

Our purpose & vision



Our purpose



Providing safe, secure homes
- opening the door to life
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 is to be trusted
as a socially responsible
housing provider which is
high performing, community-
connected and values based.

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.



**Community-
connected:**
strongly connected
to communities,
whether local, or
through a common
purpose.

A positive presence
working with similar-
minded 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 decision-
making.

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.