



# HOW TO READ THE BALANCED SCORECARD

Example Balanced Scorecard



**A1 Housing's Long Term Aims**  
What we intend to achieve as an organisation

- Aim 1: to provide high quality, warm and well maintained homes
- Aim 2: to be a resident-led organisation providing fair, accessible and equal service
- Aim 3: to provide an excellent and seamless service
- Aim 4: to play our part in community leadership
- Aim 5: to be ambitious and well-run organisation

**Annual Objectives**  
A Summary of what we intend to achieve through the year. These are grouped by the Long Term Aims and Values

**Colour Coding of Performance**

**Annual Objectives**  
The Annual Objectives are based on a number of detailed performance indicators. How well we do on each of these will determine the overall performance of the Objective.

**Long Term Aims**  
The overall performance of each Long term aim is based on the performance of the individual Annual Objectives

**Values**  
The overall performance of the Values is based on the performance of the individual Annual Objectives

**A1 Housing's Values**  
The main values by which we judge our delivery of services to customers

	Overall Performance is on or above Target
	Overall Performance is acceptable or with areas of concern
	Overall Performance is below Target

## A1 Long Term Aims



A1 Service Drivers

	Quality Homes	Resident Led	Excellence	Community	Well Run		
Customer		Participation	Housing Corpn. Accredited	Schools	Accreditations		
Excellence	Decent Homes	Fuel Poverty	Equality Standard	Choice Based Lettings	Front Line Services	Local Skills	DFGs Adaptations
VFM	Energy Efficiency	Vulnerable / Elderly Services		Community Partnership		Efficiency	

KEY TO PERFORMANCE

ABOVE TARGET

ON TARGET

BELOW TARGET