

# Corporate Strategy

2013 – 2020



**Building  
Communities**  
since 1967

**Mark Hoyland**  
Group Chief Executive

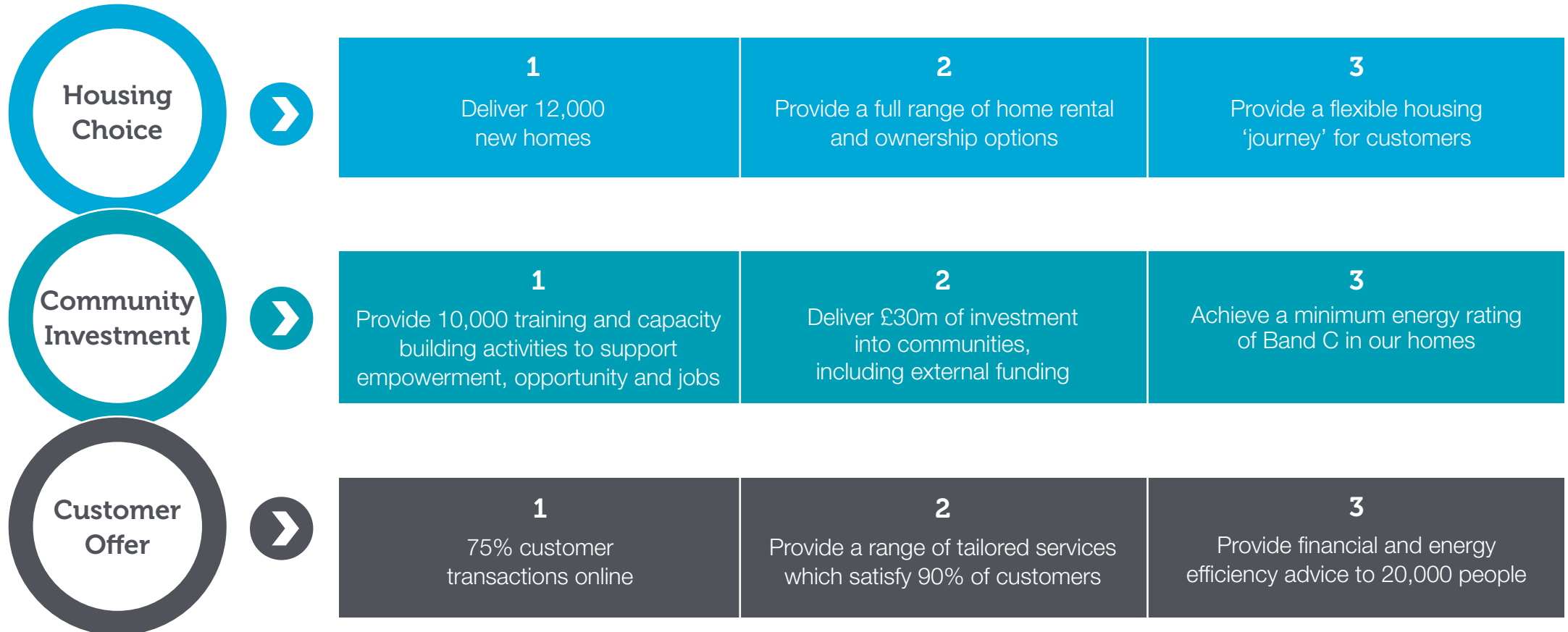
[orbitgroup.org.uk](http://orbitgroup.org.uk)



Updated July 2018

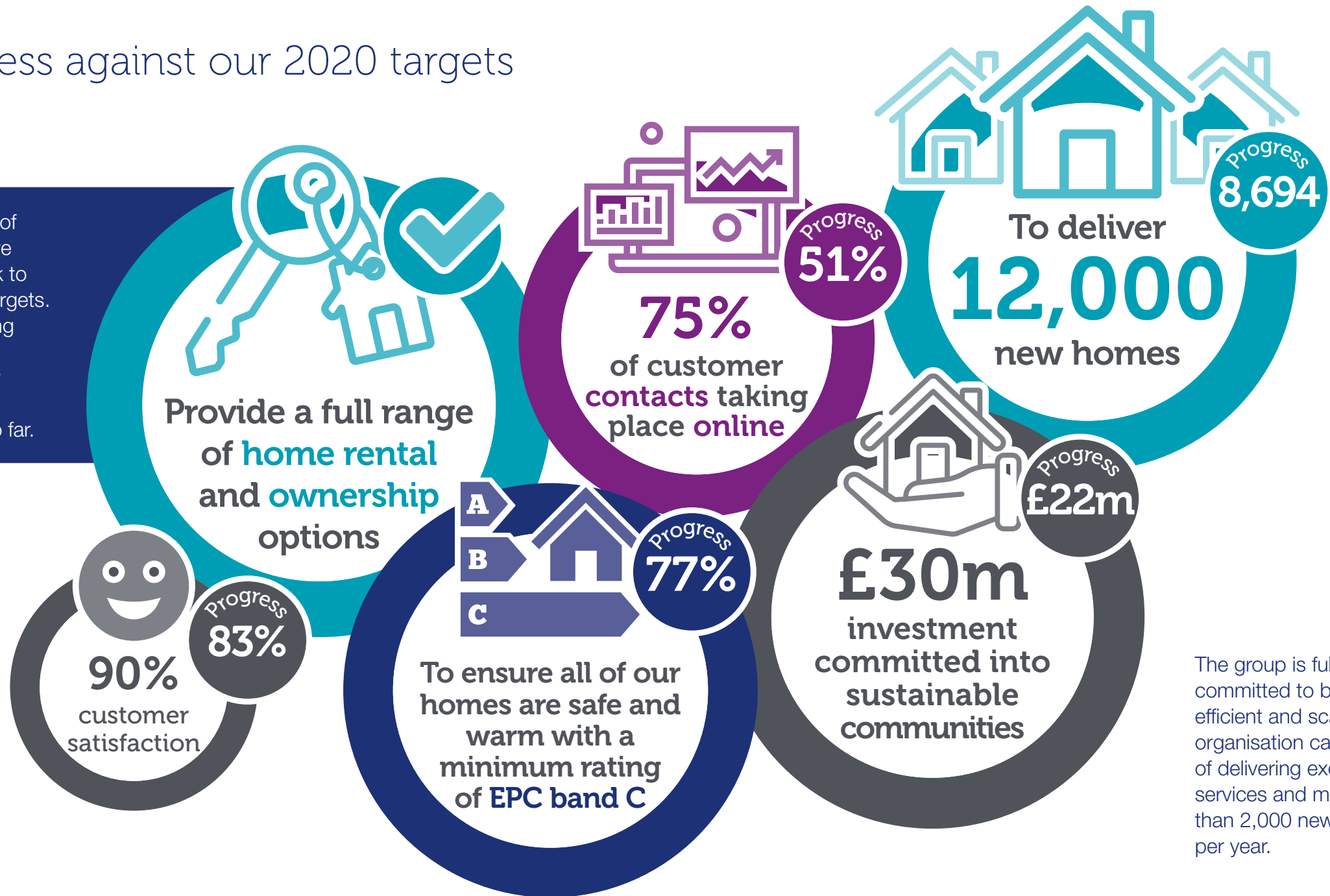
# 2020 Vision and targets

In 2013 we embarked on Orbit 2020, a business planning and transformation project, designed to help shape the organisation and its future products and services. The starting point was to understand the current and future operating environment, emerging markets and customer needs and aspirations. We used this analysis to set a clear and challenging ambition with stretch targets to deliver by 2020.



# Progress against our 2020 targets

By the end of 2017-18, we are on track to meet our targets. The following infographic outlines our impact and progress so far.



The group is fully committed to being an efficient and scalable organisation capable of delivering excellent services and more than 2,000 new homes per year.

# Our Vision and Values

In 2018, we revisited our vision and values to ensure they reflect our ambition as we start to think and plan beyond 2020. Our vision provides us with clear direction and our values outline the way we will work in the future.

**We lead in  
building thriving  
communities**

Orbit has maintained its A2 credit rating by Moody's Public Sector Europe, and has further strengthened its financial position by securing a £450m 30-year single tranche bond. Our strategy and financial position ensures we are well placed to continue to improve our services, invest in our communities and build 20,000 new homes over the next ten years.



# Our Customer Promise

In 2017, we launched our Customer Promise, outlining Orbit's commitment to excellent customer service.

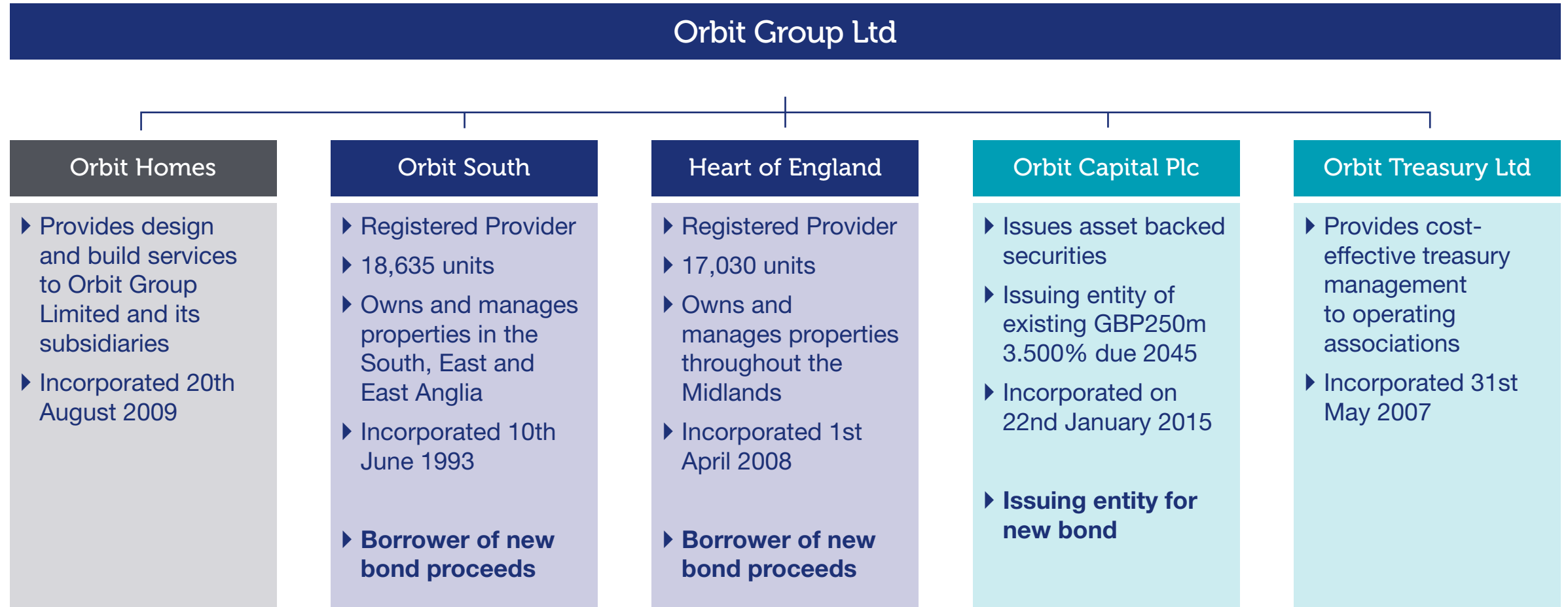


The promise provides a commitment that every Orbit employee must make, and a framework for our future delivery model. It is a cornerstone of the Shaping our Future transformation programme and is designed to ensure we realise our 2020 targets.

Orbit continually engages with customers to find out what matters most to them. At all stages of the customer experience, the emphasis for our teams is to put the customer first and they are empowered to deal with queries at the first point of contact.



# Group structure



# Orbit Highlights



With over **40,000 homes** and **established in 1967**, Orbit is recognised as one of the UK's largest social housing providers

---



**Financially robust association** – strong liquidity position and interest coverage metrics, backed by a sizeable pool of unencumbered assets and sector leading ratings - HCA G1/V2 - Moody's A2

---



**History of successful development** with resilient internal controls supported by a sound risk management and compliance framework

---



**Geographically diversified** operating areas across the Midlands, East Anglia and the South-East - in areas of sustainable demand for housing

---



**Proven leadership team** with a mix of commercial and sector skills

---



**Performance on track** to deliver vision to 2020 and beyond

---

