

A photograph of a woman with short blonde hair and glasses, wearing a light-colored floral patterned shirt. She is smiling broadly and looking towards the right. She is holding a green rose stem with her hands. In the foreground, there are several pink and white roses. The background shows a kitchen with light-colored cabinets and a countertop. The image is overlaid with a white diagonal shape in the top right corner and a blue and yellow diagonal shape in the bottom left corner.

ForHousing

Corporate Plan
2020–2025

Improving
lives for all

Enabling possibilities

ForHousing is a different kind of landlord. We are bold, forward thinking and passionate about creating a better, fairer future for all.

Being different means being brave. Brave enough to challenge what's normally accepted. It means being smart. Smart enough to deliver real change. Because lives don't improve by chance. They improve by change.

We're building homes and communities that enable new and exciting possibilities.

Homes are the first building block on the journey to a better life and everyone deserves a safe, warm and comfortable place to call home.

Communities influence the wellbeing of people who live and work there and everybody deserves to be part of a thriving community where they can realise their potential and contribute.





Our purpose



Our mission

To provide quality homes and places. This in turn makes more things possible for more people.

That's what makes us much more than a housing provider. We strive to be a positive influence on people's lives in all we do.

Our principles

Our principles underpin our values. Giving back is at the heart of what we do. Living by our principles, we're able to deliver better work, focusing on the individual we are serving and being the best landlord we can be.

Our values



PASSION



OPENNESS



RESPECT



TRUST

We are future focused

We act with care

We work together

We make a difference

A different kind of housing provider

We have consulted with and listened to tenants, staff and partners to identify our priorities and the actions we need to take to achieve our purpose. To be the difference – to deliver real change – we all have a part to play.

This Corporate Plan sets out how ForHousing will drive forward to improve lives over the next five years. We have two key themes – homes and communities.

Homes

Mission – Provide quality homes and places

Communities

Vision – Make more things possible for more people

Homes

Together we will invest in homes and places that deliver real lasting change and create cohesive and diverse communities.

Working in partnership, we will prioritise the right **investments** for homes to achieve the following positive **outcomes**:



Sustainable

Well designed, truly affordable

A decent, truly affordable and secure place to live is critical for the journey to a better life. Extending the supply and type of homes widens options for people to choose where they live, opening doors to new possibilities.

Functional, well-maintained homes and places offer the right standard of living for tenants to be proud of where they live. Good design ensures these places are distinctive and visually attractive, offering green areas and amenities, making places desirable to live and work in.

Being appropriate and flexible ensures homes and places meet the housing need of current and future generations. Ensuring these are inclusive and well connected facilitates healthy, active and integrated communities.



Safe

Protecting people

Tenants are more involved in decisions to improve building safety, and are assured buildings they live in are safe, and through effective management, will remain safe.

All landlord compliance is delivered in a robust and consistent manner and tenants have a clear understanding of obligations in relation to maintaining the safety of their homes.

Procurement practices prioritise high-safety, low-risk options and value for money outcomes. Full life cycle costs are fully understood.



Green

Reduced environmental impact

New build standards reduce carbon emissions and energy costs for tenants. Lower fuel bills offer affordable warmth to address fuel poverty.

Homes and places include clean energy, whilst waste is reduced or managed through sustainable and environmentally sound practices.

Communities

Together we will create the best possible environment for people and communities to thrive and fulfil their potential.

Working in partnership, we will prioritise the right **conditions** and **activities** for communities to achieve the following positive **outcomes**:



Stable homes

A secure tenure of a well-maintained home is essential for putting down roots in a community and getting the most out of life opportunities.

Advice and support enables successful tenancies. People who are homeless access services they need to move on into stable accommodation, which we believe to be the first building block on the journey to a better life.



Continually learning

People are supported to acquire the skills and knowledge they need for life and work.

Crucial to our very existence, learning ensures people can successfully adapt in a changing world. Access to education and training, builds skills, confidence and self-esteem, enabling people to take up further opportunities, such as pathways to work and better-paid, long-term employment.



Digitally able

Technology is embedded in day-to-day life and equal access and use ensures everyone can actively participate.

Digital access closes the digital divide between people who are digitally able and people who are not. This includes affordable and effective access to the internet and digital devices, and skills needed to make the most of these resources.



Person centred

People influence decisions on what most likely works for them, feeling empowered and respected.

Individuals mutually agree activities and interventions. This autonomy, the freedom to make choices, listens to and respects their personal priorities. Keeping the tenant at the heart of everything we do enables us to deliver and develop services that people want and need.



Prosperous

Reduced poverty and increased wealth.

Financial resources ensure access to goods and services which affect wellbeing, such as healthy food, utilities and being able to socialise.

Activities provide options to potentially increase income and reduce all forms of poverty, including financial, fuel and food poverty. This includes training to improve employability and career prospects, options to reduce and avoid debt, access to affordable accommodation and access to affordable warmth.



Healthy

Improved physical and mental health.

Physical health can influence when we develop illness and if well managed it can extend the quality of life for longer. Mental health influences how we feel and act, what choices we make and how we handle stress and relationships with others.

Activities provide options to access and sustain personally rewarding employment, be physically and mentally active, live independently and safely and access green spaces.



Connected

Increased community cohesion.

After the essential needs of safety, security and shelter are met, people need to connect with others to have a sense of belonging. This includes valuing the diversity and similarities of different backgrounds and being active citizens in matters of local importance. People inspired to build strong and positive relationships at home, out in the community and at work are more likely to succeed within these supportive networks.

Activities involve co-designing priorities for investment, assistance to directly deliver activities considered important and options to give through fundraising and volunteering.

Our strategic plan

Our **strategic design principles** guide our thinking and delivery.

We are **agile** so we can have a greater positive impact on communities and improve lives so people can thrive and fulfil their potential.

We are **customer focused** so we can understand opinions, feelings and needs, recognising that everyone is different.

We seek **economic value creation** because running our organisation well means we can invest more in homes and communities and increase social mobility chances.

We create **social value** by investing in initiatives that support wellbeing – to build resilient, healthy and cohesive communities that are made up of a rich diversity of people.

We will report delivery against the Corporate Plan through our annual report, website and social media. This will include what we have delivered and the difference this has made to tenants. It also shares feedback we have received from tenants through complaints and surveys, including how we used this insight to improve services.

We have set targets in the following key performance areas to measure homes and community outcomes:

- Excellent tenant experience
- Safe, well maintained homes
- New homes
- Social value creation - which is how we measure the difference made to people

We have set targets in the following key performance areas to measure areas which enable delivery:

- Good investment decisions
- Excellent staff experience
- Value for money



Please ask if you need
information in another format.



0300 555 2515

0300 123 5522
forhousing.co.uk

@ForHousing @ForHousing

ForHousing