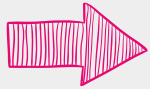


Plan A

Why we do it

To improve lives by:

Raising the aspirations and ambition of our organisation, our people and our communities to improve their lives.



Our Mission:
Providing Great Homes
Sustaining Strong Communities
Building a Successful Business

Level 1 Business Objectives

Building a successful business:

By:

- Optimising return on assets
- Increasing financial capacity to enable growth
- Offering great customer service
- Enabling employees to flourish
- Excellence in Governance

Providing great homes

By:

- Building and acquiring homes
- Improving existing homes

Sustain strong communities

By:

- Enabling sustainable tenure
- Enabling socially and economically balanced communities



Level 2 Strategic Objectives

Building a successful business:

- Optimising return on commercial assets
- Optimising return on homes
- Improving business efficiency and value for money to increase business health and growth
- Minimising lost income from voids
- Minimising rent arrears
- Maximising income by creating new services/opportunities
- Offering easy access to services 24/7
- Offering high quality first point of contact response
- Developing an enabling HR infrastructure/operating environment
- Raising skills and improve productivity
- Ensuring employees are actively engaged and involved
- Raising skills to ensure continuous effective governance
- Ensuring business success through appropriate challenge and risk management

Sustaining strong communities:

- Delivering a focussed regeneration programme to regenerate failing communities
- Developing an offer for older and vulnerable people
- Offering support for life changing events
- Securing sustainable employment for tenants and residents
- Offering products and services to enable home ownership/sustainable tenure
- Enabling tenant's financial wellbeing

Providing great homes:

- Building and acquiring homes to meet housing need
- Providing well maintained, warm and efficient homes that are affordable to run.

Success Criteria

Our organisation will be:

Ambitious, professional and efficient constantly challenging ourselves to be bold but maintaining sustainability and independence by recognising and balancing ambition with risk. An organisation which others wish to emulate, with a sound reputation as a landlord of choice and a best in class employer.

Our people will be:

Committed to working together to create a winning team, believing in the part they play as individuals in making the organisation a success and why. They will feel rewarded and recognised as a result and champions for both living and its communities.

Our communities will be:

Places where people can aspire to improve their lives because they feel challenged and supported by an organisation which they trust. Being in a living community or a living home will in itself be an aspiration because of the positive impact and reputation of our organisation.