

We couldn't run a successful and viable organisation without dedicated and enthusiastic staff. We want to be known as the local employer of choice, able to recruit excellent employees, and to retain the ones we have. It's vital that we are a welcoming organisation, to all colleagues no matter what their background or experiences in life.

We value and embrace diversity and want to be an organisation that leads on new ways of working, not simply follow others. We always wish to be seen as a fair, open and transparent organisation.

We have always had a sense of place. We started as a stock transfer in Bromsgrove, and we still feel loyal to our home district. We believe we offer the best service to our customers by having that strong sense of local connection, and that shapes our business priorities every day.

It's important that we know the paths, roads, and estates we serve, and that we invest in those communities, as well as the bricks and mortar of our properties. We want to encourage and support our communities to have pride in the places they live, making them happy, safe, and sustainable.

The culture of the organisation is the foundation on which everything else is built. It's the undefinable way in which we talk and treat each other, regardless of whether they're a colleague, a customer, or a partner. It's about having a shared set of values, which we all own. It's about keeping our promises and admitting our mistakes. It's about acting with integrity and honouring our commitments. It's about being kind, and friendly. It's who we are at **bdht**.

Our Charter



building vibrant communities together

building vibrant communities together

Ways to contact us



Customer portal
www.mybdht.co.uk



Freephone 0800 0850 160

Email contactus@bdht.co.uk

Website www.bdht.co.uk

Freepost bdht

Text 83080 starting your message with **bdht**

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[facebook.com/bromsgrovehousing](https://www.facebook.com/bromsgrovehousing)

twitter.com/bdht

[linkedin.com/company/bromsgrove-district-housing-trust/](https://www.linkedin.com/company/bromsgrove-district-housing-trust/)



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Out of hours emergency repairs and housing
0800 0850 160



bdht Our Strategy

2022-2027



Introduction

bdht are proud of what we do. From the very start of our organisation in 2004, we've had a strong sense of identity. We know what we're about and what we want to achieve. However, it's equally important that we tell others around us what we're aiming to achieve, and how we want to achieve it.

If our strategic aims are simple, and communicated clearly, we will be able to take our stakeholders with us, improving outcomes for everyone.

This strategy has been prepared in collaboration with our Board, our staff, and our partners, and by listening to our customers. It sets out what we want to do for the next five years. Of course, things will change, and new pressures and opportunities appear, but our core principles will remain.

Our Values



What we're about

We have always been a customer-centred organisation, and we want that to always be the case. We want to listen to our customers, and to understand what they want from us. We want to provide them with safe, warm, and secure homes that will form the foundations for the other things they want to achieve in their lives.

It's not our job to interfere, but to provide support and care where needed. We need to have a clear offer to our customers, and we should ensure the delivery of that offer is at the heart of everything we do.

Our strategic objectives

Although the work we do is broad and varied, there are key things we want to achieve. They fall into six areas and will be supported by a more detailed plan.



Be an excellent landlord

It's vital that we're a landlord that people want to stay with. We need to ensure we offer a first class service. If people want to stay with **bdht** it improves communities, lowers turnover, and provides better value for money. We need to continue to improve our offer and embed the new Charter in 2022. We need to evolve our formal and informal forums for customer feedback, to ensure we're listening to understand. We need to learn from our complaints and change as a result of them.

Measure: Improve overall customer satisfaction year-on-year over the next five years, with 95% satisfaction by 2027.



Be an excellent employer

It's very important that we maintain our reputation as an excellent and inclusive place to work. We can only deliver excellent customer services if we have a well-motivated and empowered team. We know we make better decisions as an organisation when we have a breadth of opinions, generated from different backgrounds, experiences and lifestyles. Therefore, we welcome colleagues whatever their personal circumstances. We want to be a modern and progressive employer, who sets our own agenda regarding our colleague offer.

Measure: Improve overall staff satisfaction year-on-year over the next five years, with 95% satisfaction by 2027.



Build and support viable and vibrant communities

bdht has always taken pride in building communities. Our commitment to these spaces, the neighbourhoods people live in, is what makes us special. We want communities to thrive, not just survive, and we will invest time and money to help this happen. We don't do this on our own. We work with the communities themselves, and strategic partners to help provide better outcomes for everyone. Wherever we have our homes, we will make a commitment to support their communities. We need to ensure we continue to nurture and develop the strategic partnerships we currently have, while developing new ones. We want to be a proactive and co-operative partner across Worcestershire.

Measure: Customer satisfaction with their neighbourhood to increase to 90% by 2027.



Develop and maintain excellent safe places to live

It's important that as the primary social landlord in Bromsgrove we continue to develop new homes. The affordability gap is increasing, and we need to provide genuinely affordable solutions to that issue.

We also have a commitment to supporting the local authority by managing homelessness, and we must continue to help those most in need. We must also ensure there is a balance between developing new homes and investing in existing ones.

We must ensure we tackle issues around damp and mould and affordable warmth for example, ensuring we keep customer confidence. We also need to ensure we continue to focus on our obligations to their safety and put in place processes and procedures to ensure that. We will inform our customers of our work and ask for their help to create safe spaces.

Measure: Provide an additional 500 homes by 2027.



Be an environmentally and socially responsible organisation

As an organisation, we need to ensure we are aware of the issues around de-carbonisation and the wider green agenda, and put into place plans to reduce the impact our homes, offices and activities make on the environment. Ensure we support wider initiatives to make our spaces greener and improve their biodiversity. We need to increase our use of renewable energy and be careful how we use our resources. We need to ensure our actions and behaviours always match our values, so we not only do the right things, but we do them in the right way. We should continue to be a voice for people who don't always have one, helping to bring awareness to issues such as homelessness and poverty.

Measure: All of our properties will be EPC band C by 2030.



Be financially secure and provide value for money

To achieve all our other strategic objectives, we need to be financially secure. Our customers need to know we're around for the long term, and our colleagues need to be confident in their financial security. We need to spend customers rent wisely and make decisions considering value for money.

We must manage according to our values, and ensure we are governed with integrity, scrutiny, and accountability. We should make sure we meet the financial goals and targets within our business plan, while always acting with professional financial integrity.

Measure: Maintain our G1/V1 status for governance and viability.



building vibrant communities together