

where we are next

The next phase of our development focuses upon increasing opportunities to add value by working together:

- We will test shared procurement in legal services provision, publications and PR and other support services
- Continue to facilitate joint board learning and training
- Encourage others to take associate membership with the group to access savings through joint procurement and learning
- Continue to influence and offer expertise and advice with a cross section of key policy shapers within the housing sector
- Share project outcomes to achieve more effective changes in the group organisations
- Generate savings which are then invested in initiatives that will benefit customers focusing on inclusion, worklessness opportunities or social enterprises.
- Provide opportunities to celebrate successes and network with key stakeholders.

look what we have done

We have strived to make a difference by:

- Influencing and supporting change across the housing sector in conjunction with a cross section of organisations
- Challenging procurement initiatives and succeeding in achieving substantial and real savings
- Working with key partners such as 3dks and Fusion 21 to achieve real change in procurement advice and mentoring
- Acheiving the short list for a 'Housing Heroes' award for innovative procurement
- Sharing Board training, development and learning
- Raising the profile with other stakeholders in safeguarding children and equality and diversity
- Sharing projects and processes to assist each other in improving services and reviews including some challenging ones like service charge reviews and Governance changes
- Improving outcomes in our own organisations through evidenced improved performance.
- Providing access to network opportunities for many through our annual celebration and networking event at the NHF conference.

we are Generate

Generate is a strong confident word that implies a constant cycle of innovative ideas and a flow of energy; it focuses on bringing new things into existence and creating better and more innovative ideas.

This is the New Gen message. A group of chief executives wanting to make change happen for customers and staff that is not bureaucratic, entrenched or do things "because we've always done it that way." Instead we offer a fresh, energetic and customer focussed approach that delivers results.

www.wegenerate.co.uk

who we are



Karen Armitage
Stafford and Rural Homes –

a stock transfer housing association, established in March 2006 to manage and improve 5,500 former council homes in the borough of Stafford.



Nick Atkin
Halton Housing Trust –

a stock transfer housing association formed in December 2005 following the transfer of homes from Halton Borough Council. Owns and manages 6,200 homes in the Cheshire towns of Widnes and Runcorn.



John Denny
Chester & District Housing Trust –

a stock transfer housing association set up in November 2000 to receive the transfer of over 6,900 properties from Chester City Council. The Trust currently owns, manages and maintains 6,205 homes.



Bob Taylor
Knowsley Housing Trust –

an independent charitable trust, established in 2002, which owns and manages 13,900 homes in the Knowsley area of Merseyside.



Matthew Walker
Leeds Federated Housing Association –

a registered social landlord formed in 1974 which now provides over 4,000 homes in Leeds, Harrogate and Wakefield.

Generate is strong and confident, implying a constant cycle of better and more innovative ideas, a flow of energy, focusing on bringing new things into existence.

welcome

Welcome to Generate the new name for the former New Gen group.

Generate is an informally constituted group of five Chief Executives who have chosen to develop their leadership skills by learning from each other in a very open, supportive and non-competitive way - what we have come to call 'the group that isn't a Group.'

Since the group first came together in 2004, this bold experiment in trust has helped each of them, in different ways, to become better leaders for their organisation, consequently ensuring better services for their customers.

where we are now

This is an exciting time in the life of the group as we review our reasons for working together collaboratively, the things we have achieved and where we go next.

The new brand Generate is to add strength and focus to the group's commitment to Generate:



Challenges

Look at ways in which we can influence others, help shape direction and challenge long standing practices that are entrenched.

Support

A fundamental values based behaviour within the group that thrives on mutual support through being there, sharing, and providing answers.

Networks

A strong group that doesn't need to be a Group Structure, with wide ranging experiences, networks and links with other businesses to provide optimum opportunities to learn and deliver outcomes.

Knowledge

By sharing our experiences and knowledge, change can be achieved, challenges addressed and services improved. The emphasis is on 'Leading by Learning' providing a font of knowledge that can quickly address key problems.

Ideas

Sometimes we want to be the lead in setting up new ideas, and facilitating change. As a group best practice is shared, ideas are generated that focus on real improvements for more of our customers by using new avenues to save money, increase quality or add value.