

# CORPORATE PLAN TAKEAWAY

By 2024 we will have achieved the ambitions set out in this plan and will have reached our 100th anniversary! A fitting tribute to our founders. To get where we want to be we will develop a resilient, collaborative and innovative culture. This will be rooted in our values and ethos and focused on quality and efficiency to deliver on our social purpose - with a renewed emphasis on what is most important to our residents and local communities.

## OUR KEY THEMES

### We're on your side

We will focus on what is most important to our customers and work together to get it right for them first time every time. We will align with and connect to our residents and staff in practical ways, in a partnership of equals, building trust and confidence in our people and services.

### Partnership With A Purpose

We will work together to create constructive partnerships with voluntary, community, statutory, commercial organisations - which help deliver on our social purpose.

### Small Changes Make A Big Difference

We will work in an agile way to innovate and try out new ways of working which deliver business efficiency, staff engagement and service improvement.

### A Data Driven Business

We will use robust data intelligently to make decisions which help us achieve our goals more effectively.

## AMBITIONS

### Services That Make People's Lives Easier

- A partnership approach with residents – their priorities genuinely shaping services and an organisational culture, organisational design and processes which are customer - centric.
- Personalised and face to face support for vulnerable individuals/those in crisis to access services, sustain tenancies and improve their quality of life.
- Efficient, fast evolving, digitally based service offer.

### Our people

- An engaged, motivated, skilled and productive workforce living the values every day
- A great place to work with a positive culture, embracing diversity and tackling inequality, offering opportunity and flexible working options
- Build a talent pool and alumni network

### Communities: places people are proud to be part of

Work in partnership with our communities and with commercial, statutory, voluntary agencies and groups to lever in resources to develop opportunities for individuals to reach their potential and communities to become more cohesive.

### Homes that people are proud to live in

- Invest to meet and maintain best practice building safety standards
- Active asset management - comprehensive good quality useable data informing decisions about investment
- Investment in communal areas and public realm to create safe, attractive shared spaces
- Invest to meet modern standards in our homes
- Develop and deliver strategy for re-modelling/purposing housing stock with low demand
- Plan to enhance environmental standards i.e. reduce carbon footprint towards 2030/50 global climate goals

### Social impact

Demonstrate the full extent of social impact of our core business and ensure adding social value drives our business strategy, priorities and activities.

### New homes: meeting future needs

- Maximise new build of affordable homes focused on meeting emerging and future needs as the needs of younger, older and working people are changing
- Find new ways to maximise capacity for new homes given the investment needs generated by existing homes and services

