



staffordshire

HOUSING ASSOCIATION

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# Corporate Strategy

The Journey We're Taking

2006-2011



# Get in touch

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Dear Customers

Welcome to this overview of our corporate strategy and our progress along the way.

We hope this gives you a flavour of our ambitions for the communities of North Staffordshire.

If you would like to learn more, please feel free to get in touch.

Diane Lea  
Chief Executive

# Our purpose

**'Building communities,  
sustaining neighbourhoods  
and improving people's  
lives in North Staffordshire'**

# Our values

- Always respecting our customers
- Listening, understanding and communicating
- Building to the highest standards
- Striving for excellence and efficiency
- Respecting and celebrating diversity
- Doing our job with integrity and sensitivity
- Allowing ourselves to be challenged
- Working openly and honestly
- Valuing and investing in our staff
- Building effective partnerships
- Doing what we say we will

# Our corporate strategy has 4 objectives

1

Provide high quality homes and services which people want

2

Regenerate neighbourhoods and the environment, invest in the local economy to help support sustainable communities

3

Make the most of our resources

4

Have effective practices that support our mission and values

## Our 4 objectives are supported by 6 key themes

- 1 We will make the most of our resources whilst balancing risk
- 2 We will put customers at the heart of our business
- 3 We will put equality and diversity at the centre of all our activities
- 4 We will strive for excellence and efficiency in all that we do
- 5 We will listen, understand and communicate effectively
- 6 We will seek to work in partnership for the benefit of North Staffordshire

# Our 1st objective

**Provide high quality homes  
and services which people  
want**

“Home is where your story begins”  
Annie Danielson

**AIM:** Housing services key performance indicators (KPIs) in top quartile compared with other HAs in 11 key areas

**PROGRESS:** Of 11 KPIs, 10 are in top or median quartile

**AIM:** Customer satisfaction up from 91% to 95% by 2008

**PROGRESS:** STATUS survey due September 2008

**AIM:** Satisfaction with customer involvement up from 62% to 75% by 2008

**PROGRESS:** STATUS survey due September 2008

**AIM:** Decent Homes Standard achieved on 100% of our homes by 2010

**PROGRESS:** 98.3% achieving the standard, average SAP ratings top quartile and achieving affordable warmth

**AIM:** Community Services satisfaction 95% by 2008

**PROGRESS:** 95% satisfaction currently achieved

# Our 2nd objective

**Regenerate neighbourhoods  
and the environment, invest  
in the local economy to  
help support sustainable  
communities**

“Alone we can do so little, together  
we can do so much”

Helen Keller

**AIM:** Successful delivery of the General Renewal Programme

**PROGRESS:** 1150 homes improved in Burslem Park, Birches Head, Normacot and Chesterton

**AIM:** 300 new homes by 2011

**PROGRESS:** 179 homes completed, 189 in pipeline (23% above target)

**AIM:** Strategic Lead on the Stoke AMI

**PROGRESS:** Joint Lead RSL with our partner, Bromford

**AIM:** £5 million land banking facility

**PROGRESS:** £4.5 million committed

**AIM:** £50K invested in community projects

**PROGRESS:** Caretaker and youth worker funded at Fegg Hayes, reduction in anti-social behaviour at Fegg Hayes, sponsorship of Staffordshire Apprenticeship Awards, junior fire fighters trained, school literature on bullying sponsored

# Our 3rd objective

**Make the most of our  
resources**

“Price is what you pay. Value is what  
you get”

Warren Buffet

**AIM:** 95% satisfaction in staff survey in 2008

**PROGRESS:** 93% of staff believe it is part of their job to continually look at better ways of working, 93% believe we take customer service seriously, 100% believe we provide equal opportunities

**AIM:** 1 customer service centre and office location by 2010

**PROGRESS:** Site acquired, designs produced

**AIM:** Procurement strategy secures partnership efficiencies

**PROGRESS:** New development frameworks in place

**AIM:** Financial targets being met

**PROGRESS:** Borrowing secured, all covenants complied with

**AIM:** Efficiency gains of £100K by 2011

**PROGRESS:** £100K gains achieved by 2007

# Our 4th objective

**Have effective practices  
which support our mission  
and values**

“Efficiency is doing things right;  
effectiveness is doing the right  
things”

Peter F Drucker

**AIM:** Achieve 2 stars with promising prospects for improvement in Audit Commission Inspection

**PROGRESS:** Inspection due July 2008

**AIM:** Competency framework for board members

**PROGRESS:** Framework in place

**AIM:** Deliver our Equality & Diversity Strategy

**PROGRESS:** Core training delivered to all staff, 70 new homes in pipeline for BME communities, our progress commended following impact assessment

**AIM:** Deliver the Communications Strategy

**PROGRESS:** New 'customer approved' website and residents' handbook, national media recognition for refugee project and eco homes

**AIM:** Four green lights in our Housing Corporation Annual Compliance Statement

**PROGRESS:** Four green lights achieved

If you would like any of our information in your language, please ask

ENGLISH

ይህንን ማስረጃ በሌላ ቋንቋ መሰጠት ካስፈለጋች

AMHARIC

إذا أردت ترجمة أي من معلوماتنا إلى لغتك، نرجو أن تطلب ذلك.

ARABIC

اگر مایلید هر بخشی از اطلاعات ما به زبان خودتان برایتان ترجمه شود، لطفا درخواست کنید.

FARSI

Si vous souhaitez obtenir la traduction dans votre langue de certaines des informations communiquées, veuillez nous le faire savoir

FRENCH

نه که ر بئت خوښه هه چ به شیک له زانیاریه کاتی نیمه به زماني خوت بوټ ته رجومه بکړینه وه تکایه داوای بکه.

KURDISH

Prosimy o kontakt, jeśli chce Państwo otrzymać tłumaczenie naszych informacji na swój język ojczysty

POLISH

Se desejar alguma parte da nossa informação traduzida para a sua lingua, basta pedir

PORTUGUESE

Kama utapenda taarifa hii katika lugha yako, tafadhali ulizia

SWAHILI

እዚ ዘኡ ኣበፊታ እዚ ናብ ቋንቋኹም ከተተርጉመልኩም እንተ ድላ ትጸልዩ ከይንኮም ብኹብረትኩም ተወክሱና።

TIGRINYA

Eğer bilgilendirmelerimizin herhangi birinin kendi dilinize çevrilmesini istiyorsanız lütfen istekte bulunun

TURKISH

اگر آپ ہماری کسی بھی معلومات کا اپنی زبان میں ترجمہ چاہتے ہیں تو براہ کرم دریافت کریں.

URDU

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