

OUR STRATEGY

Guided by our vision, our Building Better Strategy will create long-term, sustainable value

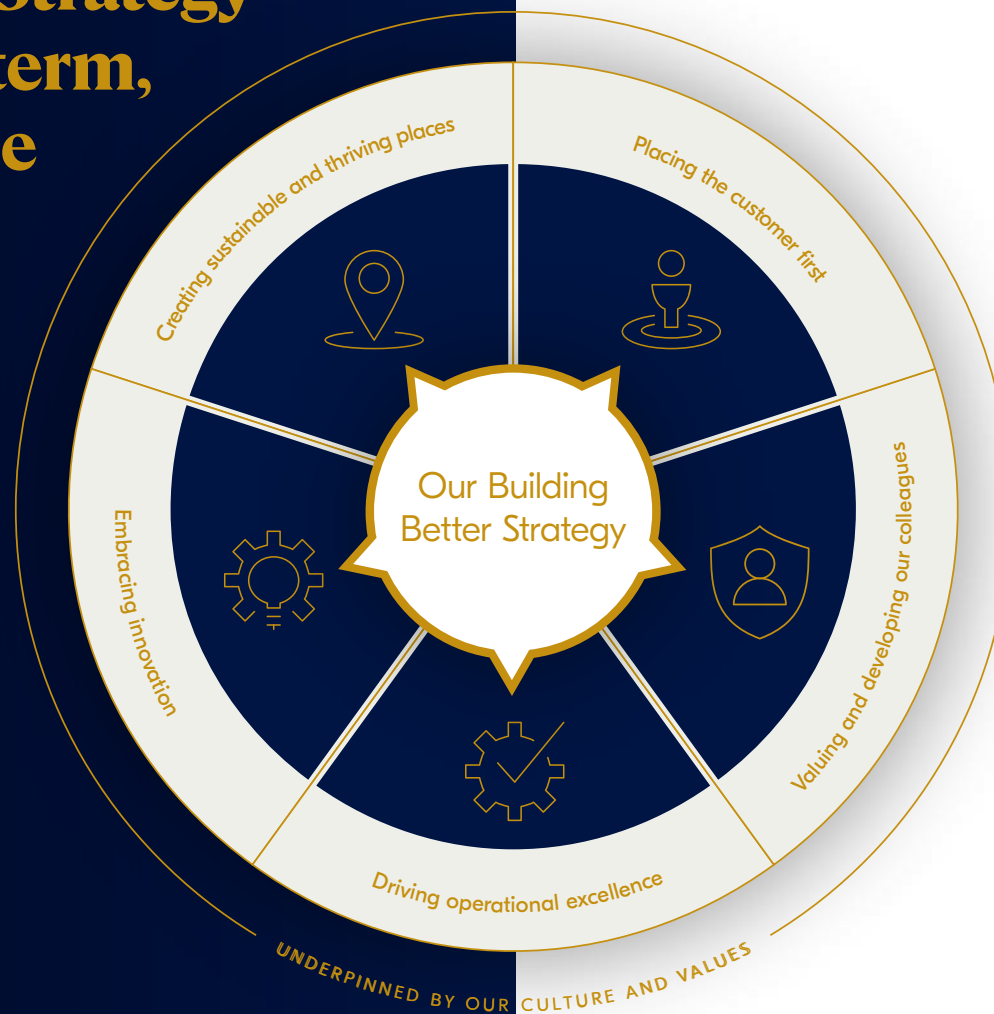
Our Building Better Strategy is designed to carry Glenveagh into a new chapter of growth and to cement our position as the leading provider of great value, high-quality homes in Ireland.

This strategy underpins our drive to bring greater value to all our stakeholders. We want to provide even more high-calibre housing that help families and communities to flourish. We want to use innovative ideas and technology to fuel greater returns, improved sustainability, and operational efficiencies. We also want to ensure we continue to deliver an outstanding level of choice and personal service to every one of our customers.

Each of our five strategic priorities is supported by action-oriented pillars, which in turn are underpinned by key projects. Progress against these pillars is measured by a clear set of key performance indicators.

Our commitment to environmental and social issues is also embedded in the strategy with sustainability and business priorities firmly identified and integrated into decision making. Our Net Zero Transition Plan, launched in 2023, sets out our short- and long-term approach to climate change, which includes demanding science-based ambitions and targets.

You can read more about our performance and progress in sustainability on page 64.



Placing the customer first

We will be acknowledged as providing an outstanding customer experience, offering the high calibre service excellence expected from the leading provider of affordable, high-quality homes for all tenures.

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Creating sustainable and thriving places

We will establish and develop great places for people to live, where communities and nature can flourish for the long term.

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Driving operational excellence

We will plan, design, and assemble superior products using best-in-class processes across the build life cycle. Clear accountability will enable us to make operational choices rapidly and decisively, and to allocate resources as efficiently as possible.

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Valuing and developing our colleagues

We will be an employer of choice and the best place to work in our sector. We will attract and retain a diverse, high-performance workforce in a safe and inclusive environment that flourishes in a culture of teamwork and trust.

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Embracing innovation

We will be at the cutting edge of innovation in the homebuilding sector, allowing us to transition to a low-carbon economy with the best-value, circular construction.

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