

## Our culture

Our culture is underpinned by our purpose, mission and values and is at the heart of everything we do. This is both a promise to our customers and an inspiration to colleagues.

## Our strategy



We'll **create great customer experiences** by:

- Working with our customers to define the new Beyond Housing customer experience
- Upgrading our digital offer and tailoring it to customer needs
- Growing our independent and supported living services to support our older and more vulnerable customers to stay in their home for longer.

We'll **provide great homes** by:

- Building 2,000 new homes for rent and sale
- Delivering a new Beyond Housing home standard that exceeds customer expectations with safety as the priority
- Getting our repairs service right first time
- Making our homes green and energy efficient.

We'll **create great places** to live by:

- Investing in our communities and neighbourhoods
- Supporting our customers into employment, training and learning opportunities
- Offering apprenticeship and volunteering opportunities to local people
- Offering advice and support services to customers to sustain tenancies and keep communities together.

We'll make Beyond Housing a **great place to work** by:

- Embedding the Beyond Housing culture – the spirit that makes Beyond Housing tick
- Being recognised regionally and nationally for our investment in our people
- Offering learning and development opportunities that attract, nurture and retain the very best talent
- Being an equal, diverse, safe and vibrant place to work.

## Our values



- We respect, trust and care about each other and the customers we serve
- We work smarter together and with our partners to deliver quality homes, services and living spaces
- We are ambitious, for ourselves, for our customers and communities. We aim higher to achieve more
- We are accountable for the decisions we make and the services we provide. We own it – every time

### All our colleagues:

- Live the company values so the highest standards of customer care can be achieved
- Know what they are expected to achieve, and work together to achieve great outcomes for our customers
- Are committed to fairness, respect, equality, diversity, inclusion and engagement (FREDIE)
- Pursue value for money, efficiencies and opportunities, so we can continuously improve
- Own their own career and skills development, actively participate in the Be Your Best (colleague appraisal and development scheme) and seek opportunities to develop
- Have a proactive approach to the safeguarding of our customers
- Adhere fully to the code of conduct, health and safety requirements, legislation, regulations, policies and procedures
- Have an overall understanding of risks and compliance responsibilities and take appropriate action to mitigate any potential consequences.

### All our people managers:

- Ensure team members know what they need to achieve and how that supports the delivery of the company strategy
- Provide regular feedback to all direct reports, so people know how well they are doing, and what they should focus on to improve further

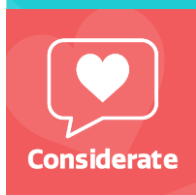
- Monitor service, team, and individual performance and ensure targets are achieved
- Take ownership for improving colleague engagement within their teams, proactively seeking opportunities to lead and encourage improvement
- Work as part of a wider management team to identify and drive positive change, find efficiencies and improve services to customers
- Meet responsibilities identified in company policies and procedures, and make sure the team are safe at work

## How you will do this

### By living our values



- I proactively work with colleagues to achieve organisational goals
- I am aware of the wider impact my role has on the organisation
- I ensure that I am aware of others' emotional wellbeing when carrying out my role.



- I help and support others and treat everyone fairly and with respect
- I am aware of and care about the impact of my work on customers
- I ensure I use positive communication when explaining thoughts, ideas and perspectives.



- I take responsibility for ensuring I am delivering in my role
- I am responsible for being my best and taking learning opportunities
- I actively seek and provide feedback to colleagues.



- I go above and beyond for my customers and my colleagues
- I embrace and support change to drive organisational success
- I challenge myself to always provide the best service to my customers both internal and external.