


BUSINESS PLAN 2020-25 ON A PAGE

FOUNDATIONS		ORGANISATIONAL GOALS	
<p>Our Mission</p> <p>To help people take control of their own lives. Wherever people feel vulnerable or don't know where to turn, we equip them to find a way forward by offering the highest standards of support for housing, health, learning and work.</p>		<p>Customer Focus</p> <ol style="list-style-type: none"> 1. Developing an accessible digital customer portal 2. Developing and inspiring change 3. Becoming a landlord of choice 	<p>Key Challenges</p> <ul style="list-style-type: none"> • Government policy & priorities • Economic downturn (COVID-19) • Housing market • Labour market/turnover • Climate change • Technological advances • Demographic and societal change
<p>Our Core Values</p> <p>Personal integrity The importance of every individual Outstanding service to people The importance of working together Professional competence</p>		<p>Homes of Choice</p> <ol style="list-style-type: none"> 4. Creating safe and comfortable homes 5. Creating smart buildings 6. Developing affordable and sustainable homes 	<p>Key Organisation-wide Strategies</p> <ul style="list-style-type: none"> • Customer Engagement Strategy • Asset Management Strategy • Care & Support Strategy • Development Strategy • Digital Strategy • People Strategy • Communications Strategy • Treasury Strategy
<p>Our Vision</p> <p>Working together – building better homes, better lives, better communities</p>		<p>Working Together</p> <ol style="list-style-type: none"> 7. Working as agile teams 8. Raising our profile to influence 	
<p>What We Do Best</p> <p>Providing a range of opportunities for people in need Going the extra mile/Not giving up Dedication and Commitment</p>		<p>Growth</p> <ol style="list-style-type: none"> 9. Owning more homes 10. Ending homelessness 11. Providing support around health, wellbeing and skills 12. Reinvestment possibilities created by commercial offers 	
			<p>2025 Measures of Success</p> <ul style="list-style-type: none"> • Customer Satisfaction • Planned & Compliance Programmes • Customer Outcomes & Quality • Stock Growth • Commercial Revenue • EPC & CO2 Stock Rating • Operating Margin