

Our Vision and Values

What we're going to achieve and how we're going to do it.

Our vision, values and behaviour influence every part of our strategy.

Our vision



To discover, progress and achieve opportunities that help our community flourish.

Values

Wholehearted commitment

Getting things done, especially when a different approach is needed, requires determination. We know there will be challenges. Some anticipated, others unforeseen. We calmly and confidently address each situation and we adapt where we need to.

What this means:

Creating strong partnerships that attract investment. The South Poplar Housing Zone will build 10,000 new homes. Exploring commercial opportunities such as selling Balfron Tower to raise the money needed to enable the area's regeneration. Considering brave new ways to generate revenue to support and provide services for residents.

Constant improvement

This is our ethos. Why we are here. Working to improve everything around us; and supporting each other to do more. We provide homes, deliver services, enable regeneration and much, much more. We look to our people and community to find better ways to achieve better results.

What this means:

3,000 run down homes transferred to us in 1998. Residents placed their trust in us to do better.

In 2016 we look back on a multi-million pound reshaping programme – 9,000 homes, award-winning services; flagship youth and community spaces; and 91% of tenants would recommend us as a landlord.

Enthusiastic support

Change is inevitable. Even if it's for the better it's not often easy. As a community we are supportive of everyone's needs. It is important to be heard and respected. We are mindful of everyone's right to have a say, even if sometimes we do not agree with one another.

What this means?

Listening. Our resident-led ethos means our community actively engages with us at every level. We know living through regeneration is demanding, but by offering support we try to ease the process. And were willing to change tack if we get things wrong.

“Regeneration has given us so much more than we previously had and I consider myself a very lucky person to be living here.”

Pat Thomas

Brownfield Estate Board Member, former resident of Balfron Tower