

TAFF

Great Homes and Places





Our Vision

Our vision is to provide great homes and services and enable communities to thrive.

A thriving community is a place that people are proud of; homes are safe, warm and of good quality, and the wider community is safe, clean, green and sustainable. Equality, diversity and inclusion are valued.

We are entering our 50th year of operation with ambitious plans!

This plan sets out our clear intentions to provide homes people can be proud of, to put people at the heart of everything we do and to be a force for good in our communities. It is rightly aspirational and sets out our ambitions for the future.

Over the next 5 years we will be focused on delivering:



Safe and secure, warm homes



A supply of homes that is closer to meeting needs



An excellent customer experience



An organisation that reflects the diverse communities we serve



A financially strong, well governed business



Better systems, data and insight

Where we've come from

**Taff was founded in 1975
making 2025 our 50th year!**

So much has been achieved in that time but the need for more homes and good quality support services are just as, if not more prevalent today. From our first homes in Ethel Street, Canton our ethos has been to develop places with people, not profit in mind.

50 years on, we now own and manage almost **1,600 homes** across Cardiff, giving over **4,000 people** somewhere to call home. We also provide support services to over **1,000 people** across South Wales.



Where do we go from here?

We're determined to deliver great quality homes and services by being an excellent social landlord and one of the best providers of high quality, affordable homes and support services.

We are committed to supporting communities to thrive by delivering our services with kindness and empathy and will continue to deliver our services in a psychologically informed way.

We won't shy away from helping people tackle tough issues like unemployment, poverty, domestic abuse, poor mental health and anti-social behaviour.

This is a bold, aspirational Plan that builds on what has been achieved over the last 50 years, setting ambitions to achieve even more during the next five years.

Our vision is ambitious, and we all know life is complicated!

Lots of what happens can feel outside of our direct control. Our strength and resilience will enable us to respond to the challenges that will undoubtedly come our way over the next 5 years.

So, we want to keep things simple by having three areas of focus that will help keep us on track to achieve our overall ambitions.





Homes

Customers



Performance & Resources

These 3 areas provide us with the foundations to deliver excellent homes and services with a clear focus on the customer experience whilst ensuring we are financially secure.

We will enable and support colleagues at Taff to focus on doing things well and ensure everything we do is aligned to relevant legislation, regulation and best practice.

Looking ahead to 2029, we aim to;

Provide safe and secure, warm homes



Deliver an excellent customer experience

Deliver a supply of homes that is closer to meeting needs



Be a financially strong, well governed business

Be an organisation that reflects and meets the needs of the communities we serve



Have better systems, data and insight

Homes

This is all about providing homes Taff tenants can feel proud of, a safe and warm place that makes a positive contribution to health and wellbeing.

A place to start, live and age well. We will also continue to build new affordable homes to tackle the chronic housing shortage here in Cardiff. Our homes will be greener, and we will aim to meet the needs of the diverse communities we serve.



What we're aiming for;



A supply of homes that is closer to meeting needs

- New homes that people are proud to live in built all to meet sustainability standards – warm, efficient and with no gas boilers
- A mix of homes of different sizes to meet the diverse needs of our communities



Safe and secure, warm homes

- Homes that are compliant with all building safety and landlord health and safety requirements
- Improved energy efficiency providing affordable warmth
- Effective and customer focused maintenance and repairs services that meets tenant expectations
- Proactive and effective arrangements in place to identify and address damp and mould



Customers

Our focus in this area will be on how we provide all our tenants and services users with an excellent customer experience.

We will continue to 'un pick' over complicated processes that get in the way of delivering a great service by making better use of technology. We will bring together reliable data and meaningful customer insight to help us to make better decisions.

We will continue to build on our ambitions to be truly inclusive, delivering services which reflect and value the diversity of the communities we serve.

Our focus will be on;



An excellent customer experience

- A strong and visible local presence with named points of contact, our colleagues know our customers, and are a friendly face in their community
- Customers are heard and that their lived experiences shape and influence our services
- To provide accessible, easy-to-use digital services that make it easy and satisfying for customers to engage with us, offering greater choice and control We'll support customers by investing in tenancy sustainment, homelessness presentation, financial resilience and specialist support
- Improve our use of data and insight to anticipate customer needs



An organisation that reflects and meets the needs of the communities we serve

- Services which reflect and value diverse communities
- A diverse and inclusive workplace and culture
- Work proactively with communities and partners to champion equality, diversity and inclusion
- We will use our power for good, seeking to influence decision makers
- We will invest in people and their communities to tackle poverty and promote opportunity and provide support and advice when it is needed.
- We will work with partners and the community to make sure our communities are safe places to live with accessible and integrated services.



Performance & Resources

A financially strong and resilient business is going to be key if we want to achieve our ambitions.

We want to achieve value for money by making every penny count, making sound investment decisions based on accurate and up to date data, alongside knowledge about what matters locally.

We want to be ambitious with our approach to adopting digital technology where it can help us provide better services.

Our focus will be on;



Better systems, data and insight

- Continue our digital transformation making sure we have the right technology to support colleagues to deliver great services
- Enhance the governance, management and quality of data to facilitate better decision making and insights
- Update and develop IT systems to reduce the risk of cyber-attacks and provide a better customer and colleague experience



A financially strong, well governed business

- Financially resilient in both the short and long term
- Excellent standards of governance which meet all statutory and regulatory requirements
- A sector leading and mature approach to risk management that guards us against threats to our business and customers and deal effectively with uncertainty
- Invest wisely using effective procurement for the benefit of customers, now and in the future
- Empowered colleagues who have the skills and support they need to deliver
- Proactively manage opportunities to work in partnership with others where it will deliver clear benefits to our customers



Creating a values led culture

We will be relentless about making sure our actions uphold and represent our values. Colleagues are clear that how we do anything is how we do everything!

We'll work collaboratively with colleagues to shape the culture we want to work by and continue to embed this throughout the business. Our focus will be on building a great place to work with a supportive and inclusive culture that reflects the diversity of our communities.

We want our colleagues to love what they do at Taff.

Adopting new technology will improve colleague effectiveness enabling them to focus on working with our customers in the community.

We'll be really clear about our expectations of colleagues and what they can expect from us in return.

TRUST	AMBITION	LEARNING	KINDNESS
We do what we say we'll do and keep our promises	We think big	We learn from our mistakes	We don't put off dealing with difficult issues
We listen, understand and are empowered to make the right decisions	We always put customers first	We think about the implications of our actions	We never judge and always show compassion
We lead by example	We actively respond together to tackle all forms of hate and discrimination	We consciously adapt our behaviours to address our own biases	We treat everyone with respect and dignity



This plan gives us a foundation for what we aspire to achieve over the next five years.

As much as we aim to be aware of and manage the risks we face, we have no doubt there will be challenges and changes that are out of our control that may have an impact on the plan.

To support the delivery of this plan, we will update and/or publish strategies that provide the detail of how we intend to achieve our objectives, and we will work with our customers to develop appropriate ways to report on our progress that is meaningful and accessible.