



Making a positive difference
Homes, **lives** and **communities**

Housing Plus Group is a substantial regional housing organisation, strongly connected with its communities and stakeholders, with 18,000 homes across Staffordshire and Shropshire. Our recent merger with Stafford and Rural Homes has brought together the expertise and capability of the existing teams and created exciting opportunities to develop and grow the Group and its Care and Property businesses, whilst maintaining a clear focus on continuing to deliver good quality homes and services.

As a significant employer of around 800 staff, an investor and economic contributor across two counties, this Corporate Plan is designed to demonstrate how the new **Group's objectives during the two year integration period** will provide a firm foundation to enable the delivery of our ambitious merger objectives. Our plans are based around making a positive difference in three key areas: homes, lives and communities.



Our vision

Making a positive difference

homes, lives and communities



Our values – CLARITY

Developed by our staff and board to express how we work with each other, our customers and stakeholders.

Communication Providing communication that is timely, open, honest, clear and consistent.

Learning Committed to seeking knowledge, innovating and adopting new ways of working to enhance the work of the Group.

Accountable Taking responsibility for our actions and performance, providing support and ideas to seek solutions.

Respectful Being polite and considerate, understanding the needs of others, respecting and valuing their views.

Inclusive Working together to create an environment that celebrates differences and embraces diversity of thought.

Trust Acting with integrity at all times, empowering our colleagues and seeking assurance that others will do the same.

YOU Taking personal responsibility for living and embodying our values
Acknowledging that colleagues, customers and stakeholders all have an important part to play in the success of the Group

YOU — Customers
YOU are at the heart of all our work.

YOU — Employees
We share a responsibility to live our values every day.

YOU — Stakeholders
We can do more, with YOU.

Our enablers

In order to deliver our customer focussed objectives, it is imperative that the Group enables subsidiaries through ensuring:

- The Group's ongoing financial resilience and business strength
- Timely and affordable funding streams
- Supportive Legal and Governance services
- Effective IT systems and support which enable digital transformation
- Investment in our staff, their training and development to meet the needs of our businesses, customers and their own professional aspiration
- Effective risk identification and mitigation

Our objectives

At the point of merger, we pledged to begin **building 2,000 new homes** by 2023 and committed to: delivering **one-third more hours of care and support** and **creating 100 new apprenticeships** in the Group and our supply chain within the next five years. We also made a promise to remain accountable to our customers, with a customer voice at board level.

Our key priorities during the next two-year integration period are:

Homes

A leading provider of quality, affordable homes

- ▶ Begin building 2,000 more homes to meet a range of needs
- ▶ Continue to invest in our existing assets, ensuring homes are well maintained and benefit from ongoing improvement programmes
- ▶ Maintain sector leader status in property compliance and health and safety activities



Lives

A dependable supplier of services that customers can trust

- ▶ Implement a Care and Wellbeing Strategy for the integration and growth of services
- ▶ Develop harmonised services to customers
- ▶ Work with customers across all landlords to create a “customer voice” model that ensures views are heard



Communities

An investor in communities across Shropshire and Staffordshire

- ▶ Create 20 apprenticeships in our business and with our partners
- ▶ Invest in our communities and provide advice to support financial wellbeing and improve employability
- ▶ Offer befriending and support services for our most vulnerable customers



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