

Policy Name	GHA vision and mission
Policy No.	001

The Board’s Vision is for Guernsey Housing Association (GHA) to provide affordable and socially responsible housing to a written standard for local households in housing need.

Underlying this are the more detailed business objectives:

1. To increase the supply, quality, energy efficiency and longevity of affordable housing in Guernsey, in line with States housing strategy
2. To provide a high standard of housing service, responsive to customers’ needs and achieving a good customer satisfaction
3. To maintain a strong financial position

Vision/Strategy for GHA for the next 5 years

- a) To increase the supply of affordable housing to help meet the needs of low income local households. Over the next 5 years to aim to produce on average 70 new homes a year to exceed the States approved affordable housing indicator numbers of 36 new homes a year following the KPMG Housing Market Review debate, plus keyworker and specialist housing. This should be reviewed and flexed annually to reflect changing housing need.
- b) Ensure GHA’s existing housing is managed and maintained to a written standard with short to long term plans in place to ensure we invest sensibly in our property.
- c) To act as an exemplar of housing and customer standards.
- d) Provide a mix of tenure, with more partial ownership to reflect waiting list numbers, and address identified need for more keyworker housing and specialist accommodation.
- e) Continual improvement and best practice in Housing Association customer service in all areas of our business. To include actions within the GHA Business Plan on how to progress the National Housing Federations ‘Together with Tenants’ charter.
- f) Assist the States in implementing the Housing Market Review recommendations.
- g) Address three areas of evident unmet housing need being: first time buyers, older people, and specialist housing.

Mission (how we achieve the Vision)

1. Remaining financially strong and securing low interest rate long term finance.
2. Being more proactive in obtaining sites by pursuing States owned land and if required purchasing privately owned land within pre-agreed risk parameters.
3. Implementing a long term proactive maintenance plan and out-performing customer service Key Performance Indicator targets.
4. Retaining a capable enthusiastic staff team focused on delivering GHA’s objectives.
5. In response to the partial ownership waiting list numerically exceeding the rented list for new applicants, assess converting some existing rented properties to partial ownership on large rented estates.
6. Work closely with the States on implementing the Housing Market Review action plan, in particular the review of partial ownership.
7. Assist the States if requested, in the management, and potential increase, of key worker housing stock.

Date last Approved: March 2021	Date for Review: by March 2023
---------------------------------------	---------------------------------------

