



Our Residents

We provide excellent services and improve quality of life



Our Residents Trust Us



100% Improvement In Tenancy Sustainability



We Will Address Food Poverty and Promote Healthy Living



Excellent Care Services

Our Homes

We build and maintain high quality homes which are affordable in use and build pride in our communities



WHQS

All Homes Meet Welsh Housing Quality Standards And All Health And Safety Requirements



Top Quartile Satisfaction With Existing Homes And Neighbourhood



Homes to be affordable in use to minimise fuel poverty



468 New Homes Started

Our Governance



Maintain Excellence in Care and Support



Working Towards Health and Safety Standard



Llywodraeth Cymru Welsh Government

Excellent Regulatory Judgements



Happy and Healthy Staff



Flexible Staff Team Earning No Less Than The Living Wage



Diverse Staff Reflecting the Communities We Support



Feel part of the community

Our People

We are a fantastic employer



95% of Staff Are Proud to work for the Company



Dementia Friendly



Retain Our Staff

Our Finances



Financially Sound



More value for Money



Income Collection Rate



More Money to Reinvest in Services

How We Do Things



Trust



Kindness



Hope



How we do things



Trust

We trust our people to make good decisions, and to do what's right in a given situation. We will not be rule bound and we will free staff to work flexibly and creatively in the best interests of our residents and of our company, and in a way which meets their personal/family life commitments.



Kindness

We are kind. We respect each other and care for each other, as colleagues and residents. We have an open culture which values difference. We all voluntarily go the extra mile for each other. Our people and residents recognise kindness in the way we deliver our services.



Hope

We provide hope to the people we house or deliver services to; so that as well as living in a great home, we will also help with access to volunteering, training, work, activities and fun. Our staff know that they can expect good career planning, training and development with us to achieve their dreams and goals.

Our Mission - Together to beat poverty

Why is this important to us?

There is a significant shortfall of social and affordable housing across Wales, with too many people living in poor quality housing, which is often more expensive than they can afford to pay. As a high performing Housing Association, also delivering care, nursing and supported housing; we will always focus on building and managing excellent quality homes; but we know we can do more...

Austerity is having an impact on many people in Wales. There are many people suffering income, food and fuel poverty.

- The level of food bank growth is shocking; but they are much needed
- Life expectancy across North Wales is currently 7 years different on average between those living in the poorest neighbourhoods and those in the wealthier areas
- People living in poorer areas can endure up to 15 years more ill health in their lives, with all the disadvantages this can bring
- Young people are struggling to leave home, causing pressure on families and with street homelessness at an all-time high
- Domestic violence is more predominant and can be more enduring in social housing. Poverty and stress can exacerbate this
- Drug dealing has become a more dangerous problem in our communities, with County Lines targeting vulnerable social housing tenants
- Poor mental health can lead to issues for people in keeping their home and living well in the community

There are growing problems which can affect us all as staff too:

- Some of our colleagues are feeling the effects of increased costs of living with wages not keeping up
- Health services are under pressure, with waiting lists too long for planned treatments, GP appointments
- Loneliness is a growing issue which can be exacerbated by low incomes which exclude people from community life
- Poor Mental health is becoming an increasing concern for employers and health services
- There will be between a 20% and 30% increase in the elderly population across the 6 North Wales counties over the next 15 years, and social care and health services are struggling to cope with current demand. Many more of us have caring responsibilities and this is likely to grow.

Looking Ahead

- We will do more to support residents into work, training, volunteering etc
- We will do more to make our homes energy efficient and to make all our neighbourhoods great
- We will do more to enable people to manage their homes successfully
- We will provide good food through a new business we are creating

For our staff

- We will do more to support health and well being
- We will review terms and conditions so they are fair and attract and keep the best people
- We will have more fun at work, work better as teams and feel like we are all working to the same goals

