

VISION, MISSION, VALUES, OBJECTIVES AND CULTURE

During strategic discussions at a special Board and Senior Management event, facilitated by an independent consultant, the Board reviewed the Association's vision and purpose and developed an overarching strategic context for the work of the Association. The Association's vision therefore, reflects an emphasis, not only on, maintaining homes to a high standard but also on delivering quality services, working with and supporting our customers in a place where they want to live and thrive.

VISION

Our vision is to be:

A customer focussed organisation that delivers the best affordable housing and services to people who need them most.

MISSION

The Board's mission for the Association is to:

Get it right for every customer.

VALUES

Our values underpin everything that we do. These are:

- Doing what matters most, with and for, our customers
- Putting customers first
- Getting it right first time

STRATEGIC DIRECTION

Our agreed strategic direction is:

Continuing to improve with proactive opportunism

In relation to the Association’s values, the Board have described these as:

Doing what matters most, with and for, our customers – We are committed to providing quality – not just in the homes we build and maintain but also the services that we deliver. We believe that our customers want excellent homes and environments, value for money and a good experience when dealing with their landlord and we aim to deliver this, in partnership with them.

Putting customers first – We believe that this should permeate everything that we do, whether it’s in procuring the best repairs and maintenance contract or redesigning a service to better meet our customers’ needs

or removing the obstacles which prevent us from doing what they want. Our Board as the governing body will provide strong leadership and oversight, ensuring tenants and other customers are protected and at the forefront of all that we do.

Getting it right first time – We will ensure a consistent approach to service delivery and strive to make sure that our customers experience is a “one stop” one. This means delivering excellent customer service which we can be proud of and that our customers can expect as a matter of course. It means making the right decisions at the right time and in our repairs service specifically, not having to come back to “fix things” that have gone wrong with a repair that we have completed.

OBJECTIVES

The Association’s strategic objectives for the life of the plan will be:

1. Manage and maintain, high quality affordable homes and services.
2. Protect and enhance the value of the environment
3. Deliver a quality, value for money, customer service experience, in partnership with our customers.
4. Invest in our staff and board.
5. Exploit collaborative opportunities for improvement and growth.
6. Demonstrates strong, sustainable and effective, strategic governance and financial control

CULTURE

Organisational culture is derived from the convergence of organisational structures and processes, espoused values and objectives, and underlying behaviours and assumptions. Culture is also promoted and fostered from the leadership. As change in the organisation

inevitably continues over the Business Plan period and as the organisation continues to evolve, the Board will support each other and our staff to implement that change effectively in a positive and inclusive way.