

Futures Strategy Statement *2020-2025*

Inspired by our Communities





Who we are and what we do

Southway Housing Trust is a community based social business established in 2007.



We are a trusted landlord and provide **good quality affordable rented homes** for around **6000 households** in and around south Manchester.



We invest over **£1million every year in strengthening our communities** and supporting the people who live there.



In the 10 years up to 2026 we will **build around 1600 new homes**, the majority being affordable homes for rent and low cost home ownership.



Over the next 6 years we will **create £3.5m of profit in our commercial subsidiary Southway Plus**, ring-fenced to subsidise the cost of new affordable homes in the higher value areas of south Manchester.



Our interest is in **People, Homes, and Neighbourhoods**. We take our role as a key stakeholder seriously, working in partnership with others to achieve more than we can alone.

Our Futures Strategy sets priorities over a 5 year period and helps us work towards a longer term vision.

Our Vision

Thriving Communities






Our long term vision is of Thriving Communities

A thriving community is a place that people are proud of; Homes are secure and good quality, and the neighbourhood is safe, clean and green.

People choose to live in a thriving community because it has a sense of place and belonging. People of all ages can access what they need to have a healthy and fulfilled life.

People look out for each other.

We will track our direction of travel towards this vision. Over the next 10 years we expect our thriving communities to be characterised by: -

-  Levels of child poverty reducing.
-  Levels of loneliness and isolation in all age groups reducing,
-  Higher levels of employment and social connectedness,
-  A supply of homes that is closer to meeting needs,
-  And higher levels of satisfaction with our communities as a place to live.

“
People look out
for each other.
”



Our Mission

The way we do things is determined by our values.

We have a clear sense of purpose:-



We provide and build homes that people on below average incomes can afford. We understand our role as a “Steward” on behalf of our local communities.



We are community based. Our focus on South Manchester, and areas nearby, means we understand our neighbourhoods and with our tenants and residents, we know what works.



We care about the people who live in our homes. We build trust and confidence and believe we can achieve success together.



We use our skills and resources to address inequality, reduce poverty and improve lives in our diverse communities. We support people to achieve their potential and live well.



Our services provide value for money. We are creative in solving problems and we use our financial strength effectively. We work with others to create greater outcomes.



We will promote what we are good at, if that helps others, and make profit for the purpose of building more affordable homes in South Manchester.

Our Values

We are **Caring, Committed** and we will be **Successful Together**

Adopted in March 2020, a number of updates were added in March 2021 to make sure the Strategy is fit for purpose following a 12-month period defined by the Covid Pandemic. Whilst the vision and strategic priorities are unchanged, a number of specific areas have been strengthened or refocused to support the recovery and post Covid periods.

Strategic Priorities Summary

People	Homes	Neighbourhoods
We will provide homes that are affordable for the people who most need them.	We will maintain and improve our homes so that they are safe, secure and meet up to date standards.	We will work with partners and the community to make sure our neighbourhoods are desirable and safe places to live with accessible and integrated services.
Our tenants and other customers will be at the heart of our services. We will be flexible, treat people as individuals and communicate effectively.	We will deliver our Carbon Reduction Strategy and make sure our homes are zero carbon by 2038.	We will make the most of the unique selling points of our neighbourhoods, including our green spaces.
We will invest in people and their communities to tackle poverty and promote opportunity and provide support and advice when it is needed.	Over a 10 year period up to 2026 , we aim to have built around 1600 new homes, the majority being affordable homes for rent and low cost home ownership.	We will make sure our neighbourhoods are age friendly, and that we tackle loneliness and isolation.



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