

HOUSING, HEALTH AND HOPE

Corporate Plan
2025 - 2028



FOREWORD

We want to introduce our new Corporate Strategy for 2025-2028 that sets out our priorities over the coming years.

In 2024 we celebrated our 50-year milestone, and in that time the organisation has established itself as a leading voice in its field as a specialist provider of housing and other services to those with more complex needs. We have reflected on this history, and the positive differences we have made to many people in Stoke-on-Trent and wider communities. We know that our work and skills continue to be needed and that they have to evolve to meet current and new challenges.

Since our last Corporate Plan, change has continued to be the constant in the social housing sector and the wider environment. This brings many challenges, but also many opportunities and we not only welcome the move to increase the standards across housing services but will be working hard to meet them. Along with providing affordable and good quality homes for people, it is our desire to not only put customers at the heart of our decisions but involve them in that process.

We know our customers face complex issues such as homelessness. We also see increasing demand for services across the sector, presenting challenges for not only Brighter Futures but many of our partners. This can seem daunting, but our history tells us that playing our part, offering our specialist knowledge, and working with others as part of a whole, can make a seismic and tangible difference to those who need us.

Our people, culture, and processes will be key to achieving this, as will our relationships and influence with suppliers, partners, and government. We will work in the spirit of genuine collaboration, as we cannot do this alone. This is why our Board, the Executive and Senior Team, and all our colleagues here at Brighter Futures remain resolute in our determination to ensure that we work tirelessly to respond and develop a true pathway for our most vulnerable customers, as we continue the legacy that was laid down so many years ago.

So, while we recognise the challenges ahead are not easy, our new Corporate Plan sets out who we are, and our focus to develop the right solutions as we deliver affordable housing, improved health, and genuine hope over the next 3 years ahead.



Maxine Bradbourn
CEO



Simon Wilson
Chair of the Board

OUR PURPOSE

Brighter Futures is a non-profit Registered Provider of Social Housing and Supported Accommodation based in Stoke-on-Trent. Established in 1974, we have extensive experience in providing accommodation-based support for individuals with complex needs, specialising in homelessness, vulnerable women, and learning disabilities.

Our mission is to help people live well, thrive, and connect within their communities. We achieve this by offering a flexible housing pathway that starts with proactive community outreach. This feeds into a variety of homeless move-on accommodation, which in turn supports customers on to supported tenancies. Our goal is to help our customers progress through this pathway until they are ready and able to move into long-term tenancies.

We provide holistic, person-centred support, where our specialist teams build relationships and trust to encourage vulnerable adults to begin their journey towards a more stable and fulfilling life. We then equip customers with tenancy-related skills through tiered transitional accommodation, ultimately leading to sustainable tenancies where customers can have a place to call their own.

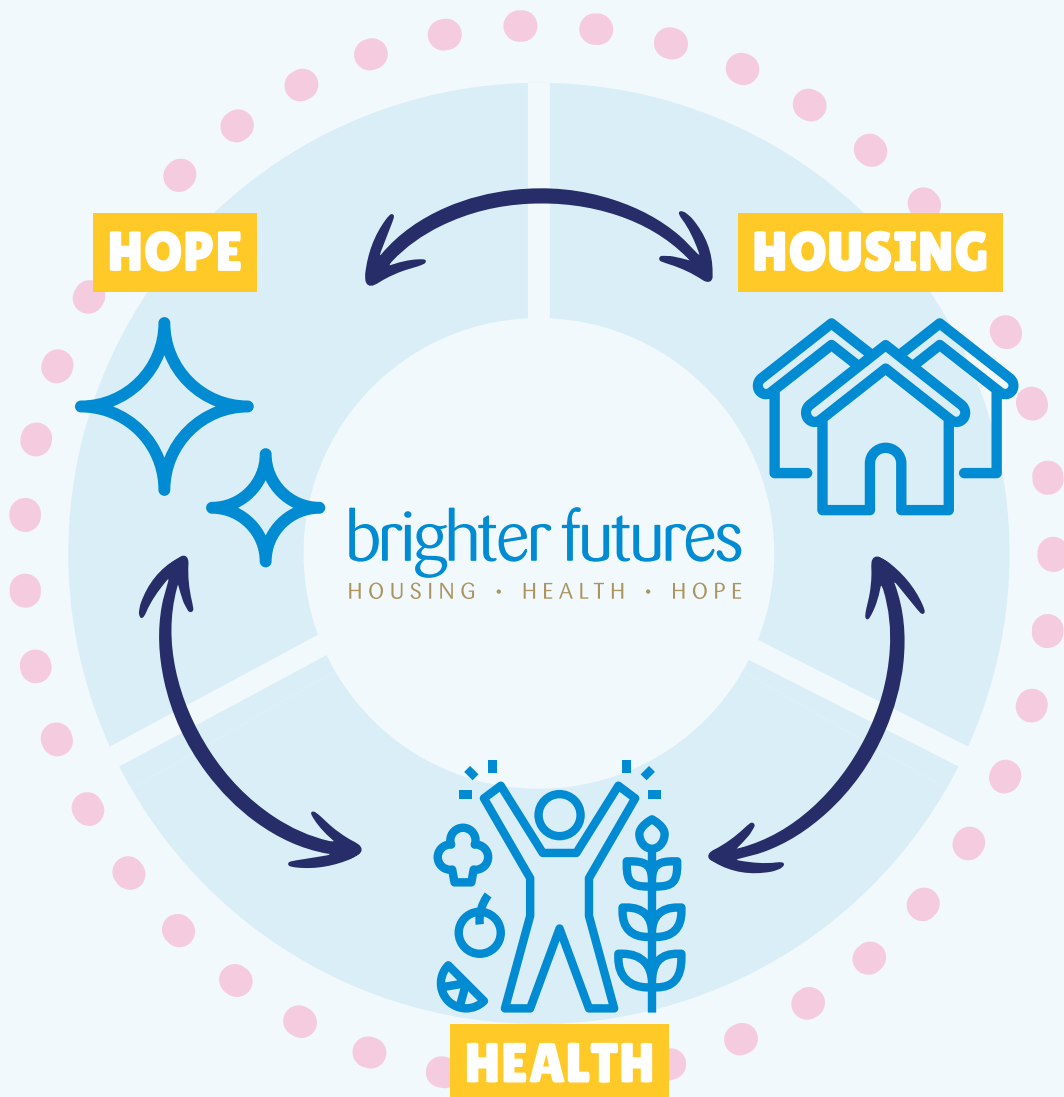
We are advocates for healthy life choices and work with the most vulnerable in society to provide them with a home, a fresh start, and the hope of an independent future.

OUR VISION

PROVIDING AFFORDABLE HOMES, BUILDING SUPPORTIVE COMMUNITIES, INSPIRING HOPE

We want everyone to have a place to call home, where they can live safely and be supported to promote their health, and wellbeing, and fulfil their potential.

We recognise that all three areas are inextricably linked and necessary to enable and empower people to have a brighter future.



OUR VALUES



We know that our values define who we are and the behaviours we deem important. These positive behaviours are critical in sustaining thriving relationships with our customers, partners, and colleagues. We are committed to placing these values at the centre of our vision for the future. Before we define what we will deliver to achieve our purpose and vision, we will first commit to how we will do it.

Our new values, which were shaped by our colleagues, are the key expression of the culture we wish to embrace and maintain. They are intentional statements designed to provide clarity about our intent and to show our commitment to how we want to behave and what you can expect from us.

We are committed to investing in our colleagues with the right training, development, and support to attract and retain high-quality individuals. However, we know that the right culture is critical to creating a working environment where everyone can flourish and achieve.



STRATEGIC OBJECTIVE 1 – HOUSING

We will provide good quality accommodation and housing services to meet the needs of our customers.

We will do this by:

- Achieving EPC C and updated Decent Homes Standards for all our properties by 2030.
- Developing our housing portfolio in response to new supported housing needs assessments.
- Increasing our Learning Disability and vulnerable women's accommodation offer in Stoke.
- Improving our ICT and the quality of our data and information, so that we can provide better services and make more informed decisions in the future.
- Genuinely including our customers, ensuring they can access information to hold us to account, and have a meaningful voice to influence our decision-making and co-produce services.



STRATEGIC OBJECTIVE 2 – HEALTH

We will maximise effective partnerships with customers and key stakeholders to help our customers achieve healthy life choices.

We will do this by:

- Working closely with key partners to improve outcomes and address the key issues of mental health and substance abuse.
- Expanding our life skills training offer for customers and developing closer partnerships with other training providers.
- Investing in hospitality as an activity to increase our connection to our customers and the community.
- Establishing community hubs to meet our customers' diverse needs and provide accessible, supportive communities for them.
- Increasing the reach and influence of our Orchid Women's service to further develop the support available for vulnerable women in Stoke.



STRATEGIC OBJECTIVE 3 – HOPE

We will help people to live well, thrive and be connected within their communities, by seeking better outcomes for our customers.

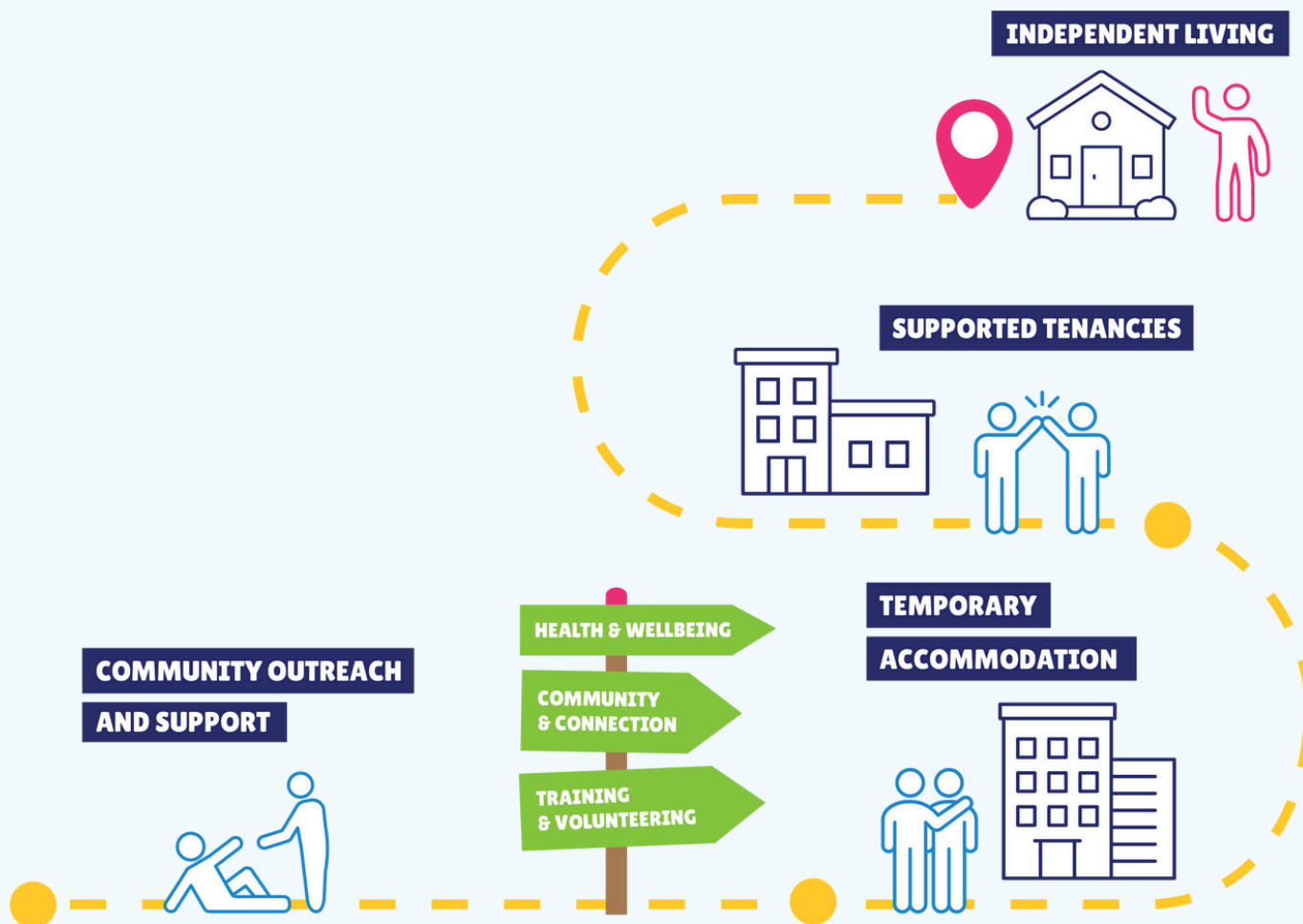
We will do this by:

- Understanding our customers and developing personal plans with them to address their needs and achieve their aspirations.
- Embedding an emergency accommodation offer as part of our homelessness outreach services.
- Expanding the number and range of volunteering opportunities for our customers and promoting the positive influence of those with lived experience.
- Introducing new move-on accommodation options for customers who are ready for independent living.
- Establishing a longer-term and sustainable financial model for the delivery of our outreach services

OUR SERVICE OFFER

We provide accommodation-based support for individuals with complex needs, and we specialise in homelessness, vulnerable women, and learning disabilities.

Our mission is to help people live well, thrive and connect within their communities.





PROVIDING AFFORDABLE HOMES, BUILDING SUPPORTIVE COMMUNITIES, INSPIRING HOPE

If you have any queries in respect of the Corporate Strategy, please contact:

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