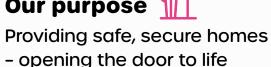
Our purpose & vision



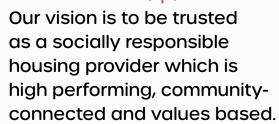
Our purpose



opportunities. Our purpose is why we exist. It's what

drives us to provide our customers with homes they can be proud of and services they can trust.

Our vision



Our vision describes our long-term aspirations and ultimately where we want our work to lead us.



Socially responsible:

providing safe, secure homes in a way that's environmentally sustainable.

Investing in housing for those who cannot access the private market.

Exploring strategic partnerships and growth opportunities to enable us to add value and protect homes for local communities.



High-performing:

delivering efficient, reliable services.

A proactively managed, commercially astute business, which maximises value and reduces waste.

A reputation for knowing our stuff and making it happen.



Communityconnected:

strongly connected to communities, whether local, or through a common purpose.

A positive presence working with similarminded organisations.

Understanding our customers, their individual and collective needs, and using our influence to voice their priorities.



Values-based:

guided by our values in our decisionmaking.

Working with customers to deliver outcomes which matter.

Creating an environment where talented people who care can make a difference. An ethical and inclusive organisation which people love working with and for.