

Bron Afon

Corporate Strategy 2023-28

At Bron Afon we believe everyone should have a place they are proud to call home.

Our core purpose has never been more important. As a leading partner in a network of organisations, we work with people who want to **make a difference** in the communities where they live. By working with our customers, colleagues and partners we will focus on four areas that will help us deliver our vision and strategic aims.

Our Vision

We are trusted to help build safe and strong communities where everyone has a place they are proud to call home



Great Customer Service



Provide High Quality Homes



Build New Homes



Partnerships and Communities

Our People Promise

We believe our people are our best asset and the key to our success. We are investing in a strong, agile workforce, where colleagues feel connected and are supported to be their best.

Our Values

Our values are important to us and guide how we work. They were developed with our members, colleagues and partners and help make sure our decisions are the right ones. They are **REAL**.



Respect

We treat everyone with respect. We are fair, inclusive, and understanding.



Ambition

We want to be the best at what we do. We are ambitious in creating opportunity and addressing inequality. We bring passion, creativity, and commitment to our work.



Engage

We are proud to be owned by the community. We work with people and partners to make lives better.



Listen

We listen, we understand, and we are trusted to act.