

Proactive.

Delivering our strategy quicker
and better through growth.



VISION

Delivering our corporate strategy quicker and better through growth.

PURPOSE

That Aster ensures long term sustainability by undertaking an innovative and holistic approach to growth that is centred on a strong offer both internally and externally and is supported by evidence led decision making.

Key Objectives...

OUR PRIORITIES

To ensure that growth can support our strategy and vision it is supported by a clear articulation of our priorities:

- Increasing our financial capacity – Our growth strategy supports building financial capacity within the Group for the long term, and we will make commercial decisions that ensure profit for purpose
- Development - Working with partners or through M&A growth can support delivery of more homes
- Social Impact – Growth supports our commitment to do things in an ethical way, and we consider a range of options to work in partnerships to enhance our social impact in our communities and beyond
- Services to customers – Successful growth which isn't detrimental to our existing services.

OUR GROWTH MODEL

Our approach to growth is flexible and is grounded by lessons learned from our own experience and from across the sector. Our approach is multi-faceted and contains several key strands:

- Organic Growth – We will seek to grow the business through our ambitious development plan,
- Growth through M&A – Our approach will be reactive to any opportunities and we will work with the regulator and others to ensure that Aster becomes a top tier partner
- Growth through additional services – We are open and flexible to the diversification of our services
- Growth through regeneration – We will seek opportunities to transform communities and improve the lives of residents through regenerating homes for sale or market rent
- Growth through partnerships – Proactively working with current and new partners to develop a range of approaches to partnership working, including strategic partnerships that unlock new capacity and geography
- Balancing Risk and Reward – Ensuring that risk associated with any growth opportunities is matched or exceeded by the potential reward.

ASTER OFFER

Our offer is built on the strengths we have within the business, and our reputation in the sector and beyond:

- A Well Run Business – A strong focus on Governance and our G1 rating
- Our Financial Strength – We must harness our strong business plan
- Our Products and Services – The quality of the Aster product, and our sector leading expertise in specific products
- Our Approach – Our culture of openness and innovation
- Our Red Lines – We will not invest in an opportunity without the knowledge that it must contribute to the achievement of our strategy, we will ensure that any offer of investment does not have a negative impact on strategy elsewhere.

INTERNAL CAPABILITY AND CAPACITY

To ensure that our approach to growth can be truly flexible and our offer to partners is clear and transparent we have built our capability and capacity internally:

- Networked Team – Draw on expertise from across the business
- Business Intelligence – Build our capacity to use intelligence to lead on a more evidence based approach to growth,
- Clear understanding – Demystifying growth, and creating a clear understanding from the Board downwards.