

Development strategy

our **vision**

To build as many homes as we can through a range of housing options to support the vision '**everyone** has a home'.

our **purpose**

That Aster actively contributes to solving the housing crisis through maximising the number of homes we can build recognising that strong partnerships and a positive cultural approach is integral to our success.



Development strategy

our **key** objectives

our priorities

We will focus on:

- Raising our external profile as a developer and build relationships making us the development partner of choice
 - Continue to promote shared ownership as a mainstream tenure
 - Monitor the housing market and develop our product offer to be able to respond to a change in market conditions and mitigate risk
 - Continue to support housing development in rural communities
 - Build upon the partnership opportunities with our local authorities (LAs) with the vision to develop better together
 - Retaining our relationship with Homes England and develop a new pipeline of funding opportunities to add to the Shared Ownership and Affordable Homes Programme (SOAHP)
- Ensure that all our homes meet an Aster agreed quality with appropriate measures to ensure on site supervision and technical support is provided to our project team
 - Ensure that the team is supported and valued; to be able to capture their untapped skills through proactive opportunities to 'grow our own', and promote and retain our inspirational people.

our approach

We will aim to:

- Increase the number of affordable homes developed on land we have acquired and land already in the Group's ownership (non Section 106 delivery)
 - Pursue land opportunities which may introduce open market sale, but underpinned by an approach to maximise grant to promote tenure flexibility
 - Consider opportunities to provide all types and tenures of homes, including extra care and specialist accommodation where financially viable and sustainable in the long term
- Develop a 'One Aster' approach to improving our digital journey from planning to managing and maintaining our homes
 - Explore and inform our business with market advancements in smart technology, modern methods of construction (MMC) and zero carbon homes
 - Ensure our offer is financially sound and based upon due diligence undertaken with our preferred partners, to ensure we secure the right sites at the correct price
 - Not be influenced by market competition from new players joining (registered providers / local authorities).

our beliefs & assumptions

Our offer is built on the strengths we have within the business and assumes:

- There are sufficient funds and the structure of the business allows for the development of a range of tenures
 - There isn't any significant change in the operating sales environment, or we have an ability to mitigate the risk through additional grant funding
 - The Group's existing policies on maximising its income through the current active asset management strategy remains in place
 - Planning policy will still allow for affordable housing to be provided through a Section 106
- Developers are still offering affordable housing through a Section 106 - viability tools not being implemented
 - The Homes England Shared Ownership and Affordable Homes Programme (SOAHP) continues to support us with the opportunity to secure grant funding for our rural programme and support our land-led opportunities to ensure we can be competitive when bidding for sites.