

Creating value at every stage

Our vision

Working together to build your dreams

Our mission

Enriching the lives of customers and communities by putting them at the heart of our decisions

Our values

Be respectful, fair and deliver together

Use our knowledge and expertise for positive benefit

Continuously improve and innovate

Build a proud and sustainable legacy

What we do

Delivering customer service

We remain focused on, and are committed to, delivering excellent customer service to all of our customers at every stage of their journey

Our people

We aim to be the employer of choice in the housebuilding industry

Selecting land

We believe that the quality of our landbank is one of the key strengths for Taylor Wimpey

How this enables us to be a customer-centric homebuilder

By enhancing every step of our customers' buying and after service experience, building homes which are right first time and right for our customer's income and lifestyle, we can create real additional value for customers, and the rest of our stakeholders. We aim to deliver an excellent customer experience from start to finish.

Whilst the majority of our customers would recommend us to their friends, we acknowledge that we do not always get it right for our customers and sometimes fall short of our high standards. Where this is the case, we work with customers to put issues right and learn from our mistakes.

Our people are the backbone of our customer-centric approach and we are investing in our people and their development to ensure they have the right skills and to help underpin our future growth.

We may be a national homebuilder, but for customers, it is their interactions with the local site and sales team and regional office that matter. This is where their impression of Taylor Wimpey is formed and where we strive to prove to them that they made the right choice by choosing a Taylor Wimpey home.

We are focused on growing talent from within and are committed to the learning and development of our people. We will continue to invest in our early talent programmes, including graduates and trainees. We are increasing our directly employed staff on site. This is key to creating the next generation of leaders, with the same focus on customer values.

Land is our key raw ingredient and its selection is important to both our offering for customers and the return we achieve for our shareholders. The landbank remains an important driver of value as it enables us to build and sell the right product, create the right community and deliver the right service to our customers.

Location is key when buying a home and we have focused our landbuying in quality locations where customers want to live. We believe this will be a key determinant through all market conditions.

Managing the planning and community engagement process

We aim to be the industry leader in managing the planning and community engagement process

We aim to be the industry leader in all aspects of the planning process and to obtain the right planning consents that enable us to respond to a changing market, reflect the desires of our customer base and deliver the quality homes we want to build, whilst meeting our financial objectives.

We believe that local communities should have a say in development. This enables us to achieve the right planning permissions and ensure our developments are valued by their local communities.

Our customer research shows that one of the highest priorities for people after moving in is to quickly feel part of a thriving community.

Getting the homebuilding basics right

Getting the basics right means effective processes are consistently applied across our regional businesses

We work with selected subcontractors and build using carefully sourced materials to ensure the homes that we sell are of a high quality and are built safely, efficiently, cost effectively and with minimal impact on the environment.

There is nothing more important to us than providing a safe place in which our employees and subcontractors can work. We are also committed to high standards of environmental management.

The building process is carefully managed by our site-based and regional production teams to ensure quality, minimise disruption to residents in the surrounding areas, and to protect and enhance the value of each site.

Optimising value

We look to optimise the value of each site not only during the initial acquisition process, but throughout the planning and development stages so that the original value is not only protected but enhanced

Our ability to constantly increase efficiency and tightly control costs is part of the Taylor Wimpey culture and remains central to delivering enhanced returns. This extends to and encompasses all aspects of our business as we strive to optimise and capture value at every level, from procurement through to delivery. We also aim to add value to the charities we support and to our wider partnerships.

Creating value for stakeholders

Our customers

Read more on pages 30 to 31

Our employees

Read more on pages 32 to 33

Our partners

Read more on pages 34 to 35

Our investors

Read more on pages 36 to 37

Our communities

Read more on pages 38 to 41

The following pages discuss how we engage with and respond to our key stakeholders and set out key issues and priorities.