Brighter Places
Building better futures

Brighter Places 2030

This is the Brighter Places business strategy from April 2025. Our customers, colleagues, partners and board have all helped to shape this strategy. We thank everyone who has been involved.

Brighter Places 2030

This is our five year strategy. It sets out our aims and explains how we will know if we are doing well.

Brighter Places

Building better futures

Great customer experience

We will provide helpful services that are easy to use. We will listen to what customers tell us and put their views at the centre of our decisions.

How we will know we are doing well

Customer feedback will show that we are a top performer and we will see positive changes in neighbourhoods from the actions we take.

Great people at work

We will recruit and support talented people who share our passion for customer service and thriving communities. We will use data well when making decisions.

How we will know we are doing well

Feedback will show that our colleagues like working for us and we are making smart decisions based on good data. There will be no ethnicity or gender pay gap in our workforce.

Great homes and places

We will create quality, affordable homes and estates and manage them to a very high standard. To do this we will work closely with local partners.

How we will know we are doing well

Customer feedback will show that we are a top performer. We will have more homes and all homes will 100% safe and have an energy EPC rating of C or better.

Great foundations

We will be well led and financially strong so we can adapt to change around us and invest in homes and services. Our priority is safety for customers and for colleagues at work.

How we will know we are doing well

The regulator will give us top ratings for how we run things. We can afford all our plans and we comply with all laws and regulations.

Our purpose

No matter who you are, where you're from, or the journey you've been on, we'll provide you with a home and help you keep it – somewhere safe where you belong.

Everyone is welcome, everyone is valued and everyone has a place in our communities.

Brighter Places

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Our values

We are human

We bring it

We speak truth

We belong

Do you need large print, easy read, braille or audio? Ask us. A digital copy is on our website. If you need a translation, we can get one for you.

यदि अँग्रेज़ी आप की पहली भाषा नहीं है और आप को अनुवाद की आवश्यकता है तो यह हम आपको प्रदान कर सकते हैं

Jeżeli język angielski mie jest Twoim językiem ojczystym i wyamagasz tłumaczenia, możemy to zapewnić.

ਜੇਕਰ ਇੰਗਲਿਸ਼ ਤੁਹਾਡੀ ਪਹਿਲੀ ਭਾਸ਼ਾ ਨਹੀਂ ਅਤੇ ਤੁਹਾਨੂੰ ਦੁਭਾਸ਼ੀਏ ਦੀ ਜ਼ਰੂਰਤ ਹੈ ਤਾਂ ਤੁਹਾਡੇ ਲਈ ਅਸੀਂ ਇਸਦਾ ਪ੍ਰਬੰਧ ਕਰ ਸਕਦੇ ਹਾਂ ।

Heke îngilîzî zimanê we yê yekem nîne û pêwîstîya we bi wergêr heye, em dikarin yekî ji we ri bibînin.

ইংরেজী আপনার মাতৃভাষা না হলে এবং আপনার কোন অনুবাদের প্রয়োজন হলে আমরা তা প্রদান করতে সক্ষম।

Haddii Ingiriisku aanu ahayn afkaaga kowaad oo aad u boadan tahay turjjumaad, annagaa kuu samayn karra.

如果英文不是您的第一語言，而您需要翻譯的話，我們可以爲您安排。

Nëse anglishta nuk është ghuja amtare dhe keni nevojë per një përthim, ne mund t'ua sigurojmë atë.

اگر انگریزی آپ کی پہلی زبان نہیں ہے اور آپ کو ترجمہ کی ضرورت ہے تو ہم آپ کے لئے فراہم کر سکتے ہیں۔

Se o inglês não é a sua língua materna e precisa de uma tradução, nós podemos obtê-la.

જો તમારી પહેલી ભાષા અંગ્રેજી ન હોય અને તમને ભાષાંતરની જરૂર હોય તો અમે તમને તે આપી શકીએ છીએ

Nếu quí vị không thao Anh văn va cần bản dich, chúng tôi sẽ glúp quí vị một bản.