

shared strength
individual focus





Longhurst Group jointly leads the Blue Skies Consortium, working alongside 15 registered housing providers. The consortium operates across four investment regions.

signature qualities

A major regional housing group, we own 16,000 homes in more than 40 local authority areas - from Milton Keynes to Hull and Birmingham to West Norfolk. Our size, strength and independence make us attractive to prospective partners.





Our work supporting local authority and tenant partners has achieved two of the biggest ever 'yes' stock transfer votes, and secured millions of pounds to invest in homes.



group dynamics

Longhurst Group is the parent of a dynamic team of housing companies. Each member works together to provide housing, neighbourhood management, care and support services across four regions.

Our origins date back to 1971, when founding member Longhurst Homes was established as a local housing provider. Since then, we've grown significantly - extending operations across several regions and developing strong partnerships and services to meet identified needs.

Collectively, we now employ almost 1,000 people and make a big difference in the areas where we operate. Each member company is autonomous in its own right - having the character, geographical knowledge and expertise to make an individual impact, and contributing to wider operations. For example:

Longhurst & Havelok (L&H) Homes

is a leading regional housing association. Formed in 2009 from the amalgamation of Longhurst Homes and Havelok Homes, L&H manages over 7,600 properties across the Midlands, East of England and Yorkshire and Humberside

Friendship Care and Housing joined our group in May 2006, and provides a wide range of registered care and support services as well as managing homes across Birmingham, Derbyshire and Leicestershire

Spire Homes provides more than 4,800 homes in towns and villages throughout East Northamptonshire and Rutland.

We also play a major part in three specialist property companies. **POD** is a development consultancy, providing technical expertise to local authorities, housing associations and private developers.

Blue Skies Consortium, a partnership of 16 housing providers, develops homes for people with different needs across four regions. And **Keystone Developments**, a subsidiary of Longhurst Group specialises in housing for sale particularly retirement leasehold properties.

Together, our members share core values that describe Longhurst Group's personality. We focus on customer needs and aspirations, value teamwork, embrace diversity and seek excellence in everything we do.

We work in a challenging, but highly constructive environment where members focus on improving services and supporting each other. This collaborative approach sustains a range of benefits, including strong demand for homes, greater business efficiencies, high-quality governance, continued resident engagement and successful partnerships.



We invest thousands of pounds to support local initiatives and neighbourhood groups each year. It's all part of Longhurst Group's commitment to communities.



natural talents

Longhurst Group has grown steadily through careful planning, astute financial control and developing our highly-skilled team. This approach has achieved excellent results during the last year. For example, we:

- Achieved turnover exceeding £67 million
- Exceeded our consortium house-building targets by 50 per cent, with an even more extensive programme now underway
- Secured £81 million in new funding to finance the Rutland stock transfer for Spire Homes and development plans for Longhurst & Havelok (L&H) Homes
- Have continued our strong governance track record, which consistently achieved maximum 'green light' assessments and will stand us in good stead for future regulatory judgements.

Our member companies also work hard to transform communities, and their achievements strengthen the group's collective standing. For example, in 2009:

- We launched L&H Homes to achieve improved, more efficient services and deliver even better value for money
- Spire Homes received one of the highest 'yes' votes ever (87 per cent) when Rutland County Council tenants voted for stock transfer - securing more than £21 million pounds to invest in residents' homes
- Friendship Care and Housing won several new contracts, including the delivery of independent advocacy services for mental health clients in Birmingham
- Longhurst Homes was awarded a full-service Charter Mark just prior to its amalgamation with Havelok Homes

- The Tenant Services Authority chose Spire Homes as one of its 37 local standards pilots
- Friendship Care and Housing celebrated 10 years of Investors in People accreditation.

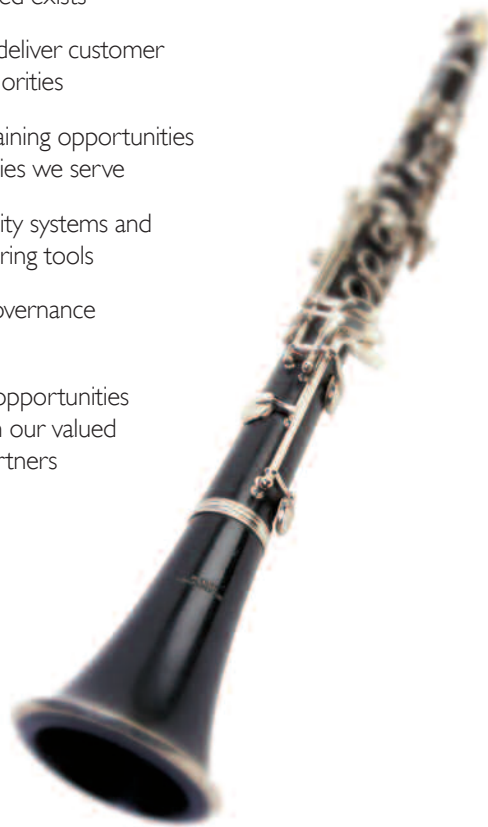
Of course, we won't rest on our laurels; our team is dedicated to continuously improving services and business processes.

As we continue to grow, the group remains focused on the things that matter. Our business vision remains the same -

to lead and inspire growth based on excellence in service provision.

We will make this vision reality by:

- Identifying new markets, products and customers where need exists
- Tailoring services to deliver customer requirements and priorities
- Increasing job and training opportunities within the communities we serve
- Maintaining high-quality systems and performance monitoring tools
- Maintaining strong governance arrangements
- Capitalising on new opportunities as they arise, through our valued relationships with partners and communities.





Our many examples of positive collaboration include management contracts, providing financial or skills-based help to other providers and supporting local strategic partnerships.

harmonious partnerships

Collectively, we help to create communities where people live together. Our strong reputation for partnership working and community leadership continues to flourish, and we will continue to progress new opportunities where these achieve mutual benefit for partners.



group composition



classic chorus



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



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