

## Our Strategic Objectives 2019 - 2023

<p><b>Become the social landlord of choice</b></p> <hr/> <p><b>We will:</b></p> <ul style="list-style-type: none"> <li>Develop a clear service offer which helps our customers live better for less.</li> <li>Make the delivery of core landlord services a top priority.</li> <li>Make sure our homes remain desirable and fit for the future.</li> <li>Act as an enabler, supporting our customers and protecting our homes.</li> <li>Make living in our homes more affordable.</li> </ul>	<p><b>Improve our neighbourhoods</b></p> <hr/> <p><b>We will:</b></p> <ul style="list-style-type: none"> <li>Work with customers and stakeholders to develop integrated plans.</li> <li>Set clear neighbourhood standards so customers know what to expect from us.</li> <li>Tailor our property and social investment</li> </ul>	<p><b>Grow in areas where we can make a positive difference</b></p> <hr/> <p><b>We will:</b></p> <ul style="list-style-type: none"> <li>Make sure our growth plans are sustainable, enhance communities and improve our financial capacity.</li> <li>Buy and build more homes that are affordable, environmentally sustainable and of mixed tenure.</li> </ul>
<p><b>Customers</b></p>	<p><b>Places</b></p>	<p><b>Growth</b></p>

## Enablers

<p><b>Build an Onward environment and culture</b></p>	<p>➤ This culture will encompass our approach to customers, colleagues and stakeholders. We will focus on performance, delivering the best outcomes for our customers.</p>
<p><b>Be well governed and make the best use of our resources</b></p>	<p>➤ We will maintain good governance across our organisation in all key functions, with specific focus on keeping our customers safe. We will make the best use of our resources.</p>