



choice 

Together  
we enrich  
lives

# Strategy to 2021

[choice-housing.org](http://choice-housing.org)



## OUR HISTORY

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Choice Housing Ireland Limited is an Industrial and Provident Society registered as a Housing Association and Charity by our regulators, Department for Communities and the Charity Commission for Northern Ireland.

The association is a social enterprise, has a voluntary membership and all surpluses are reinvested to fulfil our charitable purpose.

Our charitable purpose for over 40 years is ‘to benefit the community’.

We do this through the provision of social and affordable housing, through the provision of assistance to help house people, and through associated facilities, amenities and services for the ‘prevention or relief of poverty or for the relief of those in need’.

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40 Our charitable purpose for over 40 years is ‘to benefit the community’

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## OUR WORLD

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We believe that access to a great home can make a positive difference to the health and well-being of everyone in society.

The need for decent, affordable housing and support services continues to grow.

The provision of social housing and support for the vulnerable should remain a priority for government.

Choice should leverage our skills and resources to maximise the benefits for those in need.



The need for decent, affordable housing and support services continues to grow

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Our Mission is 'to enrich lives through great homes and services'



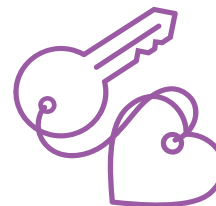
## OUR AMBITION

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Our Mission is 'to enrich lives through great homes and services'.

Our Vision to 2021 is 'to be recognised as the leading housing association group in Ireland'.

We will ultimately make a difference by increasing the supply of decent, affordable homes, by ensuring access to excellent support services and amenities, and by making best use of our resources.



We will ultimately make a difference by increasing the supply of decent, affordable homes

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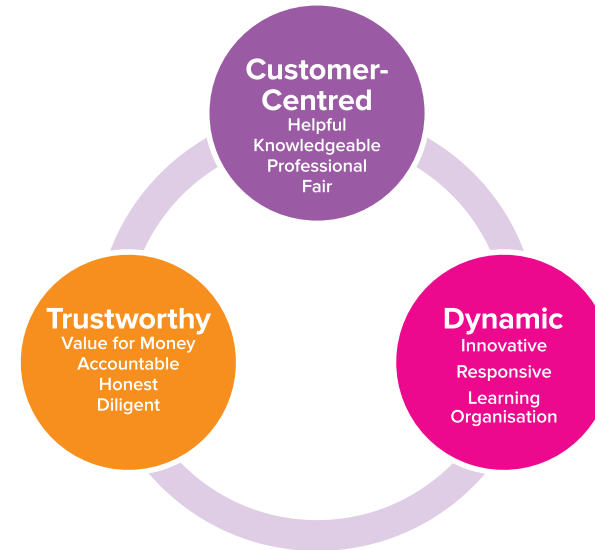
## OUR VALUES

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**We are trustworthy:** we are accountable, honest and diligent and seek to provide value for money.

**We are customer-centred:** we are helpful, knowledgeable, professional and fair.

**We are dynamic:** we are innovative, responsive and a learning organisation.



# STRATEGIC GOALS TO 2021



## Great Homes

**Lead**  
**Michael McDonnell**  
Group Chief Executive



## Great Services

**Lead**  
**Carol Ervine**  
Group Director of Tenant and Client Services



## Value for Money

**Lead**  
**Michael Rafferty**  
Group Director of Finance and Resources



## Digital Transformation

**Lead**  
**Lawrence Jackson**  
Group Director of Organisational Development

# #1



## STRATEGIC GOAL #1 **GREAT HOMES**

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- To increase the Choice social housing supply mainly through additional General Needs provision
- To expand our Maple and May housing offer through Private Rented and Affordable provision
- To create a strategic partnership with Oaklee Housing to address housing need in the Republic of Ireland
- To provide and maintain high quality and affordable homes



# #2



## STRATEGIC GOAL #2 GREAT SERVICES

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- To be recognised as a high performing organisation
- To ensure consistently excellent customer satisfaction
- To proactively manage anti-social behaviour and increase tenancy sustainability
- To develop existing and new partnerships that meet diverse customer needs and deliver better outcomes
- To promote effective tenant participation to inform service improvement
- To be explicit in our community investment to create thriving communities
- To expand our service offer to both reflect demand and underpin business sustainability
- To be recognised as a great employer

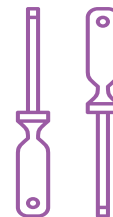




## STRATEGIC GOAL #3 VALUE FOR MONEY

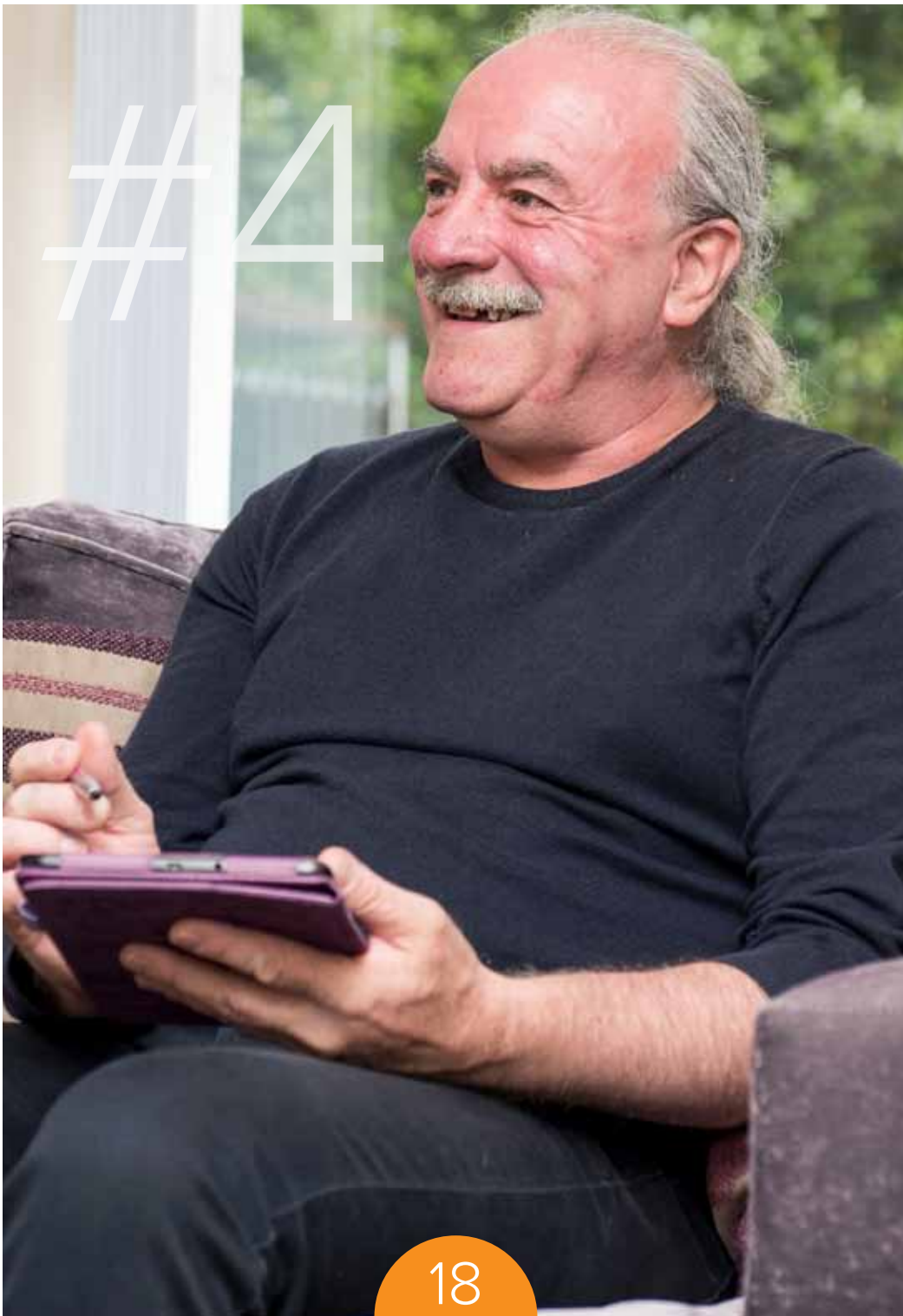
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- To maintain the affordability of our housing provision
- To increase return on investment, economic and social
- To improve core efficiencies relative to others, particularly in relation to repairs and maintenance
- To reduce the differential between private and social housing new build development costs



To improve core efficiencies relative to others, particularly in relation to repairs and maintenance

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## STRATEGIC GOAL #4 DIGITAL TRANSFORMATION

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- To develop and implement a 'digital' strategy for tenants
- To progress the 'agile working' programme for staff
- To simplify the customer journey (both internal and external) through the smart use of technology and business transformation
- To foster a culture of innovation to promote positive change
- To use data to improve decision-making



To foster a culture of innovation to promote positive change

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GET  
IN  
TOUCH

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