

Our stakeholders

We work with many different stakeholders as we run our business. We strive to be open and honest about how we work and to listen and respond to our stakeholder views. This dialogue gives us access to new ideas and insights and helps us manage sustainability issues. Our main stakeholders are:

Customers

We strive to be a customer-centric company, building our customers high-quality homes and providing the best service. We engage directly with customers at our developments and monitor their views through satisfaction surveys and post-occupancy research.

i For more information about customer service, see page 26.

Communities

We engage with the local communities that we work with at every one of our schemes, from planning and throughout the build process. We believe that continuous engagement helps us create developments that reflect local needs and add value to the local areas.

i For more information about how we engage our communities, see page 23.

Employees

We are proud of our people and their commitment to the business. We strive to employ the best talent and invest in their development. We aim to be the employer of choice in our industry and offer attractive remuneration and focus on employee engagement that helps us recruit and retain skilled employees.

i For more information about how we attract, retain and develop our employees, see page 47.

Suppliers

Our suppliers play a major role in our business and we collaborate with them on many aspects of sustainability. We choose suppliers carefully, aiming to select partners who share our values and to work with them to achieve our goals.

i For more information about how we work with our suppliers, see page 42.

Investors

We regularly engage with our shareholders and provide them with timely communications around environmental, social and governance issues, be that through our reporting, participation in industry benchmarks or investor meetings.

i For more information about how we communicate with our shareholders, see page 59.

Local government

We engage with local government across the UK as part of the planning process for our developments. We place significant importance in engaging with local government as it helps us reflect local priorities in our plans.

i For more information about how we engage with local governments, see page 24.

Central government

We work with central government on issues connected to the UK housing and business agenda. And we use our industry expertise to give central government our views on proposed legislation and policy changes.

i For more information on how we work with central government, see page 24.

Experts and NGOs

We partner with NGOs (non-governmental organisations) and expert organisations in areas such as urban design, ecology and innovation to help us create sustainable communities across the UK.

i For examples of how we partner with NGOs and expert organisations, see pages 16 and 44.