



Wythenshawe  
Community Housing Group

# Our Purpose and Principles

# Our Purpose - Why we exist

Our purpose is to provide good quality homes and services to our tenants and leaseholders and to play a leading role in creating safer, healthier communities.

## Our Nine Guiding Principles -

### 1. Put tenants and leaseholders first

We will prioritise the safety and interests of our tenants and leaseholders over those of other stakeholders, recognising that as a housing association they are our primary customers.

### 2. Respect the diverse needs of our customers

Using customer insight, we will tailor our services to respect the diverse needs of our tenants, leaseholders and other customers.

### 3. Develop and support our community directly and through partnership

We will go beyond providing our landlord services by developing and supporting our community both directly and by working with any partner who is committed to helping our communities be places of growth, optimism and kindness.

### 4. Be a leading custodian of Wythenshawe's green spaces in line with its 'Garden City' heritage

We are committed to there being sufficient green space in Wythenshawe, space that can be accessed and enjoyed by everyone. We will do this both directly using land that we own and by supporting the work of our partners.

### 5. Invest in homes and reduce our carbon footprint

We will invest in improving the quality of our current homes and in building new homes for future tenants and leaseholders, and we will proactively reduce our carbon footprint in line with our commitment to support Manchester's carbon reduction targets.







# to deliver our Purpose we will

## **6. Balance the interests of current and future generations**

We will balance the interests of current and future generations by considering the short and long term impact of what we choose to do, or choose not to do, on current and future tenants and leaseholders, the wider community and on other stakeholders including staff, partners, funders and regulators.

## **7. Invest in an inclusive staff team**

We will invest in the health, wellbeing and personal development of our colleagues, who we will reward fairly and empower and trust to deliver their best work for the benefit of the Group, tenants and stakeholders. We will promote WCHG as an inclusive employer of choice where colleagues' differences are recognised as strengths in delivering our purpose.

## **8. Be financially resilient and strong**

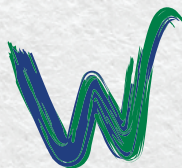
We will improve our financial resilience as one way of retaining control over our destiny and so ensuring we can continue delivering our Purpose for the benefit of tenants, leaseholders and the communities in which we work.

## **9. Have a business head and a social heart**

We will run our business efficiently and effectively and we will review all our services to ensure we deliver value for money in everything we do. This will maximise the resources we can invest in providing good quality, good value services for current and future tenants, leaseholders and their communities.







Wythenshawe  
Community Housing Group

Wythenshawe Community Housing Group  
Wythenshawe House  
8 Poundswick Lane  
Wythenshawe  
Manchester M22 9TA

**e:** [customerenquiries@wchg.org.uk](mailto:customerenquiries@wchg.org.uk)

**t:** 0800 633 5500

**t:** 0300 111 0000

**[www.wchg.org.uk](http://www.wchg.org.uk)**