



Vision

2022-2025

Corporate Plan

2022-2023

WHAT

To be Market Making in Independent Living

WHY

To #LoveWhereYouLive



Our 2022/2023 objectives are:

- All homes comply with legal, safety and development standards.
- All homes have a long terms green and digital investment plan.
- A new Partnership will help us design, build, market and sell new homes.
- Our older homes, and our studio homes, have clear long term plans for their future.



Our 2023/2024 objectives are:

- Our first new Independent Living Scheme is built.
- We have a clear plan for using Modern Methods of Construction (MMC).
- Our customers start to benefit from our green and digital investment plan.



Our 2024/2025 objectives are:

- Our analogue to digital switch over plan is complete.
- "Johnnie Johnson Court" (exAstraHouse) is built.
- Our homes are award-winning.



Outstanding Services

WHAT

To be Market Making in Independent Living

WHY

Doing our best in what matters most



Our 2022/2023 objectives are:

- We improve customer experience and expectations by delivering our "Customer First" approach.
- We are known as a listening business; we take action, and we communicate openly and honestly with customers.
- Astraline's growth strategy and collaboration with partners add value to the customer offer.



Our 2023/2024 objectives are:

- We launch our Well Being Academy.
- Our Customers see our 24/7, flexible and digital services, as Outstanding.
- Astraline will lead the way, moving emerging technologies out of the Lab and into the Home.



Our 2024/2025 objectives are:

- Our customers are seeing benefits from working closer with care and support partners

WHAT

To be Market Making in Independent Living

WHY

To have strong foundations



Our 2022/2023 objectives are:

- We're financially ready for any surprises.
- Our investment in our Data and Digital projects positively contributes to our customer, colleague and property experience.
- Partnerships drive proactive Procurement and increase financial and social value for our customers.



Our 2023/2024 objectives are:

- We are innovating and testing new digital technology to support independence.
- The majority of our customers are digital by choice, preferring to interact with us online.
- We use data to design services for customer needs of tomorrow.



Our 2024/2025 objectives are:

- Our performance is outstanding.
- We are known for our digital innovation in Independent Living.
- We are #marketmaking in Independent Living through our partnerships.

WHAT

To be Market Making in Independent Living

WHY

To #LoveWhereYouWork



Our 2022/2023 objectives are:

- Our colleagues have the right tools and skills to deliver our ambitions.
- Our colleagues are agile, flexible and diverse, improving performance for our business and our customers.



Our 2023/2024 objectives are:

- We achieve Gold status from our Armed Forces Covenant.
- Our social purpose goes from strength to strength.
- We use life-long learning approaches to 'grow our own' with formal qualifications.



Our 2024/2025 objectives are:

- We achieve Investors In People Platinum status.