

# NATIONAL HOUSING FEDERATION

2019 | 2022 STRATEGY

Our vision is for a country where everyone can live in a good quality home they can afford. We believe housing associations are the key to making that vision a reality. As their trade body, our mission is to create an environment where our members can thrive and deliver on their social purpose.

OVER THE NEXT THREE YEARS, WE WILL FOCUS ON THESE IMPORTANT THEMES:



PROMOTING GREAT **QUALITY**, EXEMPLIFIED BY BUILDING SAFETY AND CUSTOMER SERVICE



BUILDING **TRUST** WITH TENANTS, PARTNERS, THE PUBLIC, POLICYMAKERS AND REGULATORS



DRIVING THE **DELIVERY** WHICH WILL HELP END THE HOUSING CRISIS



ALL THE WORK WE DO WILL BE UNDERPINNED BY PROVIDING **EXCELLENT SERVICE** TO OUR MEMBERS AND STAKEHOLDERS

# OUR GOALS

**NATIONAL HOUSING FEDERATION**

FOR THE FIRST 18 MONTHS, APRIL 2019 TO SEPTEMBER 2020, THESE ARE OUR GOALS:



## PROMOTING GREAT **QUALITY**, EXEMPLIFIED BY BUILDING SAFETY AND CUSTOMER SERVICE

- Housing associations are known for building and maintaining homes of the highest standards.
- Housing associations innovate for systemic change which delivers safe, high-quality housing.
- Housing associations are able to deliver an excellent quality offer to communities through customer service to residents and through care and support services.
- Embedding a culture of collaboration across the sector.



## BUILDING **TRUST** WITH TENANTS, PARTNERS, THE PUBLIC, POLICYMAKERS AND REGULATORS

- Building stronger, more equal relationships with tenants.
- Strengthening our members' relationships with local government, communities and partners.
- Showing leadership on diversity and equality.
- Telling our story: building the reputation of our sector and increasing public support for housing associations.
- Demonstrating the financial health and sustainability of the housing association business model.



## DRIVING THE **DELIVERY** WHICH WILL HELP END THE HOUSING CRISIS

- Supporting our members to develop more homes, including for social rent.
- Supporting the sector to do everything we can to tackle homelessness.
- Securing better access to more affordable land.
- Addressing any negative impact of Brexit on housing association delivery.
- Securing funding and financial support from the Government to deliver the housing the country needs.
- Resourcing for long-term regeneration in areas with social and economic challenges.
- Working to ensure Universal Credit works for tenants and landlords.



## PROVIDING **EXCELLENT SERVICE** TO OUR MEMBERS AND STAKEHOLDERS

- Ensuring stable finances for the Federation.
- Ensuring our offer is clear, relevant and valued by our members.
- Maximising the potential for members to engage and connect digitally – with us and with each other.
- Exemplifying a high-functioning culture.
- Demonstrating our commitment to improving diversity and equality in our organisation.

FROM OCTOBER 2020 TO MARCH 2022, WE WILL CONTINUE TO BE GUIDED BY THESE FOUR THEMES. OUR WORK ON MANY OF OUR EARLY GOALS WILL CONTINUE, AND WE WILL ALSO FOCUS ON:

- Supporting the delivery of housing for people with different needs.
- Providing resources, space and opportunity for our members to be able to maximise their potential.
- Mitigating any negative impact of welfare policy.
- Positioning housing associations as key partners for place-based improvement programmes.
- Pushing the Government to resource long-term regeneration in areas with social and economic challenges.
- Developing our commitment to improving diversity and equality in our staff with a new recruitment, training and progression strategy.