



**Habinteg**  
Housing Association (Ulster) Ltd

homes | lives | communities

**CORPORATE STRATEGY 2018 - 2023**

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Habinteg Housing Association (Ulster) Ltd is an Industrial and Provident Society registered as a Housing Association with the Department for Communities and as a Charity with the Charity Commission for Northern Ireland .

We develop and manage quality housing schemes of varying sizes and types, in both urban and rural areas throughout the region, promoting our Vision of **Homes, Lives, Communities**. We are strongly committed to promoting inclusive housing for people with and without disabilities and also working in partnership to provide a wide range of supported housing schemes for people with additional support needs.

This Strategy documents sets out our headline Corporate aims for the five year period 2018 - 2023

## Vision

homes | lives | communities

## Mission Statement

Habinteg will provide accessible, affordable, inclusive, integrated homes and excellent services to enrich lives and communities of all our customers



## Values

### People

Working for people, with people, through people

### Quality

Driving continuous improvement across all our services

### Integrity

Being honest, respectful, transparent and trustworthy in all that we do

### Integration

Embracing diversity, equality and opportunity. Enhancing inclusive living experiences for all our customers.

### Engagement

Working to develop dynamic services both internally and externally, through teamwork, collaboration and partnership





## Objectives

### Customer

By involving our customers and stakeholders, we will create sustainable and thriving communities and provide quality homes and services.

### Our People

We will value, invest in and empower our people as individuals and teams to improve how we work together .

### Operational Excellence

To deliver performance improvement in all areas of our operations.

### Financial

To ensure financial viability and deliver Value for Money.





**Habinteg**  
Housing Association (Ulster) Ltd

Apartments 1-6  
17 Priory Park  
Holywood

## Strategic Aims

### Customer

By involving our customers and stakeholders, we will create sustainable and thriving communities and provide quality homes and services.

#### Habinteg will:

Lead in the provision of integrated and inclusive homes.

Enhance the living experiences of our customers with additional needs.

Provide safe, secure and accessible environments.

Strive consistently to improve the quality of life for all our customers.





## Strategic Aims

### Our People

We will value, invest in and empower our people as individuals and teams to improve how we work together.

#### Habinteg will:

Have professional and motivated staff who deliver quality services;

Be an organisation that develops dynamic resources;

Value, recognise and reward our staff.

Develop and maintain a positive, integrated and inclusive cultural environment.







## Strategic Aims

# Operational Excellence

To deliver performance improvement in all areas of our operations.

## Habinteg will:

Be strong in Governance and Leadership;  
Deliver tangible benefits and value for money;  
Develop and maintain a customer focus;  
Embed an ethical and sustainable approach to all its strategic and operational activities.



## Strategic Aims

### Financial

To ensure financial viability and deliver Value for Money.

#### Habinteg will:

Develop and maintain innovative and robust investment partnerships

Develop and maintain sustainable and innovative commercial opportunities in accordance with the mission

Develop and maintain sustainable growth through sound and viable financial processes.





## LOOKING FORWARD

Habinteg's Senior Management Team is committed to the delivery of our strategic aims through forward planning across all service areas.

### **Development**

Over the next five years we aim to build upon our success with an ambitious and sustainable approach to our development programme, targeting areas of demonstrable housing need to ensure that the Association fulfils its growth ambitions.

We will continue to promote and pilot innovative design solutions, continually improving our design and construction approach to ensure that our projects provide high quality housing in line with our corporate Vision. Integrating into, and working with, all our teams and operational systems, we will ensure long term viability, high levels of occupancy and tenant satisfaction.

We will work collaboratively with stakeholders to explore mixed tenure and mixed use development opportunities. We will create developments which offer a sense of place and community, and provide opportunities for residents to live and work within

a vibrant and integrated environment, helping to fulfil the Vision of Homes, Lives, Communities.

### **Homes and Communities**

Over the past 40 years Habinteg has gone from strength to strength in providing accommodation which enables and supports people with a wide range of needs. Our culture of valuing people and supporting communities continues, as reflected in our Values, in the way we deliver our services. Homes are the central feature of our communities. They affect health and wellbeing, employment options, ability to live independent lives and opportunities for happiness.

Over the next five years the Homes and Communities Directorate will continue to work in partnership across all our teams, strengthening relationships in order to deliver excellent services to our customers and communities. Our focus throughout the period of this planning cycle will be to help create stronger communities where people are proud to live. Building on our Community Involvement Strategy we will be working more closely with our customers,



listening to their views and learning how we can better meet their needs. We are continuing to develop our tenant involvement programme and increasing the opportunities for residents to be involved in influencing and contributing to our decision making. The Association's Homes and Communities Team is clear about the challenges facing some of our tenants particularly with the welfare reform changes. We are committed to working with them to provide sustainable, affordable homes for them and their families now and in the future.

### **Asset Management**

Habinteg's Asset Management Team will, over the next five years, seek to embark on an ambitious change management programme which will ensure we are operationally flexible, safety focused and capable of meeting future service requirements and challenges. New mobile technological advances will increase our capacity to respond effectively to the maintenance requirements of our customers and help promote a value for money ethos.

A review of the department will embed a culture of customer service excellence, taking into account our customer expectations and how we will best meet them going forward. We recognise that successful change management requires creating alignment between our strategy, leadership and culture. The need to promote efficiencies and effectiveness in our operations will require us to consider alternative service delivery models across the organisation.

We will plan and implement change that supports the development of our staff and promotes a culture of learning, career development and the enhancement of leadership and management skills.

Homes | Lives | Communities

Corporate Strategy 2018 - 2023

Senior Management Team

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**Habinteg**  
Housing Association (Ulster) Ltd



INVESTORS  
IN PEOPLE

CUSTOMER  
SERVICE  
EXCELLENCE

