

Corporate Plan 2030

2024 - 2030





A message from our Chief Executive, Sinéad Butters

We are excited to launch our new Corporate Plan to 2030.

It has been co-created with our customers, partners, colleagues and Board and sets an ambitious direction for the next six years.

Through putting People First we will ensure our customers and colleagues are at the heart of what we do.

Our customers will live in a safe and decent home, and we will listen and act on their feedback, walking side by side in their journey. Our colleagues will be supported to provide an excellent service, one with professionalism, empathy and respect for others.

Our values are most important to us. Championing the cause of the customer, nurturing and building togetherness and being professional are at the heart of Aspire.

It wasn't hard to write this plan. Every customer we spoke to echoed the same view. Invest in our homes, deliver a fantastic repairs service, tackle anti-social behaviour, listen to us and show respect.

Every colleague we spoke to said help us to do a great job. Give us the resources and support, listen to us, ensure our systems and processes help rather than hinder.

So that's it. Simple, yes?

Let's do this together!

Sinéad Butters

Chief Executive

Our core purpose

Putting **People First** has always been part of the Aspire ethos and, following engagement with our customers, stakeholders and colleagues regarding the direction of this plan, it's clear that it remains at the heart of everything we do, so we shaped it into our new Core Purpose...

We put people first by delivering safe, decent homes and excellent housing services through our talented Aspire team

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Our Values

With the creation of our new Strategic Objectives and Core Purpose, we believed it was necessary to re-visit our Values to ensure they reflect what's important to our customers and colleagues.



We champion the customer

Because we...

- Act on the customer's voice and walk side by side in their journey
- Take responsibility for actions and mistakes and put things right
- Do the right thing and keep our promises



We build togetherness

Because we...

- Create a work community and one-team approach
- Value all of our colleagues and the contribution they make
- Value the diversity of our communities, striving to ensure our services meet their needs



We are professional

Because we...

- Role model professional behaviours, being accountable and taking responsibility
- Show respect and empathy for others
- Demonstrate transparency and honesty in decision making



Our plan in summary

Aspire's 2030 Plan



Strategic objectives

Aspire's 2030 Plan

We've framed our strategic objectives across the three areas that matter the most to our customers and colleagues – our **homes**, our **housing services** and our **Aspire team**.

We will measure the success of our objectives by using our key performance indicators (KPIs), Tenant Satisfaction Measures (TSMs) and all other elements of feedback by listening to the customer's voice and taking action to continuously improve services.



Strategic objectives

Our homes

2030 targets

We will provide safe, decent and affordable homes

What this looks like

- 1 A repairs service that meets customer needs, is cost effective and aims to achieve a first-time fix
- 2 Have effective financial plans for long-term investment in our homes
- 3 Reduce the environmental impact of our homes and business
- 4 Build new homes and regenerate communities

How we will measure them

- 1 Ensure all homes will be EPC C
- 2 We will have delivered 488 new homes
- 3 Invested £77m in existing homes
- 4 85% of customers will be satisfied with the time taken to complete most recent repair
- 5 85% of customers will be satisfied with their repair in the last 12 months

Strategic objectives

Our housing services

2030 targets

We will be customer service obsessed

What this looks like

- 1 Involve customers in all that we do
- 2 Highly visible presence in our communities
- 3 Support to help sustain tenancies
- 4 Work in partnership to support our customers
- 5 Be brilliant at tackling anti-social behaviour

How we will measure them

- 1 85% of customers will be satisfied with Aspire Housing as their landlord
- 2 75% of customers will believe that we make a positive contribution to their neighbourhood
- 3 77% of customers will believe we listen and act on their feedback
- 4 We will have supported 1,500 customers to sustain tenancies

Strategic objectives

Our Aspire team

2030 targets

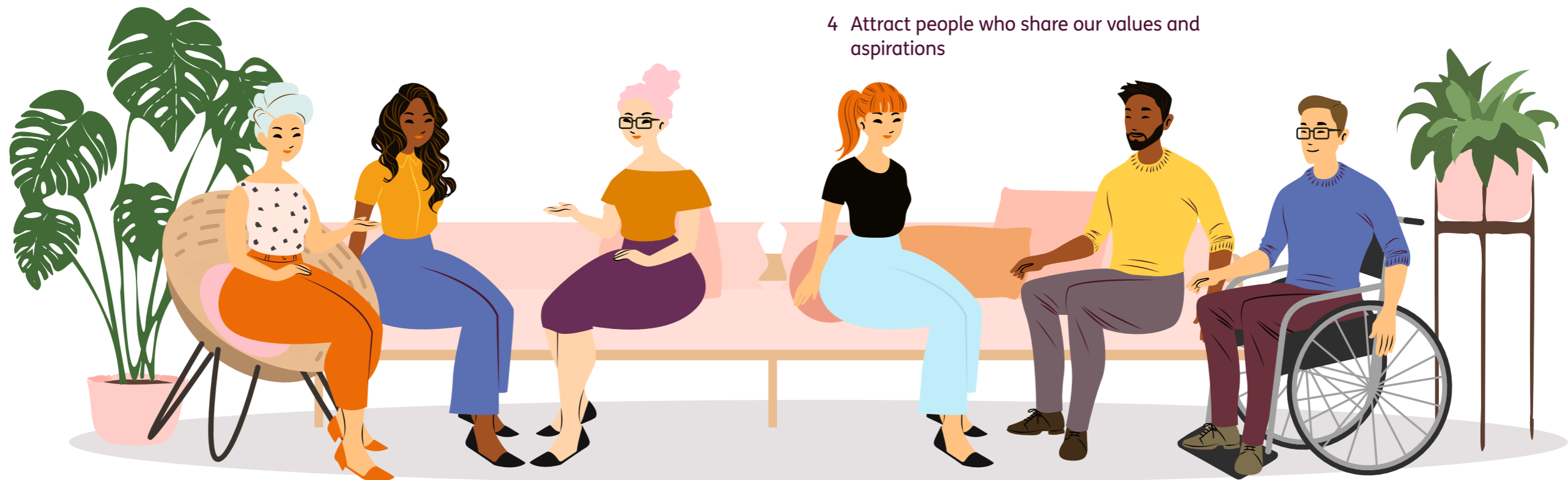
We will nurture an environment where colleagues can be their best

What this looks like

- 1 Develop our colleagues and managers to be their best
- 2 Nurture a safe and inclusive workplace culture
- 3 Retain a diverse, talented workforce who champion People First
- 4 Attract people who share our values and aspirations

How we will measure them

- 1 Colleague wellbeing survey engagement will be 90% or above
- 2 90% of colleagues would recommend us as a great place to work
- 3 90% of colleagues believe that we value diversity



Strategic objectives

What we need to deliver them

The 'enablers' are what we need to deliver on our strategic objectives and help us work smarter, simpler and slicker.

Strong and effective leadership

Robust regulatory framework with customer voice at the heart of decision making

- Board excellence underpinned by diversity and collective strength
- Obtain the highest level of governance and retain it
- Customer voice informs corporate plan setting and decision taking

Financial strength

Effective and efficient use of resources

- Maintain financial strength to deliver better outcomes for customers and to support the delivery of new homes
- Optimise value for money and reduce waste
- Continuously improve performance, regularly comparing against sector benchmarks

IT and connectivity

IT systems will support front line colleagues to deliver excellent services

- Provide digital services that are simple for customers to use
- Colleagues will have the technology and systems to deliver a People First service
- Continue to invest in technology, explore AI and other innovative solutions

Our underpinning plans for our strategic objectives

Our plans to deliver on our strategic objectives will also be framed under our three focus areas of: our **homes**, our **housing services** and our **team and resources**.





aspire
housing

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