

## **L&Q launches new five-year corporate strategy focused on continued investment in homes and services**

L&Q has today launched its new five-year corporate strategy, *Our Future Shape 2026-31*, setting out how we will continue prioritising investment and improvement in homes and services to deliver better outcomes for residents.

The strategy builds on the excellent progress made over the past five years, since the launch of our first Future Shape strategy in 2021, and responds to the needs and challenges facing residents and the wider sector.

Over the life of the strategy, L&Q will focus on three core commitments:

1. **We'll provide social homes to meet housing need** – our core focus will be providing secure, social housing in the Greater London and Greater Manchester areas
2. **We'll provide good landlord services** – we'll be relentless in driving operational excellence, creating services that are reliable, repeatable and consistent
3. **We'll be efficient and maximise our impact** – we'll run L&Q in a responsible way, which allows us to reinvest as much as possible in existing and new social homes and services

**Fiona Fletcher-Smith, Group Chief Executive at L&Q, said:** *“L&Q is on an improvement journey, and we're proud of the progress we have made over the last five years. However, we listen to residents and they tell us that we need to continue doing even more to improve their homes and the services we provide.*

*“Our new Future Shape strategy is about continuing our journey, hearing residents, and prioritising what we do to ensure everyone at L&Q is focused on delivering safe, comfortable homes and dependable services that they can rely on every day.*

*“We know that the challenges facing residents and the wider housing sector are significant. This strategy ensures that we remain committed to what matters most – delivering good quality social homes, providing reliable, repeatable and consistent landlord services, and running our organisation efficiently so we can reinvest as much as possible into existing and much-needed new homes.”*

Click [here](#) to download Our Future Shape 2026-31

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