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Our Vision and Values



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Our BCH board sets the strategic direction for the company, taking into account the context set by Blackpool Council along with external factors. The management team and staff are responsible for delivering this strategy.

The board agree our vision and values and have set a number of priorities which continue to guide the organisation and the direction of the business over the next 5 years. To help achieve our vision of "inspiring people to build better communities" we have identified a number of values and behaviours;

We will go about our work with:

- Integrity and honesty
- A clear accountability organisationally and individually
- A focus on being a caring organisation
- An aim of empowering staff and customers
- An objective of building aspiration

The behaviours that will help drive change include:

- Listening
- Being positive and energetic
- Being creative and innovative
- Working in collaboration
- Being enterprising
- Taking a pride in working for BCH
- Being fair
- Showing respect and compassion





Our priority areas for the next five years are:

- To be an excellent provider of housing
- To manage and maintain our stock to a decent standard
- To be an efficient and effective business
- To assist our customers to enter work and training
- To use our community development role to improve neighbourhoods
- To improve our neighbourhood environments
- To make sure we use our BCH expenditure to support our other priorities
- To work in partnership and engage others in our priorities
- To create new housing choice

For an overview of our priorities for the forthcoming year please take a look at our [Business Plan 2020/21 here](#).

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