

Helping homeless people to sustain an independent living is the very essence of our business. Today's housing providers need to adopt a more holistic approach that helps people to meet their life needs. Joining **iN business for neighbourhoods** will help us along that journey as part of our commitment to excellence in service provision to customers, within a localised context.

Nigel Parrington
Chief Executive
Salvation Army

Images:

Front Cover: Look Ahead
Housing and Care

Back: St. Basil's, iN biz
Customer Engagement
Award Winner 2005

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iN business to support people

Supporting Each Other



**NATIONAL
HOUSING
FEDERATION**

If you are a care or supported housing provider, you may offer a few homes in lots of neighbourhoods. **iN business to support people** is part of the **iN business for neighbourhoods** identity. It is about showing how valuable housing associations are to local people.

People need all kinds of support as they go through life – affordable rented homes, sheltered housing, short stay housing, floating support and care. Your organisation is a vital ingredient in successful, sustainable neighbourhoods.

We would like you to join ‘iN business for neighbourhoods’ and help build a better reputation for all housing associations.

Supported housing is as important as affordable housing if you’re trying to build a neighbourhood that works for everyone. That’s why we’ve joined **iN business for neighbourhoods**.

Peter Walters
Chief Executive
English Churches Housing Group

What’s in it for us?

Housing associations constantly demonstrate their value to neighbourhoods. They offer innovative ideas and high standards. But collectively they still have a poor image.

iN business for neighbourhoods is about standing stronger together and sharing the fruits of success. By signing up to a shared set of ideas, we can show through our work that housing associations of all kinds are a welcome addition to any neighbourhood.

What would we need to do to join?

iN business for neighbourhoods has two key ingredients – a set of commitments and a visual identity. As a care and support provider you might prefer to use the **iN business to support people** logo.

The commitments are to customers, neighbourhoods and excellence. Any organisation that joins must sign up to them.

The **iN business to support people** logo is a visual demonstration of your commitment. You can match it to your current colour scheme. It should appear on your letterhead, signage or printed material.

All you need to do to join is to write a letter (details at the end of this leaflet).

Will it cost a lot?

Joining **iN business for neighbourhoods** need not add to your budget.

You can consider how you will respond to the three commitments (customers, neighbourhoods and excellence) as part of your normal business planning process.

The logo can be added to your letterhead as it is re-printed, and your signage when it is renewed.

Federation publications and events will also provide you with ideas about how you can work with the values and objectives of **iN business for neighbourhoods**.

If you would like to join **iN business for neighbourhoods**, or have any questions about the programme, contact the National Housing Federation on 020 7067 1030.

 **iN business to support people**

