

Our Strategy



We build homes, create communities and transform lives

We are an ambitious, innovative not-for-profit organisation providing housing and related services to people in South Wales.

We are passionate about making a difference and helping everyone make the most of their strengths.

Our Group includes Celtic Horizons Ltd which, in partnership with Mears, looks after all our property services. Our subsidiary Harmoni Homes Ltd builds affordable homes and homes for sale.

We provide a range of accommodation including Extra Care and supported housing and are committed to working in partnership and collaborating with local authorities and Health to provide specialist projects that help people with their wellbeing and encourage independent living in the community.

We currently manage almost 6,000 properties across 11 local authorities and in the last five years have built more than 1,000 homes and we intend to build between 1300 and 1500 in the next five.

We are ambitious about how we can help people to live their best lives, tackling poverty and providing secure homes alongside support and opportunities for the communities where we are proud to work.

Our strategy lays out how we deliver and measure success at United Welsh.

1 We make a difference and deliver service excellence by putting our customers at the heart of everything. This means that:

- Our customer insight informs everything we do so we can tailor our services and respond to their needs.



- Our systems enable our customers to contact us however they want and easily access all the services we offer in an increasingly digital environment.



- We are committed to providing value and constantly challenge how we deliver our services.



- We maintain our assets to the highest standards, ensuring they are fit for purpose and viable both for us and our tenants.



2 We make a difference and deliver for our communities by leaving no stone unturned in tackling poverty, providing new opportunities and helping people maintain their tenancies and thrive. This means that:

- We provide employment for our tenants working with both social and commercial partners to create opportunities for paid and unpaid jobs and training programmes.



- We deliver new homes of the right type in the right location that are energy efficient and easy to maintain.



- We create an environment where people feel secure, are accountable and are confident to ask for support.



- We work in partnership with like-minded organisations to strengthen our communities, improving health and wellbeing.



3 We make a difference and deliver for our organisation by working together in trusting relationships, skilfully managing our resources and embracing modern technology. This means that:

- Our people work together efficiently, enjoying increased wellbeing and job satisfaction.



- Our finances are well managed and deliver a healthy surplus, and the services we provide achieve their targets.



- Our technology enables our people to embrace a modern way of working and develop their digital skills and knowledge.

