

A close-up photograph of a human eye with a teal-colored iris. The eye is looking slightly to the right. The eyelashes are dark and well-defined. A teal-colored square is positioned in the upper left corner, containing the text 'wulvern your home team'. A large, semi-transparent pinkish-red shape is overlaid on the bottom right portion of the image, containing the text 'vision', 'grow, sustain, improve', and 'corporate plan 2009 - 2014'.

**wulvern your home team**

**vision**

**grow, sustain, improve**

corporate plan 2009 - 2014

# welcome

**“This plan sets out our corporate priorities of growth, sustainability and improvement. It also tells you how we are going to manage the business over the next few years.”** Sue Lock, Chief Executive.

Welcome to Wulvern’s corporate plan for the period 2009 - 2014. This plan sets out our corporate priorities of growth, sustainability and improvement. It also tells you how we are going to manage the business over the next few years.

Following the successful completion of our five year promises in 2008, the Wulvern Board asked the Executive Team to revisit our corporate priorities and group them under the following themes:

- Growth
- Sustainability
- Service Improvement

In addition to these priorities there are a number of other themes which will be embedded in all that we do. These are:

- Equality and Diversity
- Value for Money
- Health and Safety
- Risk Management

These themes are part of the DNA of Wulvern ensuring that we provide the best service to our customers and are compliant with Regulatory requirements.

The Board also asked us to produce a new set of corporate priorities and promises to customers which are outlined in the following pages.



**Wulvern is a Lean Systems Thinking Organisation and our purpose is to provide affordable, well maintained homes against demand, and help customers to pay and stay.**

**The future direction and growth of the business should directly link to Wulvern's purpose.**

**All our stakeholders have been involved in the production of this plan and in particular I would like to acknowledge the work done by our customers who have made a significant contribution through our tenant scrutiny panel and other involvement groups. Their views and insights have helped us to ensure that we produce a plan that is relevant to them, a plan that enables us to provide a quality service that is delivered by a well managed organisation.**

# corporate priorities

are as easy as ABC

# Corporate Priorities

**Corporate Priorities are as  
easy as ABC:**

- A) Grow
- B) Sustain
- C) Improve

These will be delivered via departmental  
service level plans. If you require further  
information then please contact us on  
01270 506200 or visit

[www.wulvern.org.uk](http://www.wulvern.org.uk)

**“We will follow  
a Lean Systems  
Thinking approach  
to implementing the  
corporate priorities  
and the new set of  
customer promises.”**

## corporate priority

# growth

**In considering the future direction of the business it was agreed that growth was essential to our long term survival as an independent Housing Association, and key to providing affordable homes to meet increasing demand.**

There are considerable risks to Wulvern if we do not pursue a growth strategy. These risks are:

- Predatory threats from larger groups
- Failure to achieve economies of scale
- Reduced ability to undertake new initiatives and develop new services
- Inability to meet demand

There are a number of reasons why the Association should continue to grow. These include:

- The need to increase supply of affordable housing and choice of tenure
- To respond to changing demographics and social trends, that will bring an increasing demand for specialist retirement housing with care and support
- To partner or merge with other organisations to further Wulvern's aims and to acquire complimentary skills and resources
- To generate income by selling properties and services

**“Providing affordable homes  
to meet increasing demand.”**



corporate priority

service  
improvement

# Service ment

Service delivery is the core aspect of Wulvern; it underpins all that we do. We are committed to a Lean Systems approach to ensure that we do what matters to our customers.

Our priorities are:

- To improve customer service and reduce waste by adopting a lean systems approach
- To use additional capacity to deliver added value services
- To develop customer involvement at all levels
- To use customer feedback to drive service improvement
- To develop Wulvern Works as a customer responsive, viable in-house service – with the potential to provide services to a new customer base

**“Service delivery is the core aspect of Wulvern; it underpins all that we do.”**

## corporate priority

To ensure that we deliver on all aspects of our purpose, particularly to help customers pay and stay it is essential we continue to prioritise our investment in:

- Community Regeneration
- Environmental Improvements
- Future Sustainability
- Management of Environmental Resources
- Social Investment

The particular areas of priority are:

- Develop an enterprising culture to create opportunities for Wulvern customers
- Continue investment in improving Wulvern properties and neighbourhoods
- Develop an environmental sustainability plan

# sustainability

# ability

**“Investment to help  
customers pay and stay.”**

our promise  
to you

# nises



## Growth

- We will grow our business through developing new homes
- We will increase the number of homes for older and vulnerable customers
- We will be a specialist provider of regeneration activities and services
- We will generate income through selling specialist services

## Sustainability

- We will continue to encourage customers to want to stay in our properties
- We will work with partners to develop training, learning and employment opportunities for our customers
- We will minimise the impact of our business on the environment
- We will become an employer of choice across the region, attracting and retaining staff that deliver excellent customer service
- We will improve our homes, neighbourhoods and communities

**“We will improve  
our homes,  
neighbourhoods  
and communities.”**

# our promises to you

## Service Improvement

- We will continue to help our customers to pay their rent
- We will do what matters to individual customers, when allocating properties
- We will continue to improve our repairs and maintenance service
- We will continue to improve our neighbourhood management and support services
- We will continue to work with partners to prevent homelessness

## Equality

- We will involve and listen to our customers enabling them to positively contribute to the business

**“We will do what matters to individual customers.”**







If you would like this document in your language, on tape, in large print or in Braille, please ring us on **01270 506200** or ask at one of our offices

#### Arabic

لتلقى معلومات في لغتك الرجاء أطلبها منا على الرقم  
01270 506200

#### Chinese

如欲索取閣下語言的資料, 請致電  
01270 506200 向我們查詢

#### Gujarati

આપની ભાષામાં માહિતી મેળવવા માટે કૃપા કરી, 01270 506200  
નંબર પર ફોન કરીને અમને પૂછો.

#### Italian

Per informazioni nella vostra lingua siete pregati  
di contattare il seguente no.01270 506200

#### Kurdish

بۆ زانیاری به زمانه که ی خۆت تکایه به یوه ند یمان یی بکه به  
01270 506200

#### Polish

Po informacje w języku polskim prosimy  
dzwonić pod numer 01270 506200

#### Portuguese

Para informação na sua linguagem, por favor  
fale com nos, 01270 506200

#### Turkish

Kendi dilinizde bilgi almak için lütfen bize sorunuz,  
01270 506200

#### Urdu

اپنی زبان میں مزید معلومات کیلئے براہ مہربانی 01270 506200 پر رابطہ کریں۔



approved by  
**crystal clear readers**

[www.wulvern.org.uk](http://www.wulvern.org.uk)

**01270 506200**

Wulvern Housing Limited is an Industrial and Provident Society operating under charitable rules