



Our Plan
2025 – 2030

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Introduction

We are more than a housing provider

We want to have a positive impact on our communities and the people who live in them. We believe we can do this by providing high-quality homes, contributing to great communities and working towards a sustainable future for all.

We are tenant focussed

Our tenants are at the heart of what we do. By living up to our values with a good understanding of our tenants' diverse needs, we can provide services that have a positive impact.

We seek to innovate, never satisfied with the status quo

We search for solutions and new ways of working to overcome the challenges faced by our tenants, communities and partners.

We are well governed and financially strong

We aim to maintain the highest financial strength and governance rating from the Welsh Government. This means meeting the standards in all matters relating to careful financial planning, including financial control and risk management.

Our 'Why'

We take immense pride in providing quality homes, fostering vibrant communities that we are all proud to be a part of. Across our four Corporate Plan themes we believe we can contribute positively to our communities for the benefit of our tenants, colleagues and the communities we serve.



Sustainable Homes

Creating homes where people can thrive

We will:

- Provide and manage great homes that meet the evolving needs of our customers
- Support people in their homes to maintain successful tenancies

What this means to us

We will provide warm, energy-efficient homes to our customers with the aim of sustaining successful tenancies.

We commit to developing new homes to the highest standards that address wider community need in line with Welsh Government priorities. We will invest in our homes to create spaces that our tenants can be proud of.

We will involve our tenants in the re-design of any services, remembering the person at the centre of every process.





Sustainable Communities

Communities achieving their full potential

We will:

- Use our assets, resources, and opportunities to benefit local communities in meaningful ways
- Work with our partners to create places in which people are proud to live

What this means to us

We will work with tenants to better understand their needs, ensuring their voices are heard and reflected in our service provision.

We will work with our key partners and contractors to provide tailored programmes and activities in schools to encourage an interest in biodiversity and careers in housing. We will be focussed in our use of targeted recruitment and training initiatives to encourage job creation, green skills development, and construction opportunities.



Working alongside our partners we will make sure that community benefit money is invested in the right areas, driven by clear and informed community plans.



Sustainable Planet

Changing our behaviours today for the generations of tomorrow

We will:

- Make bold decisions on our carbon neutrality journey
- Achieve our environmental impact ambitions by working alongside our tenants and communities

What this means to us

We will seek to decarbonise our homes through our own sustainability strategy in line with Welsh Government policies.

We will improve our homes to the highest achievable standard, ensuring they are safe, energy- and cost-efficient so that our tenants enjoy better standards of living.

Sustainable Business

Working together for a brighter future

We will:

- Operate as a strong, financially sound business, driven by colleagues who feel valued and deliver excellent customer service
- Transform our business by building on brilliant basics to continuously improve

What this means to us

Working together, we will foster an inclusive and ambitious organisation driven by colleagues who care deeply about our shared values and vision.

Through rigorous financial and regulatory management we can ensure a business fit for the future, open to growth and capable of weathering any storms that may come.





www.taitarian.co.uk



Head Office

Tai Tarian, Tŷ Gwyn,
Brunel Way, Baglan Energy Park,
Neath Port Talbot, SA11 2FP