



# wm housing group

A housing based social enterprise focused on improving the quality of people's lives individually and collectively.

“Creating places where people are **proud** to live and work.”



**West Mercia Homes owns and manages approximately 7,000 properties within Hereford, Worcestershire and Birmingham.**

As well as providing general needs rented and low-cost home ownership properties, Homes also manages sheltered housing schemes for older people, small rural housing schemes, supported housing in partnership with a range of specialist agencies, and housing to support young people including the award winning Supported Housing for Young People Project (SHYPP) in Herefordshire.



**Whitefriars is Coventry's largest social landlord owning and managing more than 18,500 homes. It was formed in 2000 following one of the country's largest single stock transfers.**

Whitefriars has embraced innovation and worked as a key partner in the city. This is seen through its work on the Spirit Quarters regeneration scheme, its proactive approach to tackling anti-social behaviour, and investing in improving homes and communities, including tackling fuel poverty and refurbishing the high rise homes to transform the city's skyline.



**Optima Community Association manages around 5,000 homes in Birmingham, and is committed to providing sustainable communities.**

Optima joined the WM Housing Group in 2012 and formed a partnership with Harden Housing Association, which was a founder member of the Group. It works closely with its local authority partners including Birmingham, Dudley and Solihull, and has a strong track record of successful partnership development, urban renewal projects, refurbishment and new-build developments.



**Family Housing Association provides 2,500 homes across Birmingham, Sandwell, Solihull and Warwickshire to customers from a wide range of cultural backgrounds.**

Family is committed to investing in creating sustainable communities, improving the health, wealth and happiness of customers. The organisation works closely with residents and a number of partner organisations to encourage the development of a community where people want and choose to live.