

Tomorrow's Thinking Today

A new era in our journey to create confident communities by 2020 has been launched with four new programmes, which will help us to work towards the next milestone of offering real choice and real opportunity by 2015.

The four new programmes are:

- Tenant Priorities;
- Excellence;
- Shaping our Future; and
- Lifestyles

These four new programmes will ensure we are better placed to deliver a wide range of excellent services, which are more targeted to tenants' needs. This will involve extending our influence with partners and providing a joined up approach to help us make a real difference to our tenants' lives.

Tenant Priorities Programme

This will ensure we know what our tenants' priorities really are so we can offer more personalised services and solutions to them. This reflects the guidance coming from the Tenant Services Authority (TSA) who say tenants should be offered 'real choice'.

We are introducing 'choice' in our Independent Living Schemes so tenants will choose and pay for the individual services they receive. This will promote a fairer system in which tenants pay and receive the services they actually use.

Excellence Programme

Excellence is at the heart of everything we do and will continue to build on previous successes such as three stars and excellent prospects from the Audit Commission and the Regional Business of the Year Award.

While we continue to offer first class services we must now look to benchmark ourselves against leading private companies. To help us achieve this we are launching the WDH Excellence partnership, drawing experience from leading companies, such as BCT Performance Limited, to help us to enhance our performance with the aim of entering the European Awards in 2012.

Shaping our Future Programme

Our aim is to ensure that we have a workforce that has the right skills, motivation and leadership to move us forward. The aim overall is to offer excellence, define new standards and have a highly trained workforce. We are developing new systems and tailoring them to individuals, as well as becoming more efficient and flexible. We are also looking at how to keep and attract the best people - and how to get the best out of them.

Lifestyles Programme

We will encourage tenants to access services relating to lack of skills, educational attainment, ill health and obesity and offer a more coordinated approach with local partners to help address issues that our tenants face.

Our research has shown that deprived areas are less likely to reach their true potential unless there is a truly joined up approach by partners to tackle the underlining issues which focus on '**Places**' and '**People**'.