

gentoo



Corporate Strategy

www.gentoogroup.com

Our Ambitions for Sunderland and the North East



Gentoo is ambitious for Sunderland and the North East.

Our vision is to become the best provider of social homes in the country. In doing so, we will give our customers of today and tomorrow great homes that are warm, safe and decent.

We will achieve growth through partnerships and innovation, finding new ways to fund and deliver more social homes in Sunderland and the North East.

But a great home is just the start. We will also know our customers, listen and sort things out. We will work with local partners to help our customers and communities to thrive.

Making this all a reality will mean making the best use of modern technology and data. This will help us spend money wisely and maximise investment in homes and services.

Gentoo is a great place to work, and our people are professional, caring and hard-working. We will keep investing in the skills and technology we need to provide exceptional services to our customers.

We are already top-rated for Governance and Customer Service and our finances are strong. Now is the time to use these strengths to deliver our ambitions for Sunderland and the North East.

Customer Promise

Our customers will be proud to live in their homes and feel a strong sense of belonging and pride in their communities.

We will put our customers at the heart of business decision-making, ensuring that every aspect of our service maximises opportunities for customer involvement.

We will gain a greater understanding of our customers and our homes. We will improve our service standards, invest in and modernise our existing homes, and build new social homes in Sunderland and the North East.



Our new Corporate strategy

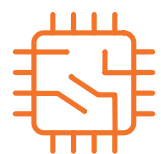
Our five commitments for the next 10 years



A housing provider that listens and sorts things out



Helping our communities to thrive



Embracing modern technology and data



Achieving growth through partnerships and innovation



A professional, caring, great place to work

Vision

To become the best provider of social homes in the country.

Core Purpose

To provide warm, safe and decent homes for our customers of today and tomorrow.

Our Values

Our values are what we stand for and what we want to be known for. They are what make us, us.



We care about people



We shape the future



We deliver



We take accountability



We bring leadership



The best provider of social homes in the country

Everyone should have a great home that is warm, safe and decent. We believe this is a basic right. Our customers will be proud to live in their homes and feel a strong sense of belonging and pride in their communities.

We will spend our money wisely on our existing homes. This will include a long-term strategy for investing in our tower blocks.

By focusing on exceptional service and creating communities where our customers thrive, we aim to set the standard for social housing in the country.

What we'll do between now and 2035

- Deliver exceptional services to our customers
- Achieve consistently high levels of customer satisfaction
- Improve or replace our tower blocks
- Invest £600m in our existing homes
- Provide warmer and more energy efficient homes



A housing provider that listens and sorts things out

We know our customers and give them a personal and caring service. We treat our customers fairly and with respect, always considering their diverse and changing needs.

All our customers will find it quick and easy to ask us for help when they need it. Sometimes this will mean a friendly local face, sometimes it will mean using technology to speed things up.

We will be easy to contact, and we promise to listen properly and do everything we can to sort things out. We will always aim to resolve any issues on the first time of asking. But when things are a bit more complex, and take longer to fix, we will keep our customers updated on progress.

What we'll do between now and 2035

- Give our customers more choice in how they contact us
- Solve our customer's problems first time where possible
- Always keep our customers updated when we're solving their problems
- Keep listening to our customers properly so they feel heard and valued
- Work with our customers to continuously improve our services



Helping our communities to thrive

We will work closely with local people and groups to be a true community partner that helps our communities and customers to thrive.

We will build vibrant, thriving and cohesive communities by tackling problems and helping to create more life opportunities for local people. This will mean collaborating with customers and partners to co-design services that meet the unique needs of our communities.

Our local roots and knowledge, combined with our plans to invest in homes and places, will make our communities better.

What we'll do between now and 2035

- Build purposeful partnerships to create vibrant, thriving communities
- Help our customers improve skills and employability
- Expand the Gentoo Trades Academy
- Help to end child poverty in our communities
- Provide more services that adapt to our customers' changing needs



Achieving growth through partnerships and innovation

We're ambitious for growth and playing our part in helping to address the growing demand for new social homes.

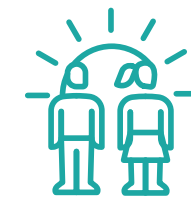
We will build lasting, purposeful partnerships, working closely with local authorities, regulators, developers, and financial partners to provide more great homes for people in the North East, whilst remaining well governed.

We know that relying on traditional funding methods alone isn't enough to meet our ambitions for growth. We will find new and innovative ways to fund the building of new homes.

What we'll do between now and 2035

- Attract new investment that funds the building of new social homes
- Develop long-term partnerships to achieve sustainable growth
- Build more new homes in the North East than we've ever built before
- Deliver growth in the region with the North East Housing Partnership
- Influence housing policy and reform at local, regional and national levels





A professional, caring, great place to work

Gentoo is a great place to work. We are an employer of choice in Sunderland and take pride in being a place where all our colleagues feel inspired, valued, and can thrive.

Our organisation is full of professional, caring and hard-working people. Through a culture of collaboration, learning, and continuous improvement, we'll create a fulfilling workplace for our talented colleagues to provide exceptional services for each other and our customers.

Together with our colleagues, we will become the best provider of social homes in the country.

What we'll do between now and 2035

- Create a culture where all colleagues care deeply about exceptional services for customers
- Have the best leaders and managers who embrace technology and innovation to keep improving
- Embrace innovative technology and AI to help deliver our basics brilliantly and enable our colleagues to focus on our customers
- Develop a skilled and diverse workforce for the future with the capabilities and resilience to deliver our strategy
- Enable collaboration so colleagues can continue to work better together



Embracing modern technology and data

Embracing modern technology and data will improve our customers' lives and empower our teams to provide exceptional services. It will help us become the best provider of social homes in the country.

New technology and artificial intelligence will improve how we work. We'll give our colleagues the technology, data and skills they need to provide exceptional services to our customers.

We'll partner with other housing associations and technology providers to help the social housing sector transform its use of technology and data.

What we'll do between now and 2035

- Use new technologies and artificial intelligence to transform our services
- Use technology in customers' homes to provide a better service
- Make it easy for our customers to sort simple things out online
- Use data and insights to focus on the things that really matter to our customers
- Invest in new technology to make things easier for our customers and colleagues



