



Our formula for
the future



Our areas of ambition

Every housing association has some core things to do – centred around providing great and affordable homes and supporting customers. We also want to work better and smarter and to get better value for money.

Most of this corporate plan explains how we will continue to develop, improve and expand some of the work that we already do.

But in a changing world, just doing more of the same or doing it better isn't always enough. So we've thought long and hard about other things we could or should be doing to help improve the lives of people across our region.

We involved our customers, our staff and our stakeholders in research and in some blue sky thinking.

Out of this came some important areas where we want to do more. However, like most organisations, we have finite resources, especially in these financially challenging times.

So, as part of this corporate plan we are aiming to expand into some or all of the following areas. But before we can do that we need to more fully understand what that might look like. Work will start soon to better understand what our customers want, how we could make a difference and what sort of resources that might take. Once we have a clearer view we will then be able to build up more detailed plans for the projects we want to take forward.

Those areas, in order of priority are:

1. Doing more to meet the needs of our ageing customers and communities.



2. Moving faster towards a more digital organisation.



3. Doing more to improve and regenerate our estates and communities.



As we explore these issues we'll also seeking more views from our customers, team members and other stakeholders so watch out for opportunities to contribute. And as we progress our plans we'll be sharing more details of what to expect.

To find out more, drop us a line at partnerships@futureshg.co.uk