

# Simply Brilliant Together.

Three simple words which underpin our ambitions for the next five years, that's why it's the name of our new GreenSquareAccord strategy.

**Simply Brilliant Together sums up everything we want to do as GreenSquareAccord - we want to work together, with you, putting you - customers - at the heart of all we're doing, to create a stronger, better organisation, for you. That way we will become brilliant.**

Why are we here? The answer is a simple one. We're here to provide safe, secure, affordable homes. Whether you're looking for your first independent home, a long-term home to bring up your family, or a home where you can receive care and support to live as independently as possible - our colleagues are committed to providing this for you.

Simply Brilliant Together sets out how we'll deliver truly local services; improve the quality of your homes; invest in your properties; expand the reach of where we can offer our services, in particular our care and support services; and how we will build more new homes, so we can provide more people with a great place to live.



## Why do we need Simply Brilliant Together?

It started with you, our customers. By you telling us your hopes, your concerns, and what you want from a home. Our customers have told us time and again that the most important thing we can do is to make sure you have a good quality home, and that your neighbourhood spaces are well looked after.

We've listened. Simply Brilliant Together sets out our plans for how we'll deliver this for you, and more importantly, how we'll know we're getting it right.

## Becoming Simply Brilliant Together

Simply Brilliant Together is built on four key objectives - these are:

- to provide great homes and care;
- in a great neighbourhood;
- with great service;
- built on strong foundations.





## Great homes and care

GreenSquareAccord exists to provide truly affordable homes and care and support services that will enable people to achieve their full potential.

We want to ensure that our housing and related services are high quality and accessible to everyone who needs them. We want to build more affordable homes and deliver our care and support services to more people across the country.

## In a great neighbourhood

We want you to feel proud of the neighbourhood you live in.

We want to work with you, supporting you to build strong, effective communities. We'll also work alongside other local organisations, so together we can create investment and regeneration plans for your local neighbourhood.

## With great service

We want you to be happy with all the services you receive from us. Wherever possible we want to make sure that you don't have to contact us about problems, but if you do need to, we want to be able to deal with those problems quickly and efficiently, and make sure we fix any issues first time.

We've also launched Voice of the Customer to make it easier for you to be involved and tell us what services you like and any areas you think need improving.

The people who best know how our services should be shaped and delivered are you - our customers, so we want to work with you to design tailored, appropriate services and ensure that as an organisation we are truly accountable.

You can be involved as much, or as little as you choose. To find out how to do this, learn all about Voice of the Customer [here](#).

## Built on strong foundations

As well as building more affordable homes and offering our care and support services to more people who need them, we'll also make sure we invest in our existing properties to ensure they are high quality, safe, secure homes for your future.

Our teams have worked hard over the years providing local services to local people, and we are committed to building on these strong foundations. Now we are GreenSquareAccord, we're a larger organisation, with a bigger reach, but we will absolutely stay local. Our teams will be locally based, working alongside you in your local community.

To make sure we achieve these four objectives, each year we'll produce an annual plan that focuses on the following six areas. The plans will give details about the work we're doing in each of the following areas to achieve our objectives.

**Customers** Customers are absolutely at the heart of all that we do at GreenSquareAccord; there is no GreenSquareAccord without you. We exist to provide you with great homes and services, and person-centred care and support for those who need it most.

**Communities** We want customers to tell us that they are proud of their neighbourhood, and for it to be somewhere they actively choose to live and stay.

**Planet** As an organisation we're committed to protecting our planet. We'll develop more environmental and decarbonisation plans, and we'll work with customers and communities to create carbon-neutral, sustainable services.

**Partners** To do things really well we need to work with other partners, this includes you, our customers, as well as health commissioners, other housing associations, MPs and local authorities.

**People** We need to employ the best people, to provide you with the best service.

**Governance** We have a responsibility to run our business in a way that is fair, open and transparent, and delivers value for money.





We've got big plans and we know it's going to take time, and a lot of hard work to achieve everything we want to do. That is why **Simply Brilliant Together** will run until 2026.

### So, how will we know we're getting it right?

We'll know we've achieved our aims if by 2026:

- ◆ You, our customers are highly satisfied with our services;
- ◆ Our neighbourhoods are places where people feel at home, and you feel pride in where you live;
- ◆ Regulatory bodies, and objective third parties, also rate our services as high quality;
- ◆ We are providing the community activities that you've told us matter most to you and your neighbourhoods;
- ◆ Our properties are of a quality and standard that our customers are happy with;
- ◆ Where we have estates and neighbourhoods in need of regeneration, we will have clear, funded plans to achieve this;
- ◆ The new properties we build are warm, easy and affordable to heat and better for the environment with reduced CO2 emissions;
- ◆ We are building at least 1,000 new homes per year;
- ◆ We have simple, effective processes making it easier for you to contact us.