

**Appendix 1**Introduction

Guided by its GREAT values – Going the extra mile;, Ready for change, valuing Employees, always improving, and being Transparent – this is not just another strategy document destined for a dusty shelf. This is our unshakeable commitment to the people of Broxtowe. It is a declaration of intent, forged from a deep understanding of our communities and a passionate drive to deliver not just houses, but high-quality, secure, and truly affordable homes that form the bedrock of thriving lives. We understand that the right home is transformational—it impacts health, wellbeing, opportunity, and the very fabric of our community.

We own our housing stock, a rare and precious position that comes with profound responsibility. We refuse to simply manage decline or tinker at the edges. Our ambition is clear: to lead, to innovate, to act with entrepreneurial urgency, demonstrating we are ready for change and committed to Going the extra mile, and to actively drive forward the provision of outstanding social housing that meets the real, evolving needs of our residents - now and for generations to come. We will overcome obstacles, cut through delays, and find creative solutions because the human cost of inaction is too high.

We recognise the challenges: an aging population requiring adaptable and accessible homes, the urgent need for decarbonisation, and the imperative to ensure genuine affordability through social rents linked to our local economic reality. But we see these not as obstacles, but as catalysts for action. Driven by our value of always improving, this strategy outlines how we will tackle these head-on, investing wisely, building intelligently, spotting opportunities, and replacing housing that no longer serves its purpose with modern, efficient homes—sometimes on the same footprint, sometimes increasing provision where possible.

This plan is our roadmap for delivery. It demands collaboration across the council and with our partners—breaking down silos to achieve shared goals, recognising that our valued employees are key to this success. It requires data- driven decisions balanced with social value, acting with Transparent clarity and never losing sight of the people behind the numbers. It mandates innovation, a relentless focus on quality and tenant satisfaction, and the agility to seize opportunities as they arise.

We are not just maintaining assets; we are investing in people. We are building homes where families can flourish, where older residents can live with dignity, and where our communities can grow stronger. This is our purpose. This is our pledge. This strategy details how we will make it happen, quickly and effectively.