

Our materiality assessment

+ We want to make sure we are focusing on the sustainability issues that matter most, both for our business and our stakeholders.

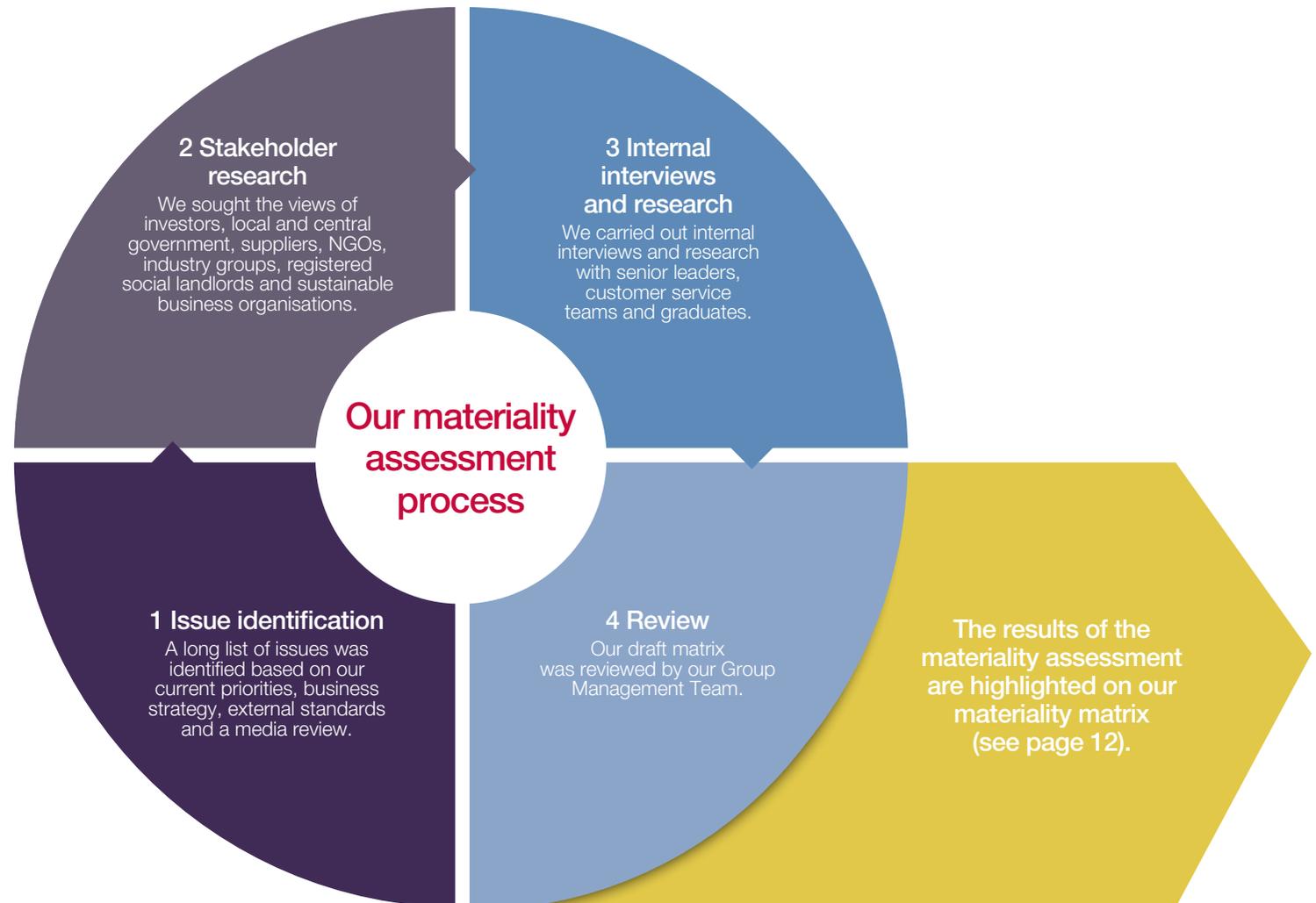
We carried out a formal materiality assessment during 2016 which reviewed and ranked a wide range of issues. It took account of how important each issue is to our business strategy; which issues could represent a significant risk or opportunity for the business; how important each issue is to our key stakeholders (see page 10); and whether our business operations could have a significant negative or positive impact on an issue. Details of the methodology are included on our website.

The results of the materiality assessment are highlighted on our materiality matrix (see page 12). The issues are grouped into nine themes: homes and communities; land, planning and engagement; customers; health, safety and wellbeing; environment; responsible sourcing; people and skills; charitable giving; and governance.

The issues of most importance to both the business and our external stakeholders are shown in the top right corner of the matrix.

The assessment showed that issues relating to the sustainability of our homes and developments – such as placemaking, affordability and efficiency of our homes – are among the key issues for our business.

We are using the outcomes from our materiality review to review and update our sustainability priorities, see page 14.



Our materiality matrix



- Sustainable homes and communities
- Land, planning and community engagement
- Customer service
- Health, safety and wellbeing
- Environment
- Responsible sourcing
- People and skills
- Charitable giving
- Governance and management

- Introduction
- Building sustainable communities
- Managing land, engagement and planning
- Delivering customer service
- Operating safely
- Protecting the environment
- Sourcing responsibly
- Investing in people and skills
- Partnering with charities
- Governance & management
- Performance summary