

Background to ccha

Founded as Croydon Churches Housing Association in 1967, the organisation started by providing 5 homes for families in need. Over the next 50+ years we built our portfolio to provide many needed, affordable homes across the boroughs of Croydon, Bromley, Merton and Sutton. Our active development programme means we will soon have more than 1600 homes, including social housing, shared ownership and outright sales.

At ccha we truly believe in improving people's lives and aspire to have a positive impact on our residents and their communities, not only through providing quality housing but by adding value through additional services which enrich people's lives.

ccha aims to be a local employer of choice and has been accredited within the top 700 companies to work for under the national Best Companies scheme. We are focused and forward thinking, yet grounded by knowledge and experience. We employ over 45 staff who are committed to delivering a high-quality service. We firmly believe that motivated and empowered employees are the key to ccha being the very best in our field, and work to support, develop and reward the people who are helping ccha make a difference.

ccha's Mission

We Enable Staff And Partners To Deliver Excellent Services For Our Residents And Provide More Quality Homes For Our Community.

We're focused, we're forward thinking, yet grounded by knowledge and experience.

Our core set of beliefs, values and a commitment to make a difference is communicated through our vision, mission and values.

ccha's Values

C - Care

We care about our customers, staff and our wider environment

R - Resilient

We are resilient and effective in challenging times

A - Adapt

We adapt and embrace change to achieve our goals

E - Everyone

Our strength is in our unity with everyone playing their part

Our Strategic Objectives

At ccha, we are always looking for ways to do things better. Our corporate business plan sets out our strategic goals for the next five years, to realise our vision of 'delivering on our promises'. The plan has been developed with our customers in mind. Through an extensive consultation programme carried out in 2019, residents told us what they wanted us to focus on.

Strategic objective 1: Resident Standards - *We will have a service which is shaped by our residents for our residents*

Strategic objective 2: Staff and partner engagement - *We will be an employer and partner of choice*

Strategic objective 3: Safety and security responsibility - *We will have an exemplary record of safety*

Strategic objective 4: More affordable homes pledge - *We will be resourceful and innovative to deliver an increased programme of genuinely affordable quality homes*

Strategic objective 5: Value for money offer - *We will deliver a high-quality service with no increase in costs*

For more information on our 5 year business plan, visit <https://ccha.maxmediagroup.co.uk/ccha-businessplan-2020-2025/strategic-objective-5/>

Communications and Customer Investment Department



This team is responsible for ensuring that ccha are achieving efficient and effective services that meet customer and community needs. The team do this by ensuring our residents have the opportunity to comment on our services through proactive and responsive customer feedback mechanisms, improve communication techniques to increase resident satisfaction and deliver initiatives that create sustainable communities to support social and economic conditions. They are also responsible for our corporate communications and marketing as well as the delivery of our sales programme for Private, Shared ownership and London Living Rent.