

Building homes.

Creating as many new homes
as we can.



VISION

To build as many homes as we can through a range of housing options to support the vision 'everyone has a home'.

PURPOSE

That Aster actively contributes to solving the housing crisis through maximising the number of homes we can build recognising that strong partnerships and a positive cultural approach is integral to our success.

Key Objectives...

OUR PRIORITIES

We will remain focussed to:

- Raise Aster's external profile as a developer and build relationships making us the developer partner of choice
- Influence key stakeholders to maximise the value Aster can gain from Government policies which promote home ownership
- Continue to promote shared ownership tenure as a housing option that is affordable through the narrative 'there is another way'
- Monitor the housing market and develop our product offer to be able to respond to a change in market conditions and mitigate risk
- Seek development opportunities in areas which will provide sustainable geographical growth for the Group
- Continue to support housing development in rural communities through Aster's corporate social responsibility
- Invest in joint ventures with private developers enabling Aster to maximise the profit made through its open market sale programme
- Ensure that all our homes meet an Aster agreed quality with appropriate measures to ensure on site supervision and technical support is provided to our project team.

THE ASTER OFFER

Our offer will be predicated upon:

- Increasing the number of homes developed on land we have acquired and land already in the Group's ownership (non S106 delivery)
- Incrementally increase the land led programme year on year to achieve a more even balanced programme against the existing S106 programme
- Target key partners and build strategic relationships to ensure we create more homes to an Aster required standard
- Increasing the ratio of shared ownership homes up to 50% of programme by 2020
- Targeted investment in our existing areas of operation and to extend our offer to opportunities in new growth areas gravitating further east and north
- Build upon our reputation as a trusted and reliable partner across all parts of the housing sector.

BELIEFS & ASSUMPTIONS

Our offer is built on the strengths we have within the business and assumes:

- There are sufficient funds and the structure of the business allows for the development of a range of tenure
- There isn't a change in the operating environment which has an impact on the housing market
- The Group's existing policies on maximising its income through the existing active asset management strategy remains in place Planning policy will still allow for affordable housing to be provided through a S106
- Developers are still offering affordable housing through a S106 – viability tools not being implemented
- The Homes England investment programme continues to support Aster with the opportunity to secure grant funding for our rural programme and support our land led opportunities to ensure we can be competitive when bidding for sites.