



## Purpose

We remain true to our roots as an independent provider of affordable homes specialising in the over 55s, where people can thrive, live in comfort and security, leading the fulfilling lives they deserve.



## Ambition

Here for good,  
enabling happy lives.



## Values

### Accountable

'Be the body...' that makes a difference, be proud of what we do and take personal responsibility to get things done, contributing to a culture of expectation to achieve and grow.

### Kind

We are thoughtful, caring and empathetic in all that we do.

### Personal

Everyone is accessible, sharing a passion to deliver a truly individual service, with a commitment to go the extra mile.

### Listen

We can only improve by hearing what you say, being attentive and valuing the views of our residents, employees and wider community and acting upon these.

### Enjoy what we do

We want to enjoy our work and ensure our residents have a fulfilling life.

### Bold

We seek opportunities to improve and enhance our organisation, taking on challenges and being creative.

## Our five themes

To achieve our ambition, we have five themes for 2022/2027...



### Our homes

- Provide new affordable homes for older people (over 55s) in Sutton.
- Offer homes that our residents are proud to live in.
- Ensure our homes are sustainable, energy efficient and compliant.

### Our residents

- Listen to our residents.
- Be easy to do business with.
- Be sensitive to our client group and offer a range of communication methods.

### Our communities

- Engage with our residents for the good.
- Nurturing a sense of belonging.
- Be proud and recognised for what we do.

### Our people

- Ensure our people enjoy what they do.
- Have a great team in place to achieve our ambition.
- Confident to be bold in our decisions and outlook.

### Our resources

- Remain financially stable and well governed.
- Place quality at the heart of all we do.
- Deliver value for money.