

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

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# Making a positive difference

homes, lives and communities

## Our values – CLARITY

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Developed by our staff and board to express how we work with each other, our customers and stakeholders. Work continues with stakeholders to describe what we mean by our values to help us create our culture.

Communication

Learning

Accountable

Respectful

Inclusive

Trust

YOU

**YOU** – Employees

We share a responsibility to live our values every day.

**YOU** – Customers

**YOU** are at the heart of all our work.

**YOU** – Stakeholders

We can do more, with **YOU**.

# 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	Lives	Communities
<p>A leading provider of quality, affordable homes</p>	<p>A dependable supplier of services that customers can trust</p>	<p>An investor in communities across Shropshire and Staffordshire</p>
<ul style="list-style-type: none"><li>▶ Begin building 2,000 more homes to meet a range of needs</li><li>▶ Continue to invest in our existing assets, ensuring homes are well maintained and benefit from ongoing improvement programmes</li><li>▶ Maintain sector leader status in property compliance and health and safety activities</li></ul>	<ul style="list-style-type: none"><li>▶ Implement a Care and Wellbeing Strategy for the integration and growth of services</li><li>▶ Develop harmonised services to customers</li><li>▶ Work with customers across all landlords to create a "customer voice" model that ensures views are heard</li></ul>	<ul style="list-style-type: none"><li>▶ Create 20 apprenticeships in our business and with our partners</li><li>▶ Invest in our communities and provide advice to support financial wellbeing and improve employability</li><li>▶ Offer befriending and support services for our most vulnerable customers</li></ul>