

Onward



The Onward Difference

Our Corporate Plan 2022 – 2030

HELP US MOVE ONWARD INTO THE FUTURE.

Every housing association has a Plan that explains what sort of landlord it wants to be and what it will deliver. The time has come for Onward to begin a new Corporate Plan, renewing our commitment to make the most positive impact we can for the people and communities we serve; for you.

Our Board started the process of creating this Plan and we are confident that it also reflects the priorities, needs and aspirations of our customers. Our thinking has benefitted greatly from your views and feedback – thank you. Without your contribution, our Plan simply would not work.

We call our Plan The Onward Difference and this document explains what we mean when we say this. In short, The Onward Difference is the positive difference we will make by enabling people and communities to be their best. We will do this by providing homes that you love, in places you are proud of and by working with partners to go beyond housing and invent new ways to do more.

Getting the basics right - and listening to you - will be the foundation for everything we do.

So it's not about us. It's about you. Your priorities, your aspirations and what we can do to help.

This is our Plan, and our promise, to make The Onward Difference.



Bronwen Rapley
Chief Executive



The Onward Difference

*Enabling you to be your best
in a home you love
and a place you are proud of*



The Onward Difference



***The Onward Difference** is the positive difference we make by enabling people and communities to be their best.
We do this by providing homes that you love, in places you are proud of.*

We will be enablers, supporting people and communities to fulfil their aspirations and potential by giving them choice, control and responsibility. Sometimes this will mean enabling people to take the next step by buying their home or finding new work. Sometimes it will mean enabling people to meet the cost of living and avoid hunger or loneliness. It will always mean giving everyone a secure, warm and healthy home.

We will use **modern technology and better data** to find new ways for our customers to have the best possible experience of living in our homes. New tech and data will make our homes greener, easier and more fun to live in, whilst minimising cost and hassle for customers. It will also mean we are easy to contact when needed and able to stay in touch with customers on the things they really care about.

We will become a **leading environmentally friendly landlord**, providing warm, safe and affordable homes. A determination to tread lightly on the environment will run through everything we do as we contribute on the big challenges, whilst making our homes and neighbourhoods greener and healthier. Our customers will enjoy the benefits of the green economy, not pay the costs of it.

We will be a **listening landlord** that leaves our customers delighted. This means listening to people and helping them own positive change in their lives and communities. We serve a diverse range of people and places, so we will come to every conversation seeking fresh voices and ready to learn. We are committed to getting right the basic things that matter so much to our customers.

We will be an employer that **people love working for** and colleagues are proud of. Our greatest asset is the knowledge, passion and commitment of our colleagues, so our investment in and respect for one another will always reflect this.

We will achieve nothing alone but everything in partnership; with customers, local government, public services and private business. We can do more, together, by sharing knowledge, coordinating resources and focusing relentlessly on what will give our customers the best outcome.

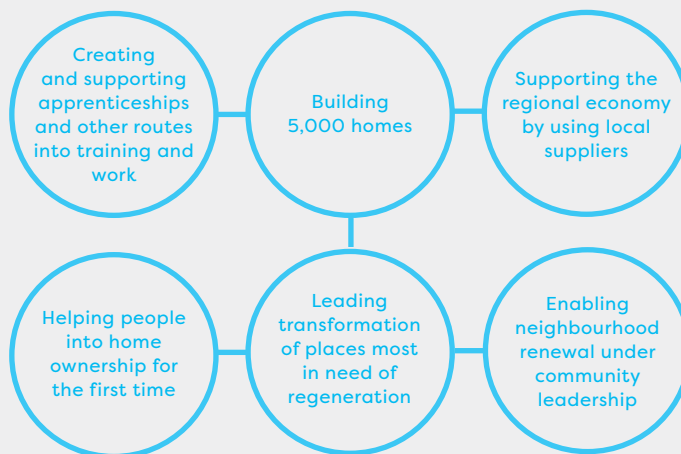
Above all, we want every customer to love their home and feel proud of where they live.

ENABLING

Helping people take control of their lives and neighbourhoods

We will be enablers, actively supporting people and communities to fulfil their aspirations, by working with partners to invent new ways to give people choice, control and responsibility. The most enabling thing of all is a warm, safe and happy home, so we will always strive to get the basics right.

We will achieve this by:



WHAT WE WANT PEOPLE TO SAY ABOUT ONWARD...

“ Onward is great at helping you learn new skills and find work. I know people they helped get a job or help out in the community. If you want to do new things and get ahead, you can turn to Onward.

Onward cares about this area and you always see them around helping us make it better. If you want to use your skills to do some good in your community, Onward will always help or point you in the right direction.

”



TECHNOLOGY

Modern technology, great experiences and a landlord easy to contact



We will use modern technology and better data to find new ways for our customers to have the best possible experience of living in our homes. New tech and data will make our homes greener, easier and more fun to live in, whilst minimising cost and hassle for customers.

We will achieve this by:

Modern technologies in the best quality new homes of any social landlord

Spotting great new technologies and getting them into customers' homes

Providing well ventilated homes that stay warm and are free from damp

Using data & technology to listen, learn and focus on what you care about

Helping everyone use and enjoy technology, so no one is left out

WHAT WE WANT PEOPLE TO SAY ABOUT ONWARD...

“ Living here is fun and just comes so easily, with great internet connection and different gadgets. My home makes it easy to save energy, money and be green. Everything just works.

I can sort most things out quickly and easily online and through my phone. But when I need more time and someone to talk to, I trust Onward to help. Dealing with them is always a delight.

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ENVIRONMENT

Reducing carbon by making our homes warm, dry and affordable

We will become a leading environmentally friendly landlord, providing warm and affordable homes in green places you are proud of. Our customers will enjoy the benefits of the green economy, not pay the costs of it. Green homes must also be affordable and we are determined to help you manage the cost of living.

We will achieve this by:

All of our homes having an Energy Performance Certificate rating of C or above

All of our new homes having an Energy Performance Certificate of B or above

Building our first zero carbon homes

Creating the Onward Forest of 40,000 trees across the North West

Setting targets to reduce our CO2 footprint on our way to net zero

WHAT WE WANT PEOPLE TO SAY ABOUT ONWARD...

“ Onward really works with you to protect the environment and keeps you up to date on their plans. They do everything they can to keep my bills low and help my family stay warm and healthy.

Onward is doing lots of work locally to make our homes green and people are feeling the benefit. My neighbourhood is safe and clean and the local area is getting greener all the time.

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LISTENING

Proper listening, real results and a human presence locally



We will be a listening landlord with a local human presence; easy to contact, responsive and good at communicating. This will help us get right the basic things that matter so much. Listening will also help us enable people to own positive change in their lives and communities.

We will achieve this by:

Listening to customers with respect and empathy

Demonstrating consistently high customer satisfaction in all services

Demonstrating to customers how their feedback has resulted in better services

Getting the basics right, first time round

Contacting you in the ways you prefer, about the things that interest you

A local presence with a friendly face in every community

WHAT WE WANT PEOPLE TO SAY ABOUT ONWARD...

“ My home is warm and dry and keeps my family healthy. If anything goes wrong Onward is easy to contact and will sort it out. You know they care because they never miss an opportunity to help.

Onward gives me useful updates about my neighbourhood. They have a finger on the pulse and know what locals care about. It's easy to tell them what is going on, I do it through my phone and you always see them following up.

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COLLEAGUES

Always learning how to do a better job for our customers

We will be an employer that people love working for and colleagues are proud of.

We will achieve this by:

Colleagues
being inspired
by their role in
making The
Onward
Difference

Demonstrating
that colleague
learning is creating
better outcomes
for customers

Continuing
to build an
inclusive and
welcoming
workplace where
everyone can
give their
best

WHAT WE WANT PEOPLE TO SAY ABOUT ONWARD...

“ Onward is a brilliant place to learn new skills and build your career. It doesn't matter who you are, or where you are coming from, you feel valued and part of a real team effort. Onward gets the best from everyone.

Onward gives you everything you need to do an excellent job and enjoy your role. You have really good equipment and the IT just works. We have some really effective technologies and systems that help us serve customers.

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