

BUSINESS STRATEGY 2019-2024

OUR PURPOSE: *The provision and management of affordable housing for local people in rural villages in England and to be an advocate for affordable rural housing* ■



STRATEGIC AMBITIONS - OUR VISION FOR THE NEXT FIVE YEARS:

1

Work with **residents** and deliver services in an **accountable** way.

2

Grow by building new homes in **partnership** with rural communities.

3

Play a leading and **influential** role **nationally** within the rural housing sector.

4

Invest in and deliver **good governance**.

5

Invest in **securing** and keeping the **best talent**.

6

Actively seek **partnership** opportunities with other smaller **rural housing** associations.

7

Use assets effectively and support sound **financial health**.

KNOWN KEY FACTORS:

GOVERNMENT POLICY	CUSTOMER PROFILE	ECONOMIC ENVIRONMENT	RESOURCES & CAPACITY
Changes to NPPF, uncertainty of VRtB, investment in Affordable Homes Programme and Community Housing Fund, devolution, mergers within sector to secure efficiency, conscious programme to disrupt traditional housing supply routes, legislative paralysis due to BREXIT, political instability but consensus of support for housing associations, Housing Green Paper and post Grenfell reviews, pending consultation on Future Homes Standard, Comprehensive Spending Review.	Rollout of welfare reform, potential for fuel poverty, increasingly complex and ageing tenant profile, demand for online offer, greater transparency and accountability, retraction of third sector and local government support offer.	Risks associated with disengagement with the EU, low interest rate environment, rent settlement from 2020-25, residential property market, high levels of low paid employment.	Continued focus on VfM, keeping skilled workforce, increasing use of technology and automation, need for rural voice, continued focus on partnerships and collaboration, sustainable level of new development (organic growth).

“ Providing affordable housing services with, and for, rural communities ”