we are aspire



we build / we train / we support : we are aspire

Corporate Plan 2016-2021

Our Vision – Building Better Futures

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We are three businesses: Aspire Housing, PM Training and the Realise charity. Together, we blend commercial expertise with social purpose and revitalise communities by providing homes, training, employment and support.

We are focussed on building better futures, together we are...



Aspire Housing is a leading housing provider, place shaper and property developer. We are a financially strong business.

Profits are reinvested in new homes, in revitalising communities and in a comprehensive range of innovative support services, designed to transform lives.



PM Training is a leading training provider and social enterprise. We are experts in preparing young people for work, supporting adults into employment, creating practical apprenticeships, helping organisations to up skill their workforces and enabling local areas to thrive.

Our Homeworks and Artworks activity provide learners with unrivalled hands-on work experience and deliver services for other organisations.

PM Training is the largest provider of apprenticeships for young people in Staffordshire.



The Realise charity is the Aspire charity. With gift aid from PM Training and donations from local people and business, our charity provides valuable support to help young people to progress in their personal development, education and gain employment.

We help people to overcome barriers to skills, employment and health, and provide targeted support for disadvantaged communities.

Click here to watch the journey of Aspire

Our Vision 2021 'Building Better Futures'

By 2021 we will be:

- Be recognised by industry experts as an exemplar of best practice nationally
- Be successful in building new homes and in creatively managing our existing portfolio
- Be digitally-led, seamlessly using technology to enhance communication, drive efficiencies and improve customers' experiences across all of our businesses
- Be known as much for our smart professionalism and agility, as for our ability to raise aspirations, transform lives and help communities to prosper
- Be recognised as a great place to work

Our Values

We know that our values have a major influence on our people and their behaviours and attitudes. We are committed to ensuring that our values are fundamental in helping our staff decide on the right course of action in all circumstances and with all stakeholders.

We know that aligning the behaviours and attitudes to our stated vision and purpose is one of the key levers to successfully creating the right culture.

we are ambitious

We think beyond the usual limitations of conventional thought because we believe it moves us forward in our ambitions.

Through building better futures we encourage everyone to go the extra mile for our customers and communities, remaining respectful of the role we play.

By being bold, we inspire ourselves and others to do more than they, or we, might have thought possible.

we are **Creative**

We work together in creating solutions that are original and impactful. We share knowledge and best practice to achieve success.

We treat each other with respect, regardless of status. We constantly strive to break down barriers by sharing ideas and best practice with each other.

Building better futures through developing creative solutions for our customers, partners, colleagues and communities.

we are collaborative

We work together to a common purpose to achieve great things for all. We work together with passion and energy to move things forward.

We are approachable experts who know what we are doing and love what we do. We recognise the power of transforming services through engagement and collaboration with our customers and communities. Building Better Futures through collaboration, partnerships and teamwork.

Click here to watch our values being created

Our Strategies 2016-2021

In challenging times, we know we need to be smarter, slicker and simpler in order to achieve our corporate vision. Against this background, each of our three businesses has developed its own bold and energetic growth strategy.

Aspire Housing (click here to read the full Aspire Housing strategy)

In summary by 2021 we will be:

- A stronger business with increased capacity for growth of services and new homes
- Broadening our geographic area of operation and customer base
- Seeing positive results from the investments we have made in our existing homes and communities
- Providing products and services that are shaped by customers, influenced by market conditions and demonstrably delivering value for money
- A smarter, slicker, simpler business and exemplar of best practice
- Working as one with PM Training and the Realise charity to maximise opportunities for income generation and local impact

PM Training (click here to read the full PM Training strategy)

In summary by 2021 we will be:

- A profitable £10m turnover business
- Operating with a wider base of schools and in more geographies
- Recognised for our excellence in preparing young people for employment
- Increasing our range of apprenticeships and workforce development programmes
- Growing our Homeworks and Artworks services
- A smarter, slicker, simpler business and exemplar of best practice
- Working as one with Aspire Housing and the Realise charity to maximise opportunities for income generation and local impact

The Realise charity (click here to read the full Realise charity strategy)

In summary by 2021 we will be:

- · Increasing the number of people we support into work and training
- Helping local people overcome barriers, in particular, hard to reach school leavers, to become more confident, independent and self-reliant
- Enabling people to access digital services
- Improving neighbourhoods through creative artwork and environmental improvement
- A smarter, slicker, simpler business and exemplar of best practice
- Delivering approaches to improving health and well being in our communities
- Working as one with Aspire Housing and PM Training to maximise opportunities for income generation and local impact

In the lifetime of this plan we will be judged by the manner in which we deliver on our promises. In order to build better futures we will have been ambitious and creative and we will have done so with the needs of our current and future customers in mind, whose feedback and engagement with us is central to our actions.

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