

1. Deliver excellent housing services

- Maintain a sustained focus on improving how we work as an organisation
- Provide an accessible local housing service
- Maintain our properties to a high standard
- Provide support for residents in difficulty, including by signposting them to specialist agencies
- Let properties in a timely and efficient manner
- Collect rent due, balancing support for tenants with appropriate enforcement
- Offer support and intervention to prevent anti-social behaviour occurring or recurring, working with appropriate partners
- Ensure our cleaning and horticultural maintenance create a pleasant environment in which to live
- Provide a safe environment for residents and staff

2. Growth

- Build more high quality homes to address local housing needs and demand
- Develop and implement strategy for acquisition of new homes that meet the diverse range of housing needs
- Explore new opportunities for business growth whether they be in or out of the borough
- Be aware of emerging housing needs, create choices and respond to future demands
- Consider new areas of business which complement our existing skills, asset base and services
- Ensure that EastendHomes develops its staff and Board members' skills to deliver the evolving ambitions of the Board
- Explore opportunities for extending the leasehold management services including the full management of blocks owned freehold by EastendHomes

3. Regenerate neighbourhoods

Ensure EastendHomes continues to fulfil the requirements for meeting the Decent Homes Standard

- Complete our estate improvement and regeneration programmes
- Continue with the provision and improvement of community facilities and promote their use by all sections of the community
- Design out areas of crime
- Increase and promote energy efficiency
- Attract investment into areas in which EastendHomes operates
- Ensure the effective integration of regeneration strategies by working with stakeholders and the voluntary, public and private sectors

4. Maximise social and financial return on investment

- Make the most effective use of available resources and assets
- Understand our assets and how they can best deliver social or financial value
- Develop ways of responding to the changing needs of our residents and communities
- Work with specialist employment agencies to reduce worklessness on our estates
- Work with our partners to support vocational training and language skills development amongst our residents
- Maximise income to pay for services
- Identify the most efficient ways of procuring and providing services

5. Empower and involve residents in our work

- Consult and work with residents on how to improve the provision of services
- Communicate with our residents in ways they want us to
- Help residents to develop their skills to play a greater role within EastendHomes
- Work to ensure that the voices of all residents are heard, including hard-to-reach groups
- Understand through our engagement processes the services which matter to residents and which can improve their quality of life
- Support community groups on EastendHomes estates