



Our new organisation connects two successful housing associations. It connects the ideas, energy and commitment of over 600 colleagues across Herefordshire, Shropshire, Gloucestershire and Worcestershire. It connects our financial strength and buying power, helping us to deliver more projects, for more people, in even more places. And it connects our colleagues to more potential in a larger, well-resourced business.

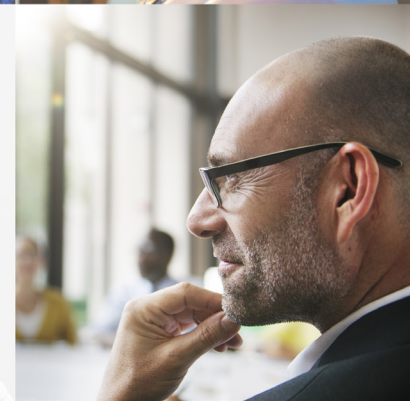
Our new organisation connects our customers to a wider choice of homes and a broader range of services. It connects them to more training and opportunities to learn, grow and develop. It connects them to other people, breaking down barriers and increasing inclusion.

Our new organisation connects people with the places they live, helping build and sustain caring communities. And we reach out and connect with partners, working

together to deliver more services and support, wherever it's needed, and to whoever needs it most.

Supporting people, creating homes and communities and building partnerships... this is what we do. We connect everything together to create places where people can reach their potential.

We are Connexus



Creating places where people can reach their potential

Formed in June 2017, Connexus brings together the resources, energy and ambitions of two successful housing groups: Herefordshire Housing and Shropshire Housing Group. Individually, each has established a reputation for delivering high quality homes and support services which encourage a sense of well-being and belonging in their communities. Coming together as equals, we are well placed to leverage our combined buying power and expertise to connect more people, to more opportunities, in more communities across the rural West Midlands – and beyond.

With over 600 employees and a combined portfolio of some 10,000 homes, we support people, create places, and work in partnership with like-minded providers to help our customers reach their potential.

A shared objective – a coming together as equals

We both believe that everyone should have choice and access to high quality homes, services and support which help them to achieve their goals and ambitions. We are both committed to developing services which are informed by customer needs and their ability to pay. We both believe in a seamless, co-ordinated approach which delivers efficiencies and excellent value. We both share a long-term commitment to sustaining local communities. And we are both focussed on doing the right thing, at the first time of asking. Connexus therefore represents a partnership of equals. Providing strategy and direction to our individual brands, we are helping forge a robust and ambitious organisation which is far stronger than its component parts and which has broader services, greater depth of insight, and wider reach and influence.

Why connect our two organisations?

By connecting like-minded people with similar ambitions, we can be simply, bigger, bolder and better able to meet the changing needs of our customers and the challenges of the housing market. These challenges are many, ranging from the reduction of housing association rents and the impact of Right to Buy through to sweeping welfare reform and a shift in responsibility from the State to the individual. Putting pressure on our resources, these are all big issues, demanding a big response from a larger, robust and better resourced organisation. Together, we are able to maximise financial strength, funding opportunities and the expertise of our people to better meet the needs of our customers, communities and, of course, our own colleagues. The result is a more diverse, profitable and efficient business which not only provides and manages a wider range of quality homes and services, but is also able to ensure ongoing investment in people and places. As a connected organisation, we are able to deliver the best outcomes for customers and communities.

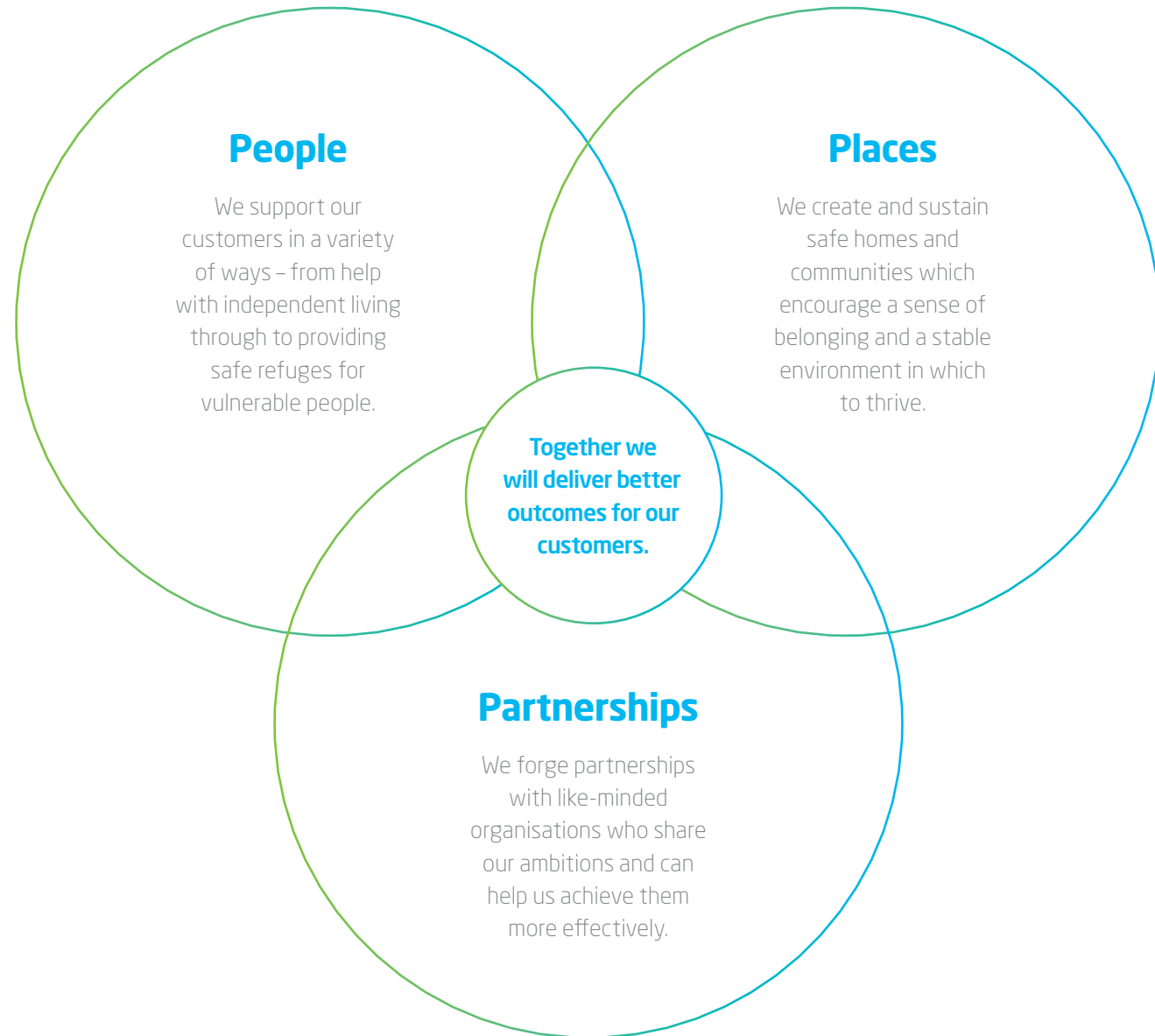
Importantly, we are committed to providing high quality services which meet very local needs and which local people identify with. For this reason, we continue to operate under our existing, individual brands: Herefordshire Housing Limited, South Shropshire Housing Association, Meres & Mosses Housing Association, Total Response Limited, Floreat Homes and Independence Trust.

Our scope and reach – more than just bricks and mortar

Our core function lies in providing and managing homes. Together we have over 10,000 homes in management across Herefordshire and Shropshire. This represents some 4% of the regional total, and we aim to increase this through a programme of acquisition and new build. However, we offer far more than just bricks and mortar. We offer a range of tenures and services which aim to connect people to homes, to opportunities, and to their communities, and these reach into Worcestershire, Gloucestershire, and beyond.

What we do

Our purpose is to create places where people can reach their potential. We have three key pillars which help us achieve this.



People

A place for everyone

We are here for everyone – from homeless and vulnerable people to those seeking work. We look to give people the skills and support they need to feel a sense of independence and belonging and to enjoy life to the full, however complex their individual needs. Everyone has a place. This of course means providing access to affordable homes, but it also means ensuring we're there with services which connect people to opportunities and help them reach their potential. Our shared experience and expertise helps us deliver more ambitious and far-reaching programmes which touch the lives of local people.

Connecting people to opportunities.

We...

[Help vulnerable people to feel safe](#), included and be able to enjoy a positive life experience.

[Help people to develop vital life skills](#) and we have developed a range of initiatives to help local people learn skills which can help them at work.

[Help people feel included](#) and we're committed to tackling social isolation

[Support parents and families](#), helping parents cope with the challenges and pressures of family life

Help people get more out of our services.

Always approachable and available for local people, we've also developed specialist services to provide extra support.



Places

Homes at the heart of communities

When we say 'places', we mean homes, communities and even whole regions. We are committed to building on our reputation for place shaping, and as a combined organisation can deliver a stronger and more diverse development programme for creating homes and sustainable communities where people feel safe, inspired and at home. We do this through on-going building and maintenance works, and by connecting local people to ideas and initiatives which encourage better places to live and work. By sharing resources, we have even more financial strength to help us achieve our ambitions.

Connecting people to their communities.

We...

Provide houses. Our core business is about helping local people in need have access to a place they can call their own.

Re-invest profits in affordable homes and over the next 5 years, we will build a number of new homes for sale on the open market, generating profit that will be re-invested in affordable housing.

Lead in lettings. Both Herefordshire Housing Group & Shropshire Housing Group have made significant contributions to housing customers across the two counties. As a combined organisation, we are looking to build on this and maintain our status as a leading lettings provider.

Improve homes and are committed to maintaining high standards in our homes, and do so with a responsive maintenance service and a rolling programme of investments.

Transform communities by creating strong communities that help create a sense of security, stability and belonging which can help transform experience and lives.

Re-generate areas, like our £30m transformation programme of works at The Oval in Hereford. Developed in close consultation with residents and creating 250 new homes, it represents one of the largest regeneration projects in the region.

Involve communities, through a wide range of initiatives for local people.

Support 'sustainable' by being committed to the long-term and to the environment. We work to demanding design and environmental standards.



Partnerships

Building futures together

Already combining the strengths of two successful organisations, we're even stronger when we connect with like-minded and equally committed people and organisations. That's why we always look to work positively with a wide range of partners in the public, private and voluntary sectors, using our financial capacity and purchasing power to support, develop and sustain local supply chains wherever we can. By harnessing our energy we're better placed to tackle even the most pressing social and economic challenges.

Connecting like-minded people and organisations

We...

[Work with our tenants](#) and we have a community-led approach which involves people in housing developments and decisions.

[Involve the community](#), looking to build houses under a community led approach which involves local people at every stage, including key decisions.

[Work with charities and local organisations](#), who are performing great work, and we can provide the support and platform they need to reach even more people. That's why we join forces with a wide range of local third sector and other agencies.

[Work with healthcare organisations](#) where there is real pressure, and there's a greater need for services which provide healthcare support at a very local level. We work with partners to bridge this gap.

[Work with local businesses, education providers and skills agencies](#) to create opportunities for our communities. These include JobCentre plus and liaising with schools and colleges to develop training which benefits our tenants. We also encourage local businesses to take on employees and apprentices – and we take on many across our own businesses too!

[Work with key strategic partners – regionally and nationally.](#)

We have a proven and long-standing commitment to multi-disciplinary working, and enjoy strong and productive alliances with key strategic partners, particularly Herefordshire and Shropshire County Councils and other housing providers who operate in our areas. We also aim to contribute and influence the wider debate by forging partnerships with many national organisations.



We also have a fourth and understated P

Profit for purpose

Although we are a non-profit making organisation, we do generate revenue from a number of key activities, including grounds and home maintenance for private individuals and businesses as well as home building on the open market. Our focus is on delivering good quality at great value, and we channel all of our profit into our goal of creating places where people can reach their potential. In other words, we invest all profit in supporting people and creating great places to live and work.

How we work

We are all connected by common values and a commitment to learning, improving and growing. Most of all, we are focussed on having a positive impact on local lives. This is reflected in our key PRIDE values:

Passionate

We care deeply about our work and our customers, and take pride in serving people and communities. This shows in our energy, enthusiasm and commitment to going the extra mile, and to building for the future.

Respectful

We deal with people of all ages, all backgrounds, all needs and requirements and we treat everyone fairly, considerately and as equals.

Involving

We develop services for people, making sure we listen to what they need and involve them all the way. We learn from our experiences and always look to grow and develop together.

Determined

When we start something, we see it through. We're decisive, focussed, tenacious and work around challenges to find the best outcome.

Effective

We aim to get it right first time and to do the simple things well, because that sets the standard and everything else follows. We deliver.



The brands within Connexus

Connexus brings together a number of subsidiary brands under the group umbrella. We recognise the strength of these brands in their local areas, and the benefits of retaining their identity. As they are well-known and trusted by our various customers and clients, we therefore propose the following;

Herefordshire Housing will continue to use its existing name and brand identity when delivering housing and related services within Herefordshire.

South Shropshire Housing Association and Meres and Mosses Housing Association will continue to use their existing names and brand identities when delivering housing services in Shropshire. Similarly, Total Response will continue to deliver property maintenance services in this area.

Independence Trust will continue to use its existing name and brand identity when delivering care and support services across Herefordshire, Worcestershire, Gloucestershire and Shropshire.

In other words, while Connexus will literally connect us all together, enabling us to be bigger and better, all our frontline services will continue to be delivered by the organisations that our individual customers have come to know and trust.

The brands that are part of Connexus are;

Housing Associations

Herefordshire Housing
South Shropshire Housing Association
Meres & Moses Housing Association

Development

Floreat

Repairs and Maintenance

Total Response

Care and Support

Independence Trust
Homelife

Non direct services

Rise Partnership Developments Ltd
Enterprise4 Limited
Herefordshire Capital plc
Shropshire Housing Treasury Ltd
Shropshire Housing Ltd

