

At Sovereign we provide safe and affordable homes for people. But we want to do more. We want to have more impact, be more innovative and influential, and bring out the best in our people so we deliver a great customer and employee experience today and tomorrow.

Having Impact



We'll maximise the social impact of everything we do by:

- Making the most of our homes and land for the benefit of our current and future residents
- Maximising our social impact locally and investing in our communities
- Growing, so we can better meet housing need

Being Innovative



We'll think differently, creating solutions that do more by:

- Modernising our services, making best use of technology to meet business and customer need
- Listening harder and embedding a customer framework that keeps residents, young and old, at the centre of our decision making
- Exploring opportunities and testing new ways to deploy homes at scale

Being Influential



We'll lead from the front by:

- Creating new, strong partnerships to take advantage of market opportunities and strengthening existing ones to make more of what we do now
- Making an impact through a great public affairs and research programme, to influence policy and amplify our voice
- Staying financially strong through good governance and performance management so we can invest more in the things that matter

Inspiring People



We'll invest and bring out the best in people by:

- Creating a great employee experience so the best people will want to come and work with us
- Building an environment where employees are engaged, valued and passionate about what they do
- Developing our leaders, employees and apprentices so they can contribute more and advance their careers

Our new strategy 2018–2023