

our **corporate** strategy  
**2020/21**

# Aster foundation strategy

our  
**vision**

**Everyone** has a home and the  
opportunity to improve their own lives.

our  
**purpose**

Investing in communities and in their future.



# Aster foundation strategy

improving  
life chances  
**& removing  
barriers**

social innovation  
for the benefit of  
**our communities**

our **key** objectives

- Empowering customers to sustain homes and improve life chances, through delivering services which offer a consistent customer experience and measurable life improvements (Into work / Mental wellness and resilience / Financial wellbeing / ILS / Switch and save / Volunteering / Housing First)
- Enabling independence for customers through addressing a range of exclusion challenges, whilst exploring what housing for 'older people' could look like in the future
- Sustaining a workforce of the future through developing skills within our communities, and working to reduce unemployment and skills shortages through targeted work in areas of need
- Creating a lasting legacy through our thriving communities through delivering targeted local interventions, which improve satisfaction to neighbourhoods, in collaboration with frontline colleagues and customers.

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- Develop an approach which enables social innovators/ entrepreneurs to work with us to tackle social challenges across our communities that align to the Aster Foundation priorities
  - Create a culture of enterprise and innovation across our people and communities to enable all to participate in the Foundation's work
  - Develop the grants and funding process with value-based grants from our colleagues, contractors and suppliers on offer to benefit our communities
  - Develop our approach to social value ensuring it's manageable and measurable, and delivering value for money through our procurement practice
  - Develop innovative ways to create environmentally active partnerships and embed our sustainability approach across our communities.