

## VISION

Everyone has a home

## CULTURE

The Aster Way will support us to develop an even fairer and more inclusive culture, which balances our social purpose and the need to work more commercially.

## PURPOSE

We improve people's lives. We provide safety and security through our reliable landlord services and we supply a wide range of housing options in response to the housing crisis. Our strengths are our people and ethical approach.

## Key Priorities...

CUSTOMER  
FOCUS

Providing customer-focused, easily accessible, good and safe landlord services by:

- Improving customer satisfaction
- Managing our homes proactively
- Using modern digital solutions
- Maximising our income and managing the impact of Welfare Reform

CHANGE  
AGENT

Being an agent for change through the activities we choose to do through the Aster Foundation by:

- Working across the priorities of digital and financial inclusion, health and wellbeing, and independent living
- Acting as a catalyst to change communities for the better

HOUSING  
OPTIONS

Building as many homes as we can offering a range of housing options by:

- Maintaining a strong programme of affordable rented homes
- Supporting housing development in rural communities
- Promoting shared ownership as a mainstream tenure
- Building more new homes through our land-led schemes
- Forging new strategic partnerships

STRATEGY  
GROWTH

Delivering our Corporate Strategy quicker and better through growth by:

- Increasing our financial capacity
- Enhancing our social impact
- Ensuring growing the business never compromises our existing services
- Supporting the delivery of new homes by working with partners and through mergers and acquisitions

FUTURE  
PROOF

Ensuring we are ready for the future by:

- Being known and trusted
- Being prepared
- Being connected
- Being digital
- Being the best we can be