

Building our Future Corporate Strategy 2020-25



Improving people's lives through high-quality homes and services

38,000+
homes owned or
managed

6,000+
homes in
development

£320.4m
turnover

£8.4bn
asset base

13
joint venture
partnerships

£10m+
added
community
social value

96%
of new customers would
recommend buying a home
from us

WHO WE ARE

We are a residential property group with a strong social purpose to provide as many high-quality homes as we can at a price people can afford.

We invest 100% of our profits to create more homes and services for customers.

WHAT WE DO

a2dominion



private and social
rented homes



key worker
accommodation



student
accommodation



temporary
accommodation



domiciliary care
services



homes for older
people and
supported housing

FABRICA

by A2Dominion



Builds award-winning sustainable homes for sale and shared ownership that 96% of new customers would recommend.

pyramid
plus



Our asset management companies provide repairs services to our homes as well as to the private, public and non-for-profit sectors.

Corporate Strategy 2020-25

Our new Corporate Strategy 2020-25 sets out how we will achieve our vision to improve people's lives through high-quality homes and services.

We will deliver our strategy through focusing our activities to achieve measurable outcomes in four key areas:



DELIVER CUSTOMER-LED SERVICES FOR RESIDENTS



PROTECT AND GROW OUR BUSINESS



PROVIDE NEW HIGH-QUALITY HOMES AND PLACES



EFFECTIVELY MANAGE OUR EXISTING HOMES



DELIVER CUSTOMER-LED SERVICES FOR RESIDENTS AND COMMUNITIES

Achieve high customer satisfaction

- With an ambitious new target of 83.5% across key service areas

Invest in community initiatives

- Deliver £12 million per year in social value for our communities

Better and easier for customers

- Create a customer-first culture across all our teams and make our services effortless to use

Offer digital first

- With 80% of services to be available online and support for those who still need it

Understand customers better

- Use insights to tailor products and services to suit changing needs and lifestyles

Improve community cohesion

- Deliver consistent services, regardless of tenure, scheme or location with continued support for vulnerable people



PROTECT AND GROW OUR BUSINESS

Improve our financial performance

- Increase margins in our core business area by 1% each year

Transform our business

- Make it easier to do our jobs and realise over £4.6 million of benefits per year

Invest in employees

- Create learning opportunities and maintain 83% staff engagement

Build our reputation

- Retain our credit and regulation ratings

Targeted growth

- Identify opportunities to partner or merge activities with others that complement us

New opportunities

- Offer our services to other organisations and private landlords



PROVIDE NEW HIGH-QUALITY HOMES AND PLACES

Apply great design

- Create great places to live for our customers with a strong sense of community

Deliver our build programme

- Provide up to 6,000 new homes over five years.

Quality control

- Deliver good quality at every stage, with minimal defects at handover and any issues resolved quickly

Reinvest our profit

- Utilise private development to help fund affordable new homes

More joint working

- Extend partnerships and collaborative working with landowners, developers, local authorities and public bodies, to share risk and reward

Widen our work in the areas we operate in

- Enable economies of scale through targeted development opportunities



EFFECTIVELY MANAGE OUR EXISTING HOMES AND PLACES

Proactive management

- Use sophisticated data to predict and resolve maintenance issues before they become problems

Use data to shape decisions

- Utilise data and analytics to decide when homes should be refurbished, redeveloped or sold

Find hidden homes

- Transform redundant spaces into housing

Safe and secure

- Ensure our homes are safe and meet all new and existing fire safety requirements

Be sustainable

- Build homes which are energy efficient, affordable and meet new performance standards



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**INVESTORS
IN PEOPLE** | Gold

