



## Where are we heading?

Our Corporate Plan for 2011 to 2016 sets out where we want **Newydd** to be by 2016, what we will prioritise in order to get there and importantly how we will know when we achieve these aims.

The key ingredients are our vision, values, objectives and outcomes. Together they provide a framework for our Board, staff and tenants to make improvements to the services we provide and ensure **Newydd** remains a successful organisation.

# Our vision

The Newydd vision is simply to provide affordable, sustainable homes with excellent customer service to tenants and customers. This is our goal and everything we do is intended to bring us closer to achieving it.

What we mean by the three elements of our vision is explained below:

## Affordable homes

- Homes that are at or within rent benchmarks
- Homes that are within the reach of first time buyers and local people in housing need
- Homes that are efficient to heat and live in
- Homes that are appropriately designed and located for people's needs
- Advice and support to encourage successful money management

## Sustainable communities

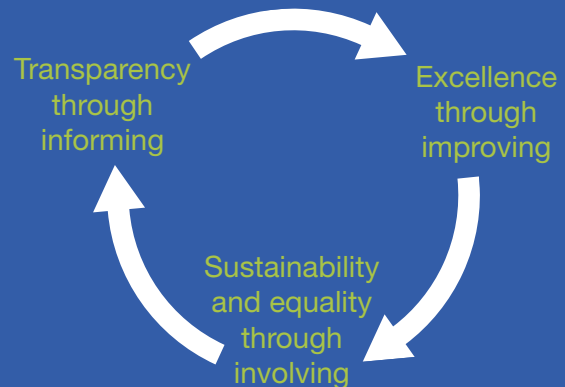
- Communities that people want to live in
- Communities where the quality of housing and the environment is high
- Communities where everyone feels included
- Communities where people feel safe
- Communities that people are proud of

## Excellent customer service

- Services that meet individual needs
- Services that are efficient and effective
- Services that are improving
- Services that are accessible
- Services that delight our customers

# Our values

Newydd is a values based and values driven organisation. Our values define not only what we do but also how we do things. Everything we do is scrutinised to ensure that it is consistent with our values.



## Transparency

We are honest, open and fair in our dealings with people and partner organisations. We respect confidentiality and the need to protect sensitive data. We want people to be aware of and understand the decisions we make and are accountable for our actions. We achieve this through informing our stakeholders consistently, regularly and fully.

## Sustainability and equality

Everything we do needs to be viable in the future as well as now. To achieve this we assess the impact of our actions on communities and respect the environment to ensure there are no unintended consequences and that we are not disadvantaging any section of the community. We achieve this by involving stakeholders in our decision making.

## Excellence

We aim to achieve excellence in all we do. We will do what we say we will do and will acknowledge when we fail to deliver promises. We adapt and respond quickly and take every opportunity to learn from experience. In this way we are an improving organisation.



# Our core objectives

In order to achieve the **Newydd** vision we need to prioritise what we do. We have identified the following objectives as those that we will devote most time, resources and energy to:

- Tackling housing need and building new homes
- Maintaining and improving homes and estates
- Finding out and responding to what our tenants, leaseholders and other customers need and want
- Working in partnership with our tenants, leaseholders, communities and staff
- Keeping tenants, staff and stakeholders informed about what we are doing
- Providing excellent and improving services that represent value for money and efficiency
- Ensuring our staff are motivated and high performing and that there is a supportive environment that promotes staff health, safety and wellbeing
- Identifying opportunities to support the local, regional and national housing movement
- Identifying ways to improve the health, education, and employment prospects of tenants and communities within which we work
- Maximising our role as a community gatekeeper to harness resources and services that will benefit our tenants and communities



# Our outcomes

Our objectives set out what we aim to do but we need to be sure that what we do results in positive outcomes. In order to identify what we are trying to achieve the Boards have identified their ideal outcomes for **Newydd** as:

- Happy customers and stakeholders
- Financial viability, probity and value for money
- Reputation for excellence
- Learning, improving and innovative
- Integrity and honesty
- Strong positive culture
- Engaged with the community to add value
- Opinion shaper
- Adaptability
- Inclusive

Progress towards achieving these outcomes is monitored and action to improve performance is identified. Actions taken are monitored and evaluated to ensure they are having the desired effect.

The full Corporate Plan is available on request, on our website and for staff and Board members on our intranet site **Newydd In Touch**.





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