

Positive impact.

Having a positive impact on our customers' lives and in our local communities through our Aster Foundation.



VISION

Aster has a positive impact on our customers' lives and in our local communities.

PURPOSE

The Aster Foundation will deliver targeted, non-core activities which support Aster's strategy, provide proven value to our customers and communities and maximise impact of available funding and other support.

Key Objectives...

SUPPORTING
CUSTOMERS WHILE
PROTECTING
OUR BUSINESS

Our approach will:

- Ensure all non-core activities are linked to the delivery of the corporate strategy
- Provide clarity on what our customers consider will add social value and be proud of
- Continuously assess the time and money we spend against the impact we're having and make recommendations for future priorities
- Support an income generation process, working with our partners and supply chain.

DIGITALLY
INCLUDED
CUSTOMERS

- We will work with partner organisations to provide customers with support to improve digital skills
- We will help our customers access digital services so that they can effectively interact with us and others
- We will explore innovative solutions so that customers (and especially those in rural communities) benefit from being digitally connected.

FINANCIAL
INCLUSION AND
EMPLOYABILITY

We will have a tangible impact on our customers' abilities to sustain a tenancy and to pay rent through financial inclusion work, including:

- A team of colleagues who will work with customers to maximise income
- Provision of opportunities to gain vocational experience through work placements within Aster and our supply chain
- Working with partner organisations to provide customers with support to improve vocational skills.

LOCAL
COMMUNITIES
TO BE PROUD OF

We will work with local communities so that our customers live in places they are proud of, linking in with the other strategies. This is work in progress but includes:

- Neighbourhood enhancements
- Offering customers the opportunity to access a range of Aster services and support in their communities through the mobile bus
- Colleagues volunteering and raising money for local communities
- Growth through regeneration – We will seek opportunities to transform communities and improve the lives of residents through regenerating homes for sale or market rent.