



MAKING THE DIFFERENCE

OUR STRATEGIC PLAN

2022 - 2024

This new strategy is the result of collaboration between Raven's Board, customers and staff.

We believe that having a good quality, affordable home makes a huge difference to people's lives and that creating social value is an important part of our work.

Our strategy – 'Making the Difference' – will seek to do this. It will work to identify what we can do that makes the most significant difference to people's lives and will develop ways to make that happen.

This strategy has been substantially refreshed in 2022 to consider the huge shifts in our external environment including the worldwide pandemic. We've also taken into account the UK's exit from the EU, the war in Europe and international expectations of carbon reduction. Our learnings from the Grenfell tragedy have informed building safety and resident accountability expectations.

The updated strategy includes our bold plans for a step change in investment in Raven's existing homes, a culture shift to new ways of working and increased customer focus.

Our Purpose

Raven's purpose remains unchanged:



Our Vision

“ *Raven wants to excel at delivering easy to use, valued and trusted services to our customers, alongside more high quality, sustainable and affordable homes in resilient communities.* ”

Our Values

How we deliver on our vision is important to us, and we commit to living our four values in both our decisions and actions.

Trust

We earn trust by being open and accountable.

Understand

We seek to truly understand others' needs before we act.

Collaborate to Innovate

We collaborate with colleagues, customers, and partners to develop innovative services.

Care

We come to work because we care about providing good quality, affordable homes, and services to those that need them. We believe we can make tomorrow better than today.



Our six strategic outcomes

To provide easy to use, valued and trusted services

We will put customers at the centre of what we do; their feedback and our own valuable data will inform our decisions and the design of our services. Our customer centric culture, supported by tailored customer communications, is accountable, open and transparent. Our digital offer will be easy for customers to access services they value and trust. Our attention to individual needs will make sure that no one is left behind.

To provide more homes

We will deliver additional affordable homes by working in partnerships. Our new homes programme will meet the range of housing needs and we will make the most of our expertise in helping prevent and address homelessness.

Our six strategic outcomes

To ensure our homes are high quality, sustainable, and affordable

We will deliver more investment in line with customer priorities to improve the quality of our homes and ensure the safety of those who live in them. We will deliver improved energy and carbon performance of our homes, improving affordability and environmental sustainability. We will make sure our decisions are based on a clear assessment of the long-term viability of each home.

To develop resilient communities

We will play our part in developing resilient communities as we emerge from the pandemic through partnerships, targeting community investment to support independence and resilience. Where we are taking action to improve our homes, we will seize opportunities to improve the neighbourhoods of which they are a part. Wherever we work, and with our partners, we will support people to feel safe, secure and part of their community.

To improve value for money

We will deliver services that customers value in the most efficient way we can, continuously improving how we work to make life easy for staff and for customers. We will have a rigorous approach to procurement of goods and services, spending every £1 wisely and taking social value into account. We will invest to create value through commercial activity aligned to our expertise so we can invest more in our core purpose. We will be robust and transparent in our accountability for improving value for money.

To create better together

We are committed to creating a working environment where every person enjoys coming to work; each member of staff feels they are known as an individual, valued for who they are and empowered to do interesting work, driven by a commitment to deliver the best experience to Raven's customers. They can do this because they work in a supportive and trusting environment; they have flexibility and enjoy a good work-life balance; they are given opportunities for personal development and receive good pay and recognition for a job well done.

