



Vision

Our vision is to create the best customer experience to improve everyday lives.



Purpose

We are here to provide high quality homes, services, and support to our customers.



Customer voice

We will champion inclusivity and cater to the diverse needs of all our customers.



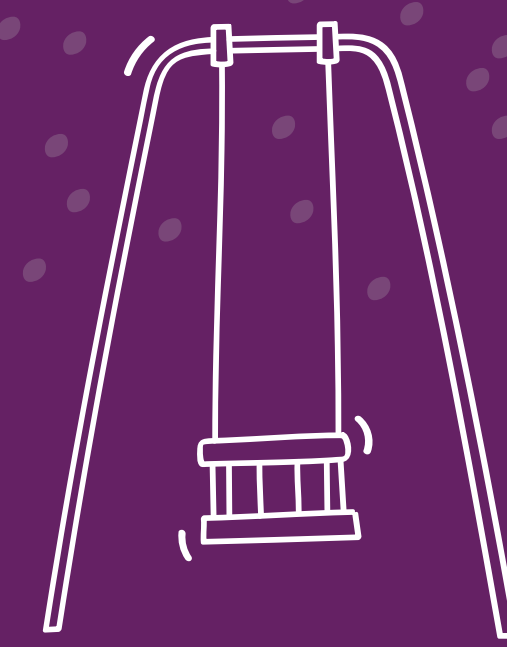
Our customers tell us the most important things to them are...



That we invest in their homes



That we are straightforward and do what we say we'll do



That we improve their communities and shared spaces with a focus on safety



5-Year Ambitions

All of our 5-year ambitions are based on how we put our customers first. We want to be recognised as leading the way with our customer-driven approach.

Customer First



My Home

Objectives

We provide safe, good quality homes to people in housing need



5-Year Ambitions

We have substantially invested in improving our homes, making safety our highest priority

More of our customers live in energy-efficient, warm homes with low energy costs

We have increased the numbers of new homes built so that our new and existing customers have more options of affordable housing



My Service

Customers trust us to deliver reliable, accessible services

Our customers can contact us in ways that suit them and our customers feel we are easy to deal with

By listening to our customers and colleagues, we have improved our services to meet the broad range of needs

We have increased the number of customers able to maintain their tenancies through our proactive work



My Community

We play an important part in building places where people want to live

We have made a difference to people's daily lives through regeneration and local neighbourhood improvements

Our strong partnerships have amplified opportunities for our customers and communities

We have increased our presence in communities, so that we are there for our customers when they need us

Values

Our values bring this to life...

1

We deliver for our customers, every time

2

We learn and grow together

3

We value and celebrate difference



Our People

We will deliver a people experience that enables colleagues to perform at their best for our customers.

Enablers



Technology

That works for us and our customers so that dealing with us is easy and effective



Cost effective

Making sure our work is cost effective and value for money so that we can invest more into homes and services



Safe

Maintaining a legal and safe environment for our customers and colleagues

Our Culture

So what's it like to work here? We are all here to make a difference, we work together and we take action. We are open, positive, and enthusiastic, which creates an energy that people want to be part of.

More!

This is just an overview of our 5-year ambitions. We have clear plans in place that will guide us to deliver this 5 year strategy.

You can find out more in our...

- Customer Strategy
- Asset Management Strategy
- People Strategy
- Development Strategy

Success

We will know when we are getting this right by....

Customer satisfaction – our customers tell us how we are doing and we use this to drive improvement and learning

Employee satisfaction – This will tell us if we have a happy workforce, who are equipped to deliver the best possible service to our customers