



Our formula for  
**the future**



# Business development & influence

We want to do more for our customers and the region so we will look for opportunities to continue growing and developing. We will also influence those we work with across the region to benefit our customers and make a positive difference around housing.

## This means



- Growing and developing Futures 'organically' through new customers or offering new services to existing customers.
- Exploring further growth opportunities through partnerships.
- Reviewing the distribution of our homes to help us become more efficient.
- Speaking up for our customers and their needs, promoting the value of social and affordable housing and securing positive media coverage.
- Working closely with the local authorities in Amber Valley, Erewash and West Northamptonshire around their housing strategies, new developments and housing management.
- Further enhancing our work and services through effective partnerships with local authorities and other organisations.
- Helping to secure more homes and improving services for our customers by working with the new devolved administrations in Derbyshire and Nottinghamshire.
- Supporting the new national requirements for professional housing qualifications with Access Training.
- Creating a social value plan for supply chain investment into our communities.
- Working with and influencing regional organisations such as the National Housing Federation, Chambers of Commerce and CBI.

## Key measures



### To track our progress and ensure that we stay on track we will:

- Aim to meet at least three times a year with key local authorities to help enhance partnership working.
- Measurably improve how key stakeholders view Futures over the lifetime of the corporate plan (with surveys where necessary).
- Have clear objectives for each growth or partnership opportunity that we track and report on.