

ELDON HOUSING

# STRATEGIC PLAN 2025-2030



eldon housing  
PASSIONATE | PROFESSIONAL | CARING

[www.eldonhousing.org](http://www.eldonhousing.org)

ELDON HOUSING

# STRATEGIC PLAN 2025-2030

**Eldon Housing Association Ltd**

The Office

21 Bardsley Court

174-176 Selhurst Road

South Norwood

London SE25 6LX



**020 8668 9861**

**[info@eldonhousing.co.uk](mailto:info@eldonhousing.co.uk)**

**Scan QR code to visit website**

**[www.eldonhousing.org](http://www.eldonhousing.org)**

# INTRODUCTION

SUSAN FARIDI  
CHIEF EXECUTIVE, ELDON HOUSING ASSOCIATION



**I am pleased to present Eldon Housing Association's Strategic Plan for 2025–2030, a plan shaped by our commitment to providing high-quality homes, outstanding services, and a strong foundation for independence and wellbeing.**

This strategy marks a significant step forward for our organisation. It sets out a clear, ambitious, and achievable roadmap for the next five years, ensuring we remain a resilient, modern, and values-driven association dedicated to the people and communities we serve.

Our tenants remain at the heart of every decision we make. This plan strengthens our promise to listen, learn, and adapt. By introducing the Eldon Standards for both our properties and services, we set a renewed benchmark for quality, safety, and experience. These standards reflect what matters most to our tenants: safe, comfortable homes; excellent customer service; and support that promotes independence, dignity, and well-being.

Over the next five years, we will make significant investment in our homes, ensuring they are safe, sustainable, and fit for the future. We will deepen our commitment to compliance, strengthen our approach to health and safety, and take meaningful steps towards environmental sustainability and carbon reduction.

We will also enhance and expand the services we provide. By maintaining strong partnerships with local authorities, regulators, and sector partners, we will shape services that are effective, compassionate, and responsive to changing needs.

Above all, we will empower our tenants to have a stronger voice within Eldon, within our governance, and in wider local and strategic decision-making.

Our commitment to growth is measured and purposeful. We will explore new opportunities, partnerships, and service models that allow Eldon to thrive while maintaining financial strength and stability. This includes modernising our digital infrastructure, improving our online presence, and exploring innovative approaches to support and care.

Underpinning the entire strategy is our belief that people, both tenants and staff, are the foundation of our success. We will invest in our teams, strengthen our culture, and ensure we have the governance, skills, systems, and resources needed to deliver excellence. By doing so, we position Eldon as an employer of choice and an organisation that leads with integrity, compassion, and clarity.

This Strategic Plan sets a bold direction for Eldon Housing Association. It is a commitment to continuous improvement, to responsible and forward-thinking stewardship of our homes, and to delivering services that genuinely enrich the lives of older and vulnerable people. With the support of our Board, staff, partners, and most importantly, our tenants, we look forward to delivering on this vision and building a future where every tenant feels safe, supported, and proud to call Eldon their home.

---

**SUSAN FARIDI**  
CHIEF EXECUTIVE



# STRATEGIC AIMS AND OBJECTIVES

STRATEGIC PRIORITY

## 1. Property

To protect and enhance the quality of our homes.

### OUR AIM BY 2030

- Establish an “Eldon Standard” to define the minimum physical standards for asset management and amenities across our properties.
- Set a realistic costed plan for achieving the standard
- Develop an asset and investment strategy
- Implement comprehensive robust health and safety plans
- Implement a comprehensive sustainability plan
- Ensure robust and sustainable arrangements for the Care 4 Croydon (C4C) PFI contracts.



# STRATEGIC AIMS AND OBJECTIVES

STRATEGIC PRIORITY

## 2. Services to tenants

To deliver a great customer experience that enhances the quality of life and promotes independence. By actively involving our tenants and tailoring our services to their needs, we will provide high-value services that truly enrich their lives.

### OUR AIM BY 2030

- Establish an “Eldon Standard” to define the service levels we aim to achieve for all user-facing activities.
- Establish a feasible, costed plan for meeting the standards.
- Maintain tenants’ satisfaction with Eldon at 95% or above.
- Achieve and maintain a CQC ‘good’ rating
- Develop and deliver clear programs and activities in care and support to promote independence.
- Maximise opportunities for tenant voices to clearly influence our work and the board’s decisions.
- Ensure the needs and aspirations of our tenants are voiced in local decision-making forums, including health, local authorities, and other relevant agencies.





# STRATEGIC AIMS AND OBJECTIVES

STRATEGIC PRIORITY

## 3. Growth

Expand our services and reach through strategic partnerships, innovation, and development, meeting the needs of older people while maintaining financial sustainability.





# STRATEGIC AIMS AND OBJECTIVES

## STRATEGIC PRIORITY

### 4. People, Governance, Infrastructure and resourcing the strategy

To enhance our people, governance, infrastructure, and resources to ensure Eldon Housing Association is well-equipped to achieve its strategic goals. By fostering a strong organisational culture, ensuring effective governance, and optimising resources and infrastructure, we will support the delivery of high-quality services and sustainable growth.

## OUR AIM BY 2030

- To ensure that the people, infrastructure and resources required to deliver the strategy are in place
- To ensure that Eldon is well resourced and is structured in such a way as to ensure:
  - Financial strength
  - High quality well motivated staff
  - Organisational culture and behaviours
  - Infrastructure
  - Fit for purpose Governance



**Eldon Housing Association Ltd**

The Office  
21 Bardsley Court  
174-176 Selhurst Road  
South Norwood  
London SE25 6LX



**020 8668 9861**

[info@eldonhousing.co.uk](mailto:info@eldonhousing.co.uk)

Scan QR code to visit website

[www.eldonhousing.org](http://www.eldonhousing.org)

**eldon housing**

PASSIONATE | PROFESSIONAL | CARING