



Working together
to provide safe homes
and thriving communities





SHAPING OUR FUTURE

CORPORATE PLAN 2023/28

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An introduction from the CEO

We're an ambitious housing association and this five-year plan, which reveals our goals for 2023-2028, will show you exactly the kind of future we want for our customers and ourselves.

Our purpose is to work with others to provide safe homes and thriving communities and this document outlines just how we'll do that.

Our focus remains being a great landlord. It's what we're all about. But we can only do that if we work with others - from our customers and community groups, to councillors and contractors.

We'll continue to invest in the very best customer experience. We will do that by putting customers at the heart of all we do, creating a range of ways to make sure that their views are heard so that we can act on them and continue to improve.

The last few years brought challenges and obstacles that we could not have predicted.

We start 2023 safe in the knowledge that our regulator considers us to be a well governed and financially viable organisation. However, there is still much to do.

Our plans include improving the energy efficiency of our homes, working with partners to help tackle social challenges, continuing to support our customers who are facing hardship and managing our own rising costs and addressing the acute need for affordable homes in our communities.

I look forward to working with you to help us to deliver on the Trust's commitments and to continue to shape our future.



Mark Howden
CEO

At a glance



Be a great landlord

Continue to put people and homes at the heart of all we do.

Be a resilient organisation

Spend your rent wisely and show that we are a well-run organisation.



Create great places to live

Work with you to create thriving neighbourhoods that you are proud to call home.

Find out more about how we'll go about shaping our future on page 14.

Our purpose

Working together to provide safe homes and thriving communities

Our priorities



Be a great landlord

- Listen to what you tell us, treat you with respect and act on what you say
- Make sure our homes meet your needs and support you to make a success of living in your home
- Be easy to deal with and keep you in the picture
- Invest in your home to make it energy efficient, comfortable, safe and affordable
- Be clear about our services and what your responsibilities are
- Maintain and repair your home, being clear about what we will do and when we will do it
- Work with you to reduce the carbon footprint of your home
- Provide you with a range of ways for you to hear from us and comment on what we do



Be a resilient organisation

- Think about the social impact of everything we do
- Be a profit for purpose business for the benefit of our customers
- Make sure our colleagues are well-equipped to do the right thing for our customers and the Trust
- Embrace change, be agile and look for improvements wherever we can
- Use our resources to make sure you get value for money for your rent
- Work with the right partners to help tackle environmental and social challenges
- Invest our money wisely so that we can continue to provide affordable homes
- Have the right systems and checks in place so we can prove that we are being transparent and responsible



Create great places to live

- Provide homes that are right for our customers, our neighbourhoods and our business
- Provide homes that are energy efficient and safe
- Work with you and others to create thriving neighbourhoods that you are proud to call home
- Work with you, and trusted partners, to support your health and wellbeing
- Engage with you in your community to focus on the issues that matter most to you

About us and our homes



We are a profit for purpose housing association registered with the **Regulator of Social Housing.**

We own and manage over **5,000 homes** across **Cheshire** and the **High Peak** area.



We refinanced in 2022, securing funding to **deliver on our commitments for the coming years.**



We have a strong track record of delivering **both large and small scale developments**



across a wide range of tenures, including general needs social rent and a range of affordable home options including Shared Ownership.



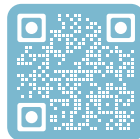
We have around **180 colleagues**, based in and around our head office in Macclesfield, Cheshire.



We take a proactive approach to making a real impact.

Our latest ESG report can be found online.

Scan the QR code or visit: www.peaksplains.org/performance



View a map of our homes online



Scan the QR code or visit: www.peaksplains.org/about-us/about-the-trust/our-homes

Our values

IT'S WHO WE ARE



WE ARE one team with one goal

We are open and honest with each other so that we can work together to make things better for our customers and the Trust. We do not work in silos.

WE ARE solution focused

We come up with ideas and find answers and efficiencies wherever we can. When we mess up we say sorry, learn from it, fix it and crack on. We act and keep things moving.

WE ARE customer focused but business minded

We take pride in our homes and our work and we give our customers the service and value for money we'd expect ourselves. We always try to do more with less.

WE ARE reliable and do the right thing

Even when no-one is looking, we speak up if something doesn't feel right – even when that means a tricky conversation. We don't leave loose ends or unfinished work for someone else to sort out.

WE ARE respectful and celebrate our differences

We are fair and we respect our differences so that we all thrive and feel at home – at work.

Our vision for 2028

Where we are heading



Be a great landlord

- Repairs done on time and to a consistently high standard
- Consistent and clear use of customer data and feedback to improve our services
- Improved energy efficiency of our homes and reduced carbon emissions
- Consistently positive feedback from our customers
- Increased numbers of engaged customers



Be a resilient organisation

- Reductions in our cost base and overheads
- The right resources in the right places
- Motivated and adaptable workforce to meet new demands
- VFM delivery of all services



Create great places to live

- The delivery of new homes in communities with significant need for affordable housing
- Robust and effective partnerships to the benefit of all of our customers
- Our customers continuing to live safely in their homes
- Continued high demand for our properties

PEAKS & PLAINS
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