



Speaking up for Housing

2015 - 2020 Strategic Plan



Introduction

This Strategic Plan sets out the direction for the ISHA Group over the next 5 years. It reflects the priorities for improvement set by the Board and includes valuable contributions from our residents and key stakeholders. We have called our strategic plan "Speaking up for Housing", which ISHA has been doing for over 80 years, and our Residents' Forum clearly and loudly said in August 2014 that they wanted ISHA to continue to do this. We have set an ambitious plan to place ISHA and Lien Viet in a leading position within the social housing sector.



We want to meet the challenges of the lack of affordable homes in London delivering 400 new homes by 2020. We live in an age of increasing expectations of service delivery and the use of new technology and social media. By the end of the planned period we will have delivered radical improvements in four key areas:

- ◆ First class service delivery
- ◆ Customer service
- ◆ Communications
- ◆ Meeting future housing needs.

At the same time, maintaining our financial viability is the first priority which underpins our four core objectives. The foundations of these are through our robust business planning and risk and control framework that monitors the achievement of our ambitions:

- ◆ To be a great landlord
- ◆ To value our customers and meet their housing needs
- ◆ To provide good quality and affordable homes
- ◆ Speaking up for Housing.

The Board 's vision is to **stand out from the crowd** because:

- ◆ we support our residents to improve their independence;
- ◆ we want to continue to provide truly affordable homes; and
- ◆ we are committed to supporting the development of strong communities.

At the time of publishing this plan we are uncertain as to the impact of the Right to Buy proposal and further welfare reform. We are passionate about providing affordable homes for purchase, which is why we have a growing shared ownership portfolio. We have considerable concern about the impact of the proposals on our business and future residents. ISHA is committed to providing affordable homes to those with genuine housing needs and will work to mitigate the impact of these proposals. We will be undertaking a detailed review of the impact of the RTB proposals on the group as more information is known, especially when the legislation is published. At the same time we will be developing options for the future.

Stephen Stringer,
Chair of the Association