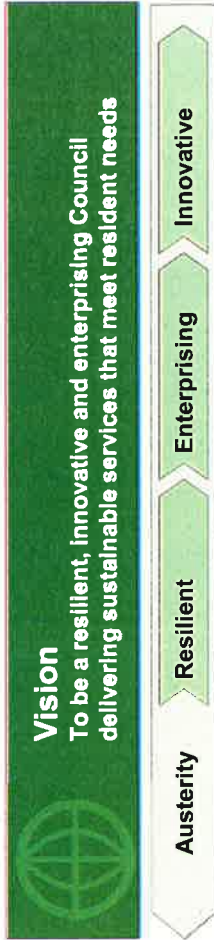


What purpose does it serve?

As austerity continues a new, more agile, innovative and commercially aware operating model is required to ensure limited resources are used to leverage maximum value and create a financially sustainable organisation that meets the changing needs and expectations of residents.



What will the strategy achieve?

The new strategy will be delivered through the successful adoption of guiding principles contained here and supported by wider cultural shift within the organisation. By dismantling traditional silo working we will create the collaborative approach we now require, and in delivery with partners, this will give us the outcomes based solutions our residents need. The strategy has been co-produced with and will be owned by the whole organisation as its success relies upon collaboration, instilling a commercial sensibility in the workforce. Whilst the team led by the Commercial Director has a critical role in supporting this new approach, it will only truly succeed if it is adopted by those who can evolve new solutions to service delivery across the organisation.

