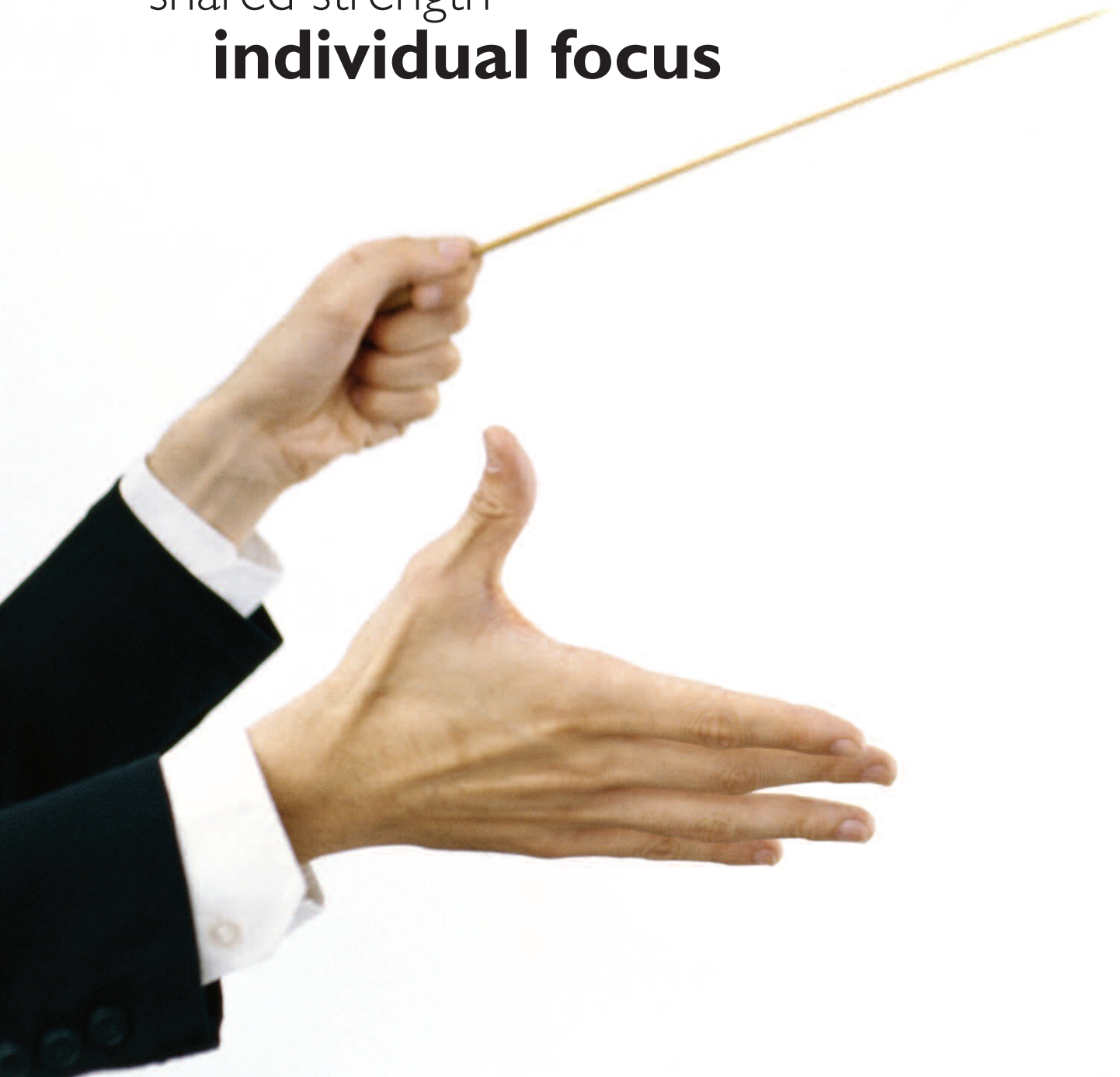


shared strength
individual focus



Scale of growth

With 15,000 homes - and growing all the time - we now deliver services in close to 40 local authority areas, stretching from Herefordshire to Norfolk and from Humberside to Milton Keynes



Group dynamics



Longhurst Group is the parent of a dynamic team of housing companies. We provide affordable homes for rent and sale, together with a range of housing and neighbourhood support services to help create communities where people live positively together.



Group structures are commonplace in today's housing sector but the Longhurst model for affordable housing development and service is far from ordinary. Together, the Group delivers much more than the sum of its individual parts.



Yet there is still more to come as we deliver our mission, "to lead and inspire growth based on providing excellent services."

Key features

For our customers, stakeholders and staff, five key features summarise our approach to business:



People

Our people, and the way we work together, set us apart. The Group and member companies are led by people who are widely respected in the housing sector with the experience of running successful and growing organisations.



We understand individual needs and provide tailor-made solutions that work. Our team of almost 1,000 experienced, professional staff provide a caring, thoughtful service.

Business management

Our shared vision is one of member companies supporting each other and working to:

- Improve services to customers
- Constructively challenge results and methods
- Achieve economies of scale and increased value for money
- Deliver high quality homes and services.

In practice, this means sharing resources and skills across the Group. Each company contributes its own expertise, specialist skills and geographical knowledge to benefit other members.

As a Group, we provide strategic direction and a range of corporate services to support members. This helps us to maximise expertise and avoid duplication and waste. Best of all, this approach frees our members to concentrate on the frontline services.

Partnerships

Through developing effective partnerships, we have grown from a small rural association with 800 homes, to a leading regional group with more than 15,000 properties. Joint ventures and partnership working helps us to pool expertise, share risks, widen markets and manage growth.

Development

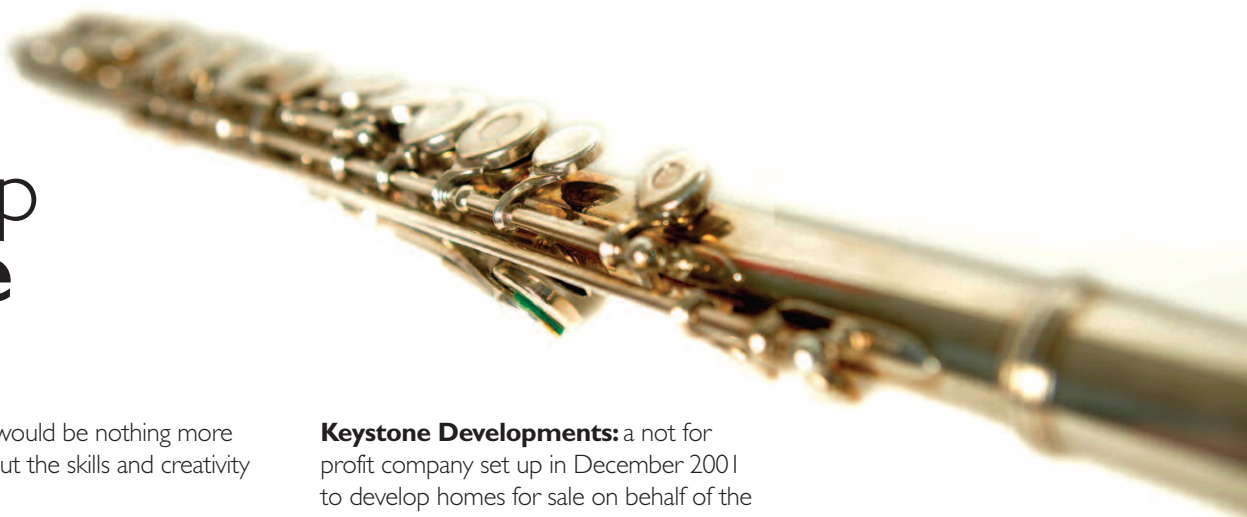
Longhurst Group jointly leads the Blue Skies Consortium, working alongside 17 RSL members. The consortium operates in four Housing Corporation investment regions, and was allocated the tenth largest national grant for the 2008-11 programme to develop affordable homes. The consortium members share expertise in areas such as supported and rural housing.

Neighbourhoods

We actively support the National Housing Federation's iN business for neighbourhoods campaign to create genuinely sustainable communities.



Group forte



Longhurst Group would be nothing more than a name without the skills and creativity of its people.

The Group has successfully built on these combined strengths so everyone benefits and learns from each other. It also means Group members are secure in the knowledge that they retain autonomy to run their own businesses whilst collectively helping to deliver a shared vision.

Group membership

Longhurst Homes: registered in 1971, the association is the founding member of the Group and owns and manages more than 5,300 homes in areas around Lincolnshire, Nottinghamshire and Norfolk

Home from Home: a charitable subsidiary of Longhurst Homes which works with older and disabled people

Friendship Care and Housing: the newest member, joining in May 2006. The association operates mainly in Birmingham, Derby and Chamwood, and owns and manages 3,600 homes. It also provides a wide range of registered care and support services

Havelok Homes: a member since October 2003, the association works in north-east Lincolnshire, Lincolnshire, north Lincolnshire and South Humberside and manages a stock of nearly 1,800 homes. It also acts as a managing agent for Cleethorpes Cottage Homes

Spire Homes: a stock transfer association which received 3,500 homes from East Northamptonshire District Council in February 2001 and also manages 1,250 homes on behalf of Rutland County Council

Keystone Developments: a not for profit company set up in December 2001 to develop homes for sale on behalf of the Group, with retirement leasehold housing a speciality.

With such a breadth of skills and services, our next aim is to meet or exceed even more challenging performance targets to further improve quality of service and achieve greater efficiencies.

Impressive performance

Our latest Housing Corporation assessment awarded us the maximum four green lights and found that:

- The development consortium we lead delivered well above targets
- Surpluses are forecast to grow steadily, enabling the Group to maintain existing properties and to invest in new ones
- There is strong demand for our homes and our Group will meet the Decent Homes Standard well before the deadline
- Group members have good quality boards which have a range of appropriate skills and strong tenant representation
- There is a strong commitment to equality of opportunity throughout the Group
- The Group demonstrates a strong commitment to continuous improvement.





Perfect timing

Longhurst Group members have more time to concentrate on the day-to-day issues that matter most to our customers and partners, liberated by the way we all share key resources



Group composition



In tune with our approach?

If you would like to do business with us and share our passionate belief in creating positive partnerships, then we would very much like to hear from you.

Please call us to discuss the possibilities that a shared future could bring:

0845 30 90 700

To find out more about us first, please visit our website:

www.longhurst-group.org.uk

