



CHADD
STRATEGIC
PLAN 2025-2030



Strategy 2025-2030

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MISSION

Our mission since 1979 has always been to provide quality safe supported homes as a direct response to increasing levels of homelessness, rough sleeping and poverty in the borough of Dudley.

The founders saw that there were gaps in housing provision and the most vulnerable people in our community were falling through those gaps.

CHADD's founding mission was to help bridge those gaps and to provide support alongside accommodation for those in most need and often the most difficult to help.



MISSION

We have stayed true to that mission over the intervening years. From a single hostel in 1980 we have grown steadily and adapted to the changing environment, emerging needs and growing expectations.

We are pleased to launch our new 5-year strategy as we strive to make a positive difference to people's lives and our communities.

This plan is building on the great work achieved between 2020 and 2025, setting our direction of travel so that our legacy will continue in providing a safety net and springboard for the people of Dudley.



WHO WE ARE

Our vision is to support people to thrive to be the best they can be, providing homes and services for domestic abuse survivors, young people, older people and people living with disabilities.

We are **optimistic** about making the world safer, better and happier for the people we serve

We are a local charitable housing association committed to the **wellbeing** of our communities and our teams

We look forward, we collaborate, we **innovate**

We support **1500** people each year with homes and services

STRATEGIC THEMES



1

A TRUSTED LANDLORD AS RATED BY OUR RESIDENTS



Trust is at the foundation of all good relationships. We want to deliver the best possible services to all our residents and service users. Over the next 5-years our aim is for our tenants to have high levels of satisfaction in what we do, to know that we will listen and act on their views. To understand that our colleagues will do everything in their power to provide a great service.

Placing residents and service users at the **heart** of all that we do

Our resident engagement approach and governance structure are **fully embedded**



Listening and **collaborating** with our residents & communities to meet their aspirations through co-production

Residents are **informed** about the things that matter most to them

Residents can rate and **compare** our performance

QUALITY HOMES

THAT PEOPLE ARE PROUD TO LIVE IN



Everyone deserves a safe, well-maintained home. CHADD has a 30-year investment plan to improve our homes annually, ensuring safety and decency standards. Our resident health and safety is a top priority, and resources are allocated accordingly. Additionally, we have a 5-year Asset Management Strategy aligned with these goals.

Quality homes that meet all **standards** of decency and regulation

Safe, attractive compliant homes and communal areas that enhance physical & mental **wellbeing**



Disposal and **replacement** of homes where no longer fit-for-purpose

Reliable, trusted **quality** repairs services

3

THRIVING COMMUNITIES

FOR PEOPLE, FAMILIES AND OUR TEAM

Residents have a **positive** experience of our support and care services

Create a new move-on accommodation model to set people on a path to **succeed** in their next housing journey

Enhanced quality of life for people with **care** and support needs

We will continue to invest in colleague's **wellbeing**, their skills and their futures

Delivered an enhanced and effective **Wellbeing Strategy**

Specialist roles to support and **advocate** for vulnerable groups of people

We want to expand our safety net for people who need our help and we want to flex our springboard so that people can grow, thrive and flourish in life and community. Our largest team is within our care and support services.



Be mindful

Be more aware of the present moment, including thoughts and feelings, your body and the world around you. Some people call this "mindfulness". It can positively change the way you feel about life.

www.chadd.org.uk

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part of



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A GREENER CHADD

CONTRIBUTING TO A HEALTHIER PLANET



Making our homes energy efficient is essential, to reduce the impact of climate change as well as to support our residents who may be in fuel poverty. As part of our asset management strategy we have plans to retrofit and decarbonise our homes.

Mitigating
climate
change
and fuel
poverty

Working in
partnership with
specialists to
provide homes
that are fit for
the future

Achieve our
EPC targets
by 2030

Improved
and new
energy efficient
homes



5

AN EMPLOYER OF CHOICE

ONE TEAM WORKING TOGETHER



At CHADD, our passionate, skilled employees are dedicated to residents. We aim to further develop our team, attract top talent, and maintain our positive culture. A new accredited learning offer will be launched to improve skills and expertise.

Safe and
healthy
working
environment

CHADD
recruits,
attracts and
retains the
best people

Colleagues
feel equipped
with training,
personal
development
and IT



Colleagues
feel they belong
and are proud to
work at CHADD

We will
continue our
commitment to
inclusivity and
EDI

Accredited
learning
modules &
opportunities

6

RESILIENT ORGANISATION

WELL RUN AND WELL GOVERNED



CHADD is a well-run, local independent charitable housing provider compliant with the Regulator of Social Housing's standards, delivering value-for-money through effective outcomes and resource use.

We will have **grown & diversified** our external funding

Assurance at the highest level possible through **independent** scrutiny

Financial strength and stability through operating **efficiency** and prudent financial planning



Be well-governed with an expert and **diverse** board representing the communities we serve

We will improve on our financial success over the last five years to ensure that we deliver against our surplus and investment targets for 2025 – 2030. We will mobilise our reserves to serve Dudley better, giving us a broader base of income and stability for the future.

WHAT SUCCESS LOOKS LIKE

Trusted Landlord:

- 85% Overall tenant satisfaction
- 80% Satisfaction with being kept informed
- 80% Listens to tenant's views and acts upon them

1

Quality Homes:

- 85% Satisfied with overall repairs service
- 100% Emergency repairs completed on time
- Developed 1 site
- Replacement refuge secured

2

Thriving Communities:

- 90% Overall satisfaction with our care and support services
- 20 New homes for move-on accommodation
- 3 New specialist posts
- 5 Residents/service users employed as peer mentors

3

Greener CHADD:

- 100% Homes meet energy rating EPC C
- £446k Investment towards our Net Zero plan

4

Employer of Choice:

- 82% Of colleagues feel proud to work at CHADD
- 20 People will have completed our accredited learning offer
- Learning compliance is at 90% or above
- Over 15% of our colleagues are from an ethnic minority

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Resilient Organisation:

- Rent collection 98%
- £1m In additional homes for move-on model
- £1m Investment in new homes
- £1.5m Investment in existing homes

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RE-AFFIRMING OUR VALUES

WE TAKE PRIDE IN...

- Investing in the people of Dudley
- Being valued by the people we serve
- Taking care of our team
- Applying a clear Christian ethos
- Being pro-active & positive in changing policies & how services work
- Being a committed partner

WE...

- Believe that everyone deserves a safe home & a chance to thrive
- Believe in the best of people and in their potential
- Believe in the local voluntary sector
- Are passionate about combating injustice & abuse
- Are always learning



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