






Connect gives **respect** to people



**We will/I will ...**

-  Actively listen and give full attention to the people I am with
-  Be open, honest, straight-forward and genuine
-  Take personal responsibility for doing what we promise and so build trust






Connect **creates** solutions

**We will/I will ...**

-  Look to and plan for the future, seeking to improve the way we serve our customers and do our jobs
-  Keep learning with enthusiasm
-  See challenges as opportunities to find new solutions

Connect **includes** the whole community




**We will/I will ...**

-  Consistently treat people with fairness
-  Offer people equal consideration, valuing the different contributions they make
-  Work co-operatively with people who share our values



Connect **loves** making a difference

**We will/I will ...**

-  Go the extra mile to help my customers and colleagues
-  Treat people with warmth and friendliness
-  Make Connect an enjoyable place to work with energy and enthusiasm

Values



# Forward Looking – Connect Housing in 2014

1

Connect Housing will be **achieving excellence** in our key services to tenants and other customers. We will be known for our **strong customer focus** and delivering high quality services, in the neighbourhoods where we work and throughout Yorkshire. We will be recognised as an efficient values-based business and reliable partner, and known for our innovative responses to housing and community needs.



Connect Housing will be playing a **key role in raising housing standards in Yorkshire**. We will be investing, firstly, in our current housing across the region to meet changing needs and aspirations of present and prospective tenants. Secondly, we will be developing new housing where this is required to meet housing needs in locations and/or for specific needs where Connect Housing is a key player.

2

A priority for our investment will be promoting inclusion and choice for people in the community who are disadvantaged in the housing market, including people needing supported housing and those from BME communities, amongst others.

Connect Housing will be a key player in a range of neighbourhoods where we have greatest stock. In other neighbourhoods where we are active we will be playing a supporting but not leading role. In a small number of neighbourhoods, where our long-term presence is not sustainable, we will have disposed of stock and no longer be active. In all cases, we will be actively working in partnership with relevant agencies.

3

Connect Housing will be **investing in communities, not just bricks and mortar**, as an active supporter of the **iN Business for Neighbourhoods** alliance.



Where Connect Housing is active in a neighbourhood we will be involved in a range of services that build inclusive and sustainable communities – young people’s activities, community buildings, training initiatives, environmental improvement, and much more.

Connect Housing’s role in these services will vary. We will be a catalyst for change – the instigator of new services, service provider, lead partner, facilitator or participating in a partnership, as the circumstances require. We will be working closely with tenants’ groups, community organisations and other agencies to identify and respond to needs. We will be financing these services from a range of external sources and using internally generated surpluses.



In urban and rural neighbourhoods, Connect Housing will be the **positive choice for a wider range of customer groups**. We will be housing and supporting households unable to meet their needs in the open market, as at present, but we will be offering a mix of tenures, at a range of rents/prices, to a wider market seeking affordable housing solutions. We will be supporting people, whether Connect Housing tenants or not, to achieve the quality of life they aspire to. We will be attractive to a wider market through the excellent quality of our services, clearly defined for each housing option and delivered in all cases in accordance with Connect Housing’s values.

4

5

Connect Housing will be **market leaders in selected areas of expertise**. Current expertise will be a springboard for future centres of excellence—in supported housing, work with young people, tenant involvement and environment-friendly construction, among other areas. In these areas of excellence we will be innovating, delivering new solutions on the ground, promoting our success and, where it is appropriate, marketing our expertise.

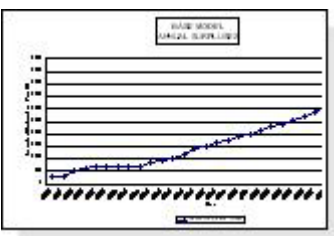


We will be **focused on business planning, risk and performance management**, not crisis resolution. We will be using information, both internal and external, intelligently and confidently to analyse our customers’ needs, plan our resources, manage risk, enhance performance and increase efficiency.

6

7

Connect Housing will be **financially strong with a viable long-term financial strategy**. We will be adding services and stock which add financial strength and disposing of stock which is loss-making and where there is no business reason for its continued ownership by Connect Housing.



Connect Housing will have **strong governance arrangements and active local engagement in the communities where we work**. Greater involvement of, and accountability to, our tenants, service users and the communities where we work, will be embedded in our governance arrangements. Connect

8

Housing will be an active independent partner in regional consortia, city-wide strategic networks and local level networks where we are operating.

9

Connect Housing will be **positioned to take up opportunities across Yorkshire**. We will have built up contacts and market knowledge through involvement in regional consortia and through developing areas of expertise where we are market leaders.



Connect Housing will be a **sought-after employer**, with an excellent reputation for the opportunities we offer to staff at all levels. We will be an organisation where the creativity, expertise and potential of all staff is nurtured and facilitates organisational growth and change.

10