



# Prosperous Futures

Corporate Plan 2022-25  
Year 2 update



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We have **one** vision - to create inclusive, connected and sustainable places where people can thrive and live well

We have **one** purpose - to provide good quality homes, great services and real opportunities for our customers and communities

## We're more than just a landlord

Formed in a merger between two of the city's biggest housing associations in 2015, we're now the largest social landlord in central, south and east Manchester.

We own and manage more than 12,000 properties, but we're more than just a landlord. People will always be at the heart of what we do.



### We invest

in new and existing homes for rent and sale, community facilities, and public space.



### We provide

money advice, and wellbeing, employment and training support.



### We build

strong partnerships to support inclusive growth and to build a brighter future.





## We're working towards a brighter future

Times are challenging, with growing inequalities, poverty, cost of living pressures and climate change.

We're committed to working in partnership with other organisations to address these issues for the benefit of our customers, the city and Greater Manchester.

At the same time, we're determined to provide better quality, safer homes and be more accountable to customers.

We want those who live in our homes, both now and in the future, to prosper and live well as part of a thriving Manchester.



## We have big ambitions

To fulfil our purpose and achieve our vision, we're committed to delivering great services and quality homes, providing more great places to live, and investing further in communities. Our plans for 2022-2025 are built around three priorities: **People, Place, Prosperity**.

Our Corporate Plan runs from 2022-25, and in Year 1 (2022/23) our focus was on 'Strengthening our foundations'. Our upcoming customer annual report will provide an update on how we've performed against our aims.

This year (2023/24) our focus is on 'Embedding our learning'. Continuing on from last year's priorities, this year's theme is influenced by key developments in the sector including the Social Housing Regulation Act and the recommendations in Better Social Housing.



People



Place



Prosperity

## Priorities that matter:



### People

Customers and colleagues are at the centre of what we do. We're committed to keeping everyone safe and treating people equally and fairly.

We're determined to listen more to customers and use their feedback to shape brilliant services.

We want to recruit and keep talented colleagues who feel rewarded and inspired to do great work.



## In 2023/24, we're focusing on:

### Customer voice

- Reviewing our Customer Voice Strategy and embedding our action plan to ensure customers influence our decision-making
- Creating and implementing a Customer Experience Strategy

### Great place to work

- Implementing our People Strategy
- Creating an Internal Communications, Marketing and Brand Strategy

### Inclusive culture

- Refreshing our EDI Strategy and embedding our action plan across the business
- Creating and embedding a One Manchester service style and tone of voice to improve our connection with customers

## Priorities that matter:



### Place

Where you live can determine what happens in your life.

We want to help people succeed by providing quality, affordable, secure homes to rent and buy – and build more to meet future needs.

We're investing in sustainable communities that people are proud to live in.



## In 2023/24, we're focusing on:

### Quality homes

- Implementing year one of our Asset Management Strategy
- Refreshing our Growth Strategy and delivering our 2023/24 Growth Programme
- Reviewing our Building Safety Strategy

### Sustainability

- Implementing year one of our Sustainability Strategy
- Delivering Wave 2 of the Social Housing Decarbonisation Programme

### Neighbourhood focus

- Implementing our new Neighbourhood Model



## Priorities that matter:



### Prosperity

We want our customers and communities to thrive, so we're committed to tackling inequalities and creating opportunities.

We're determined to build more homes and regenerate more places, help more people find work and training, make their money go further, and live well.



## In 2023/24, we're focusing on:

### Support and succeed

- Supporting customers with the cost-of-living crisis through our Thrive Fund and new Work and Skills Strategy
- Creating and implementing an Older Person Strategy

### Connected communities

- Implementing our new External Funding Strategy
- Reviewing, mapping, and updating key stakeholders to ensure connectivity and impact

### Financially strong and well-governed

- Implementing year one of the Service Charge Review
- Implementing our Value for Money Strategy
- Reporting on and working in line with the Social Housing Regulation Act, Tenant Satisfaction Measures (TSM's) and Better Social Housing recommendations.

## Achieving our goals together with values that matter

We're a values-led organisation. Our values are at the heart of One Manchester and everything we do.

Our shared values create a connection between ourselves and our customers. They capture who we are, what we believe in, and what we stand for as an organisation.



Honest  
Enterprising  
Accountable  
Respectful  
Trustworthy

# We want to hear from you

If you'd like to find out more about our Corporate Plan, or want to work with us, we'd love to hear from you.

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