

Corporate strategy and plan 2017-18



ASTER
GROUP

OUR VISION

Everyone has a home

OUR PURPOSE

To be an ethical housing developer and landlord to benefit society

CORPORATE OBJECTIVES

Growth through more housing provision

Ensuring our business is sustainable in terms of energy, culture, use of IT and employee skills

Providing good, reliable and efficient services to our customers

Continuing our work on corporate social responsibility

WE WILL ACHIEVE THIS THROUGH OUR CORPORATE PLAN

Maximising profit to ensure financial strength

Taking advantage of new technology

Focusing services on our core business

Developing the work of the Aster Foundation

Being strategic in our asset management and maximising the value of our assets

Enabling change and innovation

Ensuring we are as efficient as possible across the Group

Building as many new homes as we can

