

What's the plan?

Corporate Plan 2009-14

This is a summary of Great Places' five-year Corporate Plan. It provides a shared vision for our staff and Board and communicates our values and corporate objectives. The words within it are translated into actions every day of our working lives.



For a full version of the Corporate Plan visit Flo or contact Mike Carlin on 0161 447 5032



Our vision

Strong, bright and real

We're strong – bold, energetic, forceful, have sound finances and solid roots

We're bright – innovative, fresh, new, colourful and stylish

We're real – feet on the ground, customer focused, know where we come from, realistic, there's substance to what we do

Our ambition

Our ambition is to be the best Housing Association in the North.

Our values - what we are

We know and value our customers and the communities in which they live

We work at what matters most to our customers and ensure we keep our eye on the ball. We strive to provide excellent services, and focus on what our customers tell us. We do this through being innovative, enabling and finding new ways of resolving issues.



We have a supportive and creative approach, building on our tradition of supporting vulnerable people and enhancing their life opportunities. Our work in deprived areas and communities is helping to create sustainable and popular housing in neighbourhoods where people want to live.

We recognise our talented, enthusiastic staff and all those who contribute to our success

We're passionate about being a great company to work for, having staff who are engaged with our business, and who love working here. Great Places values positive people with great attitudes, who get the job done! But we don't do it on our own, we rely on our partners, our stakeholders and our funders to help us in our mission.

We are fair, open and accountable

Great Places can be trusted, we do what we say, with no broken promises. We promote diversity and work to overcome disadvantage and discrimination.

We're an example to others of how individuals and diverse communities can work closely together, creating vibrancy, energy and sustainability. We are an ethical organisation with a tradition of social justice.



Corporate objectives

1 Customers & service delivery

We will put the needs and aspirations of our customers at the heart of everything we do, delivering exceptional services and maintaining high levels of satisfaction.

2 Sustainable communities

We will improve deprived areas, exemplifying how diverse communities can create vibrancy and sustainability and build on our success of supporting vulnerable people.

3 Value for money

We will provide cost effective, quality services and will identify and implement actions to generate savings and deliver service improvements.

4 Equality & diversity

Our services will meet the varied needs of our customers and be accessible to all regardless of ethnicity, religion, sexual orientation, gender, disability or age. We will promote good relations between people of different backgrounds.

5 Finances

We will remain financially viable, ensuring we maximize income, control expenditure, secure necessary financing, appraise opportunities and risk.



6 Growth

By 2013 we aim to have 20,000 homes leading to efficiencies we will pass on to tenants and will be of a size and status to influence and deliver regional agendas.

7 Reputation

We will be the leading northern housing association, based on our core values and ensure an exceptional reputation by exceeding the expectations of our stakeholders.

8 Environmental/green issues

We will be environmentally responsible by using sustainable construction methods, reducing use of non-renewable resources, promoting energy efficiency and reducing fuel poverty in our properties.

9 People

We will attract and retain a talented, committed, and professional staff and create an environment where people are engaged and take pride in their work.

10 Innovation & continuous improvement

We will embrace modern business practice and innovative ways of working and review our services to be considered at the cutting edge of our industry.