

# Other questions you might have

## Who is Abri?

All the landlords within the Radian Group including Yarlington Housing Group now come under the Abri brand. You will see the name Abri on emails and other correspondence from us, but it is important to remember that your landlord has not changed.

## Why have you got a new brand?

Radian and Yarlington became one organisation in November 2019 so we could combine our resources and make improvements to our services. To do this, we need to work under one name.

But a brand is not just a name. As one new organisation we have a new set of commitments. We are all about providing great homes and services, creating communities and improving peoples' life chances.

## Why the name Abri?

Abri means 'shelter'. Shelter doesn't just mean a home though, it also means a community and bringing people together. With our new set of commitments, that's exactly what we are about.

We also chose Abri because it is short, easy to say and easy to spell.

## Why have you changed now and during a pandemic?

We officially became one organisation in November 2019 and since then have been trying to keep you and our colleagues safe during COVID19. But, as things start to get back to normal, we are trying to bring the best of our old organisations together and make improvements to our services, but we can't do that until we are all under one new name.

## What are Abri's strategic priorities?

At the start of 2020 we consulted with you on our strategic priorities for the new organisation. You told us you wanted us to build more homes, invest more in our existing homes and make our homes more environmentally friendly. We're doing all three and more.

We will:

1. Build more homes
2. Invest more in our existing homes
3. Aim for 100% customer satisfaction
4. Invest more to create thriving communities
5. Create a great place to work
6. Manage our business to the highest standards
7. Play our part in tackling climate change

## Why are things still Radian and Yarlington when you've changed your name?

Some of our vans, our uniforms and our websites have already changed to Abri. But it is going to take a little time before everything reflects our new name. So, for a while, you might see things referred to as either Abri, Radian or Yarlington while we make the necessary changes. It is important to remember however, that your landlord has not changed.