

# Corporate Strategy 2021–2025/26

**Safe**

**Satisfied**

**Sustainable**



# We are Housing Solutions





You know us.

We are a reliable local provider  
of quality homes & services.  
**Creating spaces people can  
trust, belong & stay.**



# 25 years

We've supported  
our local community  
for over a quarter  
of a century, &  
our dynamism &  
flexibility is what's  
driving our future.





Housing is more  
than just a roof &  
four walls to us.

We create an  
environment  
everyone can  
thrive in.





A lot has changed.

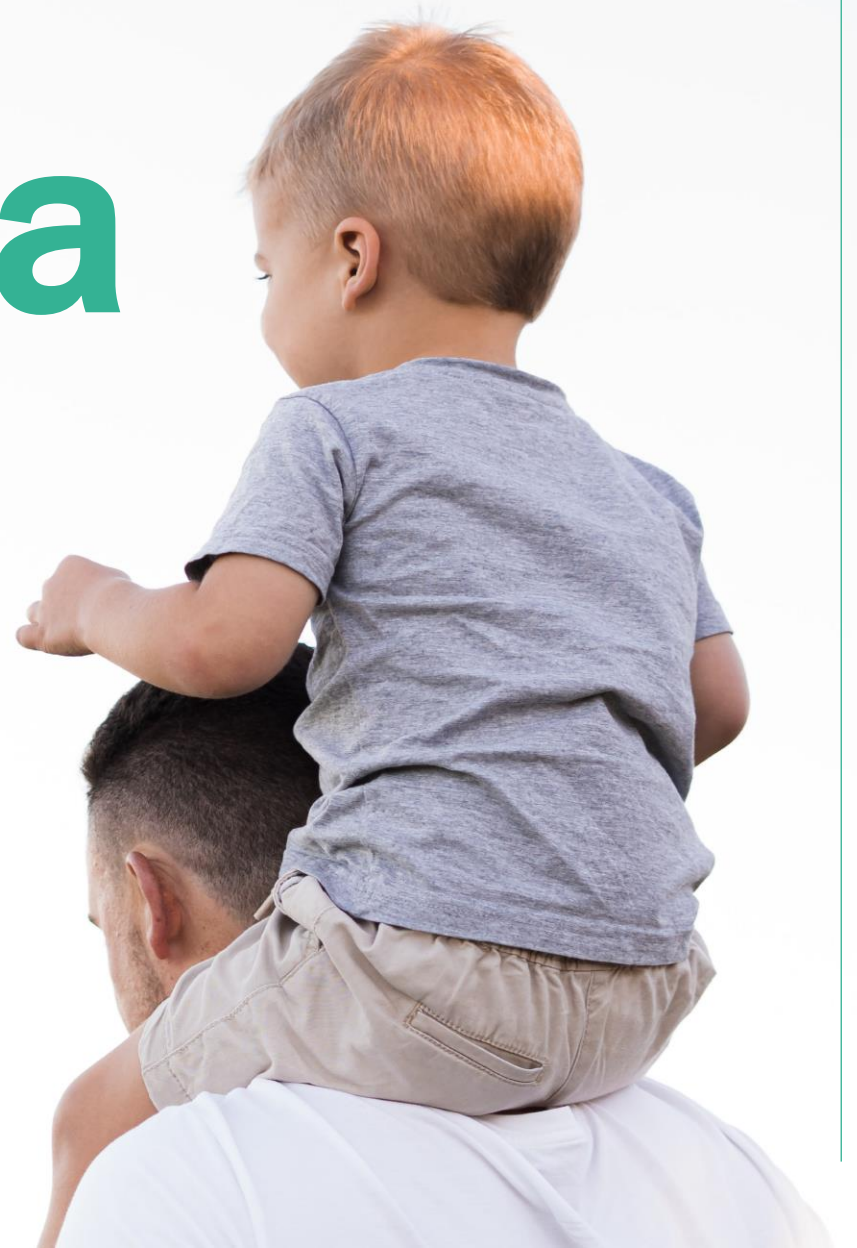
But our agility  
& efficiency has  
brought us the  
ability to weather  
the most serious  
of storms.



By redefining our five year strategy, we are adapting to the ever-changing landscape – ensuring we're best placed to achieve our mission to make our people proud of where they work & our residents proud of where they live.

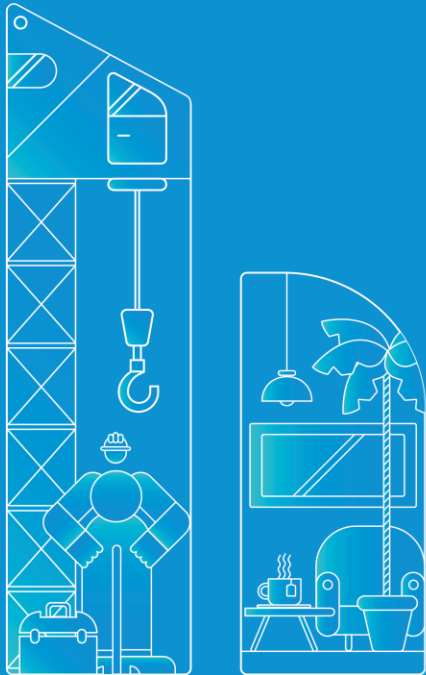


# Three pillars that support a strong future

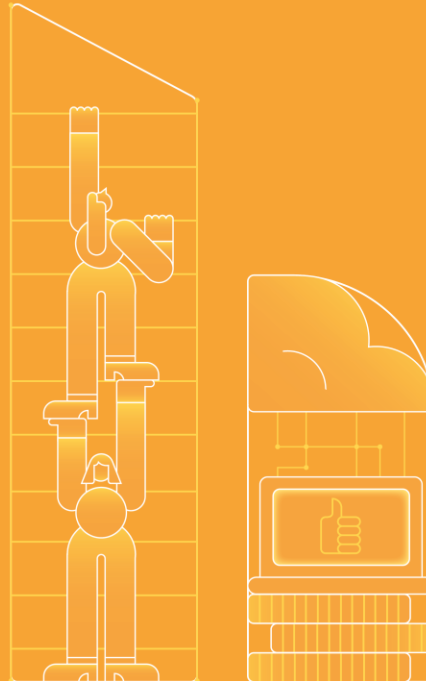




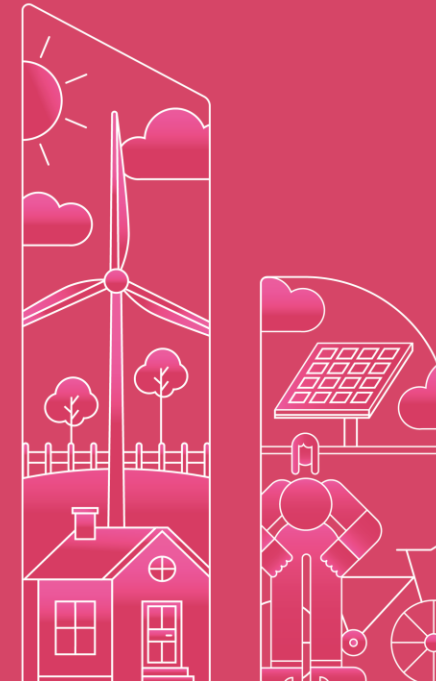
# Safe



# Satisfied

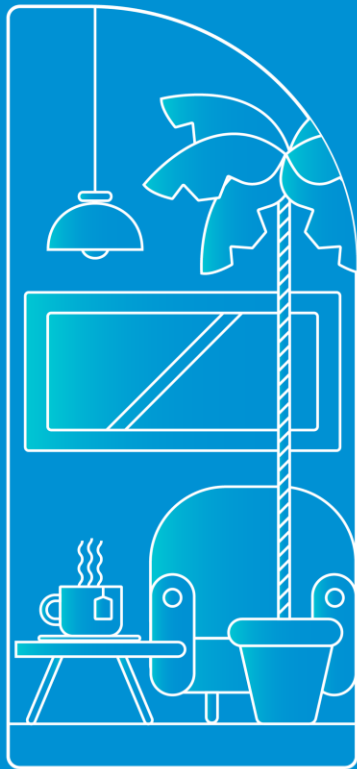
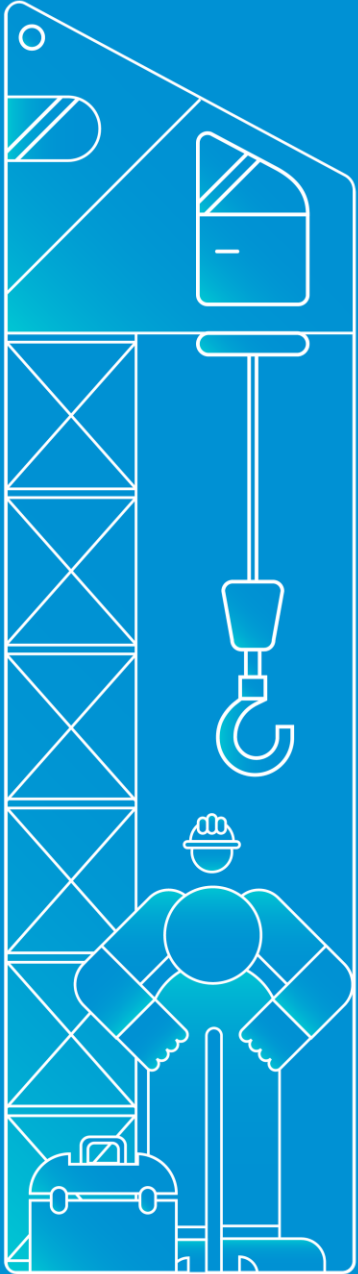


# Sustainable



# Safe

Keep our residents  
& colleagues safe.



# Safe

Everyone wants to feel safe, supported & part of something. It is fundamental to our physical & mental wellbeing.

That's what we are committed to not only delivering housing, but homes that bring physical & emotional safety. We must feel free from harm. Always. A sense of comfort, a sense of security, a sense of belonging.

**Everyone feels secure.**

**Everyone feels sheltered.**

**Everyone feels at home.**





# Safe



**Building security  
& trust (& homes)**

# Safe

Our pillars will be brought to life through our commitment to:

Over the next five years we will support the mental & physical health of our residents & staff.



# Safe

Our pillars will be brought to life through our commitment to:

Building a service that can identify when someone might be struggling & respond quickly with the right help.

# 2





# Safe

Our pillars will be brought to life through our commitment to:

Improving the standard of our homes, all of our residents will wake up feeling safe, secure & heard.

# 3



# Safe

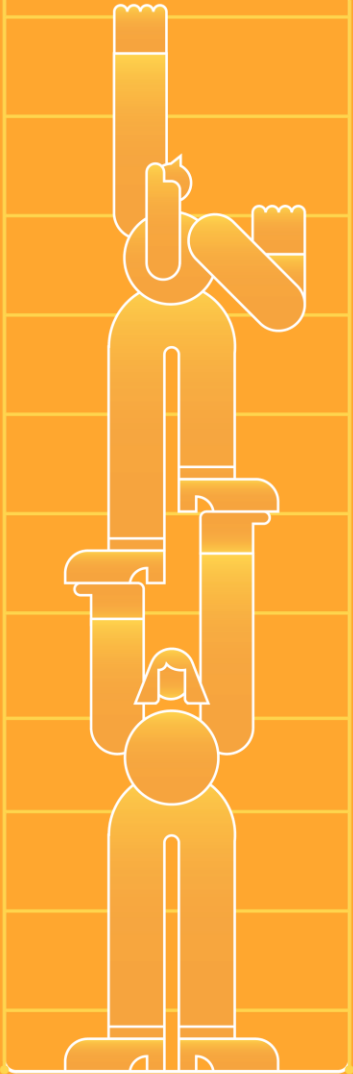
Our pillars will be brought to life through our commitment to:

Reaching out to our local community & taking steps towards preventing & managing ASB.



# Satisfied

Value for money services for residents & fulfilling careers for colleagues.





# Satisfied

Our people, residents, partners, colleagues – being satisfied is vital to us.

People are at our heart – our community, our neighbourhood, our priority. Our success as a business fuels our social purpose. We strive to do better, to be better.

Delivering traditional values with a modern approach, we harness the power of technology to give people more time to do what matters most.

**Everyone feels connected.**

**Everyone feels valued.**

**Everyone feels content.**



# Satisfied

**Do better  
to be better**



# Satisfied

Our pillars will be brought to life through our commitment to:

Make the network of systems, processes & procedures that connect our residents & colleagues as seamless as possible. We'll drive this with accurate & comprehensive data that helps us operate more effectively.



# Satisfied

Our pillars will be brought to life through our commitment to:

Make all services available digitally, improving efficiency to give our residents better value for money. By rolling out wifi & introducing an app to help eliminate the wastage of paper.

# 2

# Satisfied

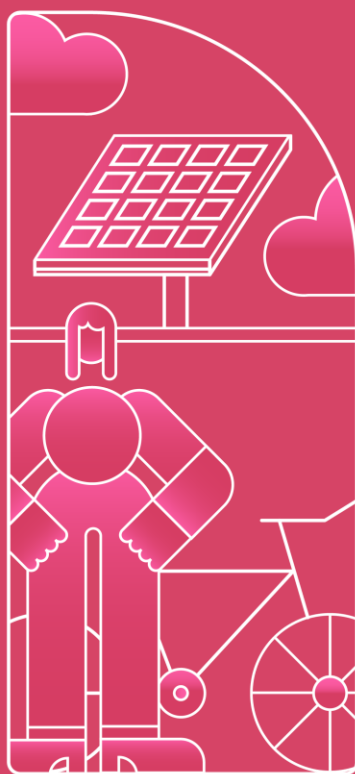
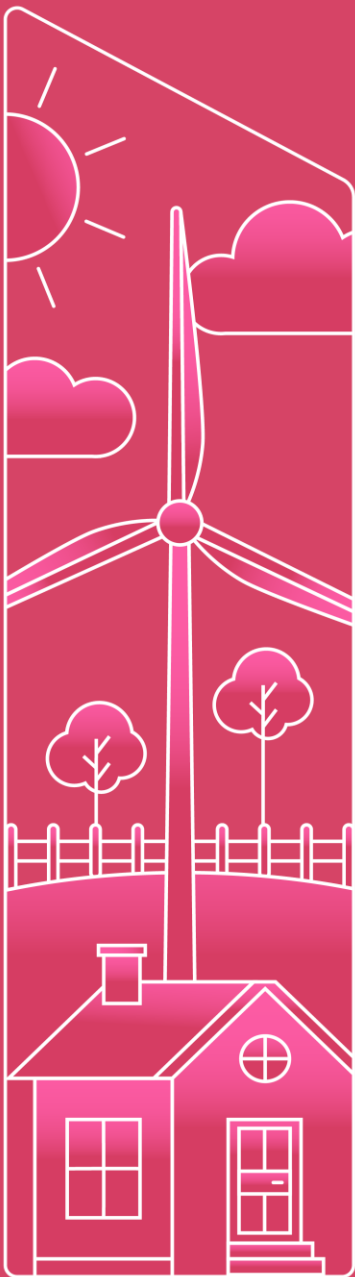
Our pillars will be brought to life through our commitment to:

Never lose sight of the human side of our work. The use of digital technologies will help us spend more time with our residents that need additional support.

# 3







# Sustainable

Deliver more effective  
services & more  
efficient homes.



# Sustainable

The landscape in which we work is ever-evolving, & so our strategy must be open to this to be sustainable.

As the world changes around our people & communities, we adapt too. We ensure our people, services, & homes are ready to help sustain a modern world – one designed to last.

**Everyone feels prepared.**

**Everyone feels involved.**

**Everyone feels positive.**



# Sustainable



# Sustainable

Our pillars will be brought to life through our commitment to:

Get even closer to our partners, local authorities & communities to better understand the challenges they face so that we can support our current & future residents.



# Sustainable

Our pillars will be brought to life through our commitment to:

Provide homes that will meet zero carbon targets; making them not only more efficient & cheaper for residents but will also contribute to a better planet.

# 2



# Sustainable

Our pillars will be brought to life through our commitment to:

Invest in existing homes; our promise is to provide a rating of D & above.

# 3



Safe, Satisfied, Sustainable.  
Let's build better communities.

**Together,  
we can.**

