

# Our 5 P's



**gentoo**

Great homes  
Strong communities  
Inspired people  
for Sunderland

# About our 5 P's

**Tenants are at the heart of everything that we do. The 5P's help us to focus our work into five key themes, so that we can maximise the benefit of our work to both tenants and the City of Sunderland. The 5 P's are:**

## Place

**Providing homes and services for our customers**

## People

**Creating opportunities and realising potential**

## Perform

**Be efficient and responsible to deliver our social purpose**

## Partner

**Work with others to bring change**

## Pride

**The passion and energy of our people and our City**