

Message from our Chair

Moving Forward



“I am proud to be Chair of an organisation that has creating opportunity at its heart.”

A home is one of the most important things in life. It is shelter, warmth and comfort. Peace of mind for the present, great memories for the future, a place that inspires opportunity. A secure home in a successful, diverse community extends opportunity.

Poplar HARCA believes everyone should have a place that they can proudly call home.

Since 1998 we have created spaces that put opportunity at their core: transforming homes, supporting schools and partnering with health services. We've attracted enterprise, new business and investment. The people living here are happier, healthier and are participating in making this area the best it can be.

We have a common-sense approach: A tried and tested formula which has helped to make our area somewhere people want to stay in and want to come to: somewhere to make a home.

87% of our tenants in the 2015 survey said they are satisfied with our services. This continues a journey of year-on-year improvement. This strategic plan outlines how we will be working even harder in the next five years to keep moving forward. To work with the people who live here and to create even more opportunities.

It would be remiss of me not to acknowledge the debt of gratitude owed to Bernadette Conroy from whom I have taken over the Chair. Under her leadership, Poplar HARCA has pushed the boundaries of what a housing association can achieve. She leaves a confident, ambitious organisation and Outstanding Landlord of 2015. She will be missed.

With this Strategic Plan we launch a new vision and values for Poplar HARCA. This new brand has been shaped by residents, staff, partners and others – all with an interest in helping us progress.

Poplar HARCA has come a long way since 1998. I am proud to be Chair of an organisation which has creating opportunity at its heart.

Having worked in regeneration for much of my career I know the power unleashed by opportunity – for people, for place and our shared future.

Paul Brickell
Chair of Poplar HARCA