

VISION

To build as many homes as we can through a range of housing options to support the vision 'everyone has a home'.

PURPOSE

That Aster actively contributes to solving the housing crisis through maximising the number of homes we can build recognising that strong partnerships and a positive cultural approach is integral to our success.

Key Objectives...

OUR PRIORITIES

We will:

- Raise Aster's external profile as a developer and build relationships making us the developer partner of choice
- Influence key stakeholders to maximise the value Aster can gain from Government policies which promote home ownership
- Continue to promote shared ownership as a mainstream tenure
- Monitor the housing market and develop our product offer to be able to respond to a change in market conditions and mitigate risk
- Continue to support housing development in rural communities through Aster's corporate social responsibility
- Pursue strategic partnerships with our LA partners as they are offered more opportunities to develop homes through the lift of the Borrowing Cap
- Retain our relationship with Homes England and give full consideration to longer term funding opportunities
- Ensure that all our homes meet an Aster agreed quality with appropriate measures to ensure on site supervision and technical support is provided to our project team

THE ASTER OFFER

Our offer will be predicated upon:

- Increasing the number of homes developed on land we have acquired and land already in the Group's ownership (non S106 delivery)
- Pursuing larger land opportunities which are likely to include up to 30% OMS on each per annum
- Targeting key partners and build strategic relationships to ensure we create more homes to an Aster required standard
- Increasing the ratio of shared ownership homes up to 50% of programme by 2020
- Extending our Framework Agreement and invite a third partner to support our land led programme
- Reviewing our digital journey and look at introducing an IT based programme on schemes from planning through to handover
- Our offer will always be financially sound and based upon due diligence undertaken with our preferred partners to ensure secure the right sites at the correct price
- We will not be influenced by market competition from new players coming into the market (RPs/Las)

BELIEFS & ASSUMPTIONS

Our offer is built on the strengths we have within the business and assumes:

- There are sufficient funds and the structure of the business allows for the development of a range of tenure
- There isn't any change in the operating sales environment or we have an ability to mitigate the risk through additional grant funding
- The Group's existing policies on maximising its income through the existing active asset management strategy remains in place
- Planning policy will still allow for affordable housing to be provided through a S106
- Developers are still offering affordable housing through a S106 – viability tools not being implemented
- The Homes England investment programme continues to support Aster with the opportunity to secure grant funding for our rural programme and support our land led opportunities to ensure we can be competitive when bidding for sites