









Our Vision

Creating homes and communities

Our Values

Business mind, social heart

Careful management of our resources to deliver better outcomes for the communities we serve.

Using our resources to improve lives

Commit to being more than just a landlord and developer.

Innovative, transparent and forward thinking

Embrace change and modernise our services.

Listen to and engage with people

Ensure our customer and employee voice shapes our priorities.

Demonstrate commitment to Equality, Diversity and Inclusion

Value diversity by shaping both services to customers and our employee offer to meet a range of needs.

Our Objectives



Our Growth

Strengthen the business and our social impact by building more affordable homes.

We will do this by:

- Investing £60 million in new homes;
- Building 1,352 affordable new homes by 2022;
- Managing our increased number of homes without a proportionate increase in overheads.

Our Services

Provide good quality, accessible services that meet customer needs.

We will do this by:

- Introducing an improved customer offer, based on customer needs, which encourages those customers who can, to access services independently;
- Delivering services right first time;
- Developing easy to access online services;
- Encouraging tenants to become involved in the development of our Annual Delivery Plan and oversee its delivery.

Our Neighbourhoods

Invest in homes and neighbourhoods to create places where people want to live.

We will do this by:

- Developing Neighbourhood Vision statements to ensure our areas are maintained to a standard agreed with residents;
- Investing £24 million in our homes over the next four years;
- Developing initiatives to improve the energy efficiency and safety of our homes;
- Targeting our Neighbourhood Investment fund to tenant and community priorities.



Our Money

Drive value through an efficient, sustainable and well-run business.

We will do this by:

- Delivering business plan targets and comply with loan covenants;
- Buying quality and cost-effective goods and services through productive procurement;
- Building homes for market sale and investing profits into affordable housing;
- Using technology and process redesign to minimise costs.



Our People

Invest in and value our people to continue to build a great organisation.

We will do this by:

- Ensuring our people are fully equipped to deliver the corporate plan;
- Investing in health and well-being;
- Recruiting for energy, attitude and enthusiasm;
- Providing the infrastructure to support agile service delivery;
- Improving communication and employee engagement throughout the business.







