



STRATEGIC OBJECTIVES

1. Provide high quality affordable homes through a variety of tenures and allocate these homes according to housing need.
2. Provide a caring and efficient housing management and maintenance service, ensuring the comfort, safety and well-being of tenants.
3. Promote choice and independence by providing suitable housing for those with disabilities and learning difficulties.
4. Continuous improvement through responsiveness to customer feedback, learning, performance management and forward planning.
5. Short, Medium and Long-Term financial viability by operating efficiently with effective financial management.
6. Develop our people and equip them with the necessary skills, experience and knowledge to achieve our Strategic Objectives.
7. Achieve a broad membership base, particularly among tenants, and encourage/support tenants to participate in the management of the Association.
8. Embrace diversity and promote equality.
9. Work closely with partner organisations and agencies to identify housing needs, establish investment priorities (particularly with regard to sustaining and regenerating communities), develop coherent strategies to meet these needs, and participate in the development of local and national housing policies.