

13. Who is responsible

13.1 The people responsible for overseeing this policy are listed below

Officer	**Responsibility**
Exec Director	Exec Director of People and Governance (Southway Wythenshawe Homes)
AD	Assistant Director of People & Culture (SHT)
Head of	Head of People (WCHG)

14. Monitoring and Reporting

14.1 Our Professional Standards Policy will be reviewed by our Customer Experience Committee every three years. The Parent Board will receive an annual update on how the policy is being delivered.

14.2 The next review date for this policy is shown on the cover sheet.

15. Glossary

Word	Definition
Artificial Intelligence (AI)	Technology that can generate content, analyse information or support decision-making, but which must be used responsibly with human oversight.
Bullying	Offensive, intimidating, malicious or abusive behaviour that undermines, humiliates or causes harm to another person.

Code of Conduct and Professionalism	The standards of behaviour, conduct and professionalism expected of everyone working for or on behalf of Southway Wythenshawe Homes.
Competence	Having and maintaining the skills, knowledge, behaviours and experience required to perform a role effectively.
Conflict of Interest	A situation where personal interests, relationships or outside activities could influence, or appear to influence, professional judgement or decision-making.
Declaration of Interests	The process by which colleagues disclose relationships, interests or external connections that could create an actual or perceived conflict of interest.
Harassment	Unwanted behaviour that violates someone's dignity or creates an intimidating, hostile, degrading, humiliating or offensive environment.
Living Our Values	Southway Wythenshawe Homes's behavioural framework describing the values, behaviours, skills and standards expected of colleagues.
Performance Check-in	A regular conversation between a colleague and manager to review performance, development and support needs.
Probity	Acting with integrity, honesty, fairness and impartiality, particularly when making decisions or handling resources.
Professional Boundaries	Appropriate limits and behaviours that maintain professional relationships and protect customers, residents, colleagues and the organisation from conflicts of interest, dependency, favouritism or harm.
Professional Standards	The behaviours, skills, knowledge and conduct expected of people delivering services on behalf of Southway Wythenshawe Homes.
Professional Judgement	Applying knowledge, experience, evidence and organisational values when making decisions.

Safeguarding	Protecting children, young people and vulnerable adults from harm, abuse or neglect.
Sexual Harassment	Unwanted conduct of a sexual nature that violates dignity or creates an offensive environment.
UK GDPR	The UK General Data Protection Regulation, governing how personal information is collected, used, stored and shared.
Whistleblowing	Reporting concerns about wrongdoing, malpractice or unethical behaviour through the organisation's Public Interest Disclosure process.