

All about us

**MUSE**

**MM**

# Our purpose

# Harnessing the energy of our people to achieve the improbable.

We are a part of Morgan Sindall. As part of this group we have a common purpose. Through our highly decentralised philosophy, our people have the responsibility and authority to make the right decisions at pace.



We have a decentralised philosophy



The customer comes first



Talented people are key to our success



We must challenge the status quo



Consistent achievement is key to our future

# Our culture

Our culture is our beliefs, behaviours, attitudes and workplace environments. These all have a huge impact on how we work together, our ability to communicate and how we feel as an organisation. It affects who and how we recruit, how we're seen from the outside world and how we treat each other.

## Company culture

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### Empowered

Muse has a flat hierarchy. There's an autonomous approach to working on projects but knowledge is available on tap whenever needed. We look after the business and it looks after us; we're trusted, grown-up and responsible.

### Supportive

We are listened to; the board and our colleagues operate in an environment that enables responsive dialogue and collaboration. Problems are shared and solved together. Everyone's ideas and voices are heard and welcomed.

### Respectful & inclusive

To our colleagues, partners and the communities we work with we are open, trusting and honest. We behave with integrity. We have a welcoming culture, and we always strive to be inclusive. Focus and fun in all the right measures. We're relaxed - but professional.

### Ambitious

We have a drive to succeed, rooted in the belief that what we do matters. We enjoy working hard to overcome challenges together, and coming up with creative and innovative solutions to problems. This makes us dependable team players and great partners.

# Our guiding principles

Our guiding principles are what we are known for, what we are good at and what we're passionate about. They are what our customers and partners have come to expect from us. They define us.

## Guiding principles

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### **Robust - Built on strong foundations.**

Our reputation is built on dependability, financial standing and a track record of great quality projects. As part of the Morgan Sindall Group, we undertake ambitious projects at scale with a long-term outlook. We are a responsible regeneration company. Through hard work and determination we create structure, stability and sustainable futures for our towns and cities.

### **Thoughtful - Experienced problem solvers.**

We use creativity, experience and intellect to unlock complexity and overcome challenges. We have a vision-first approach to positively transform our towns and cities for the benefit of the people that live and work there. We are adept at negotiating complexities and sensitivities resulting in the best outcomes for all.

### **Positive - We can move mountains.**

Our collaborative, transparent approach delivers the best outcomes for our communities and partners. We're dependable team players and keen listeners, working hard to learn, adapt and act. Our passionate, can-do attitude and upbeat outlook can, and does, move mountains. We do what we say we'll do, and we do it with pride.

### **Caring - We do the right thing.**

We create kinder, better places for communities; people-centred, high quality and built to last. We're industry leaders in sustainability and social values. Our bespoke approach to mixed-use development creates real places with diversity of character and tenure. We support each other, our stakeholders, community and the planet. Striving for better is something we believe in and think our customers deserve.

# Our mission

Our mission is the heart of what we do, and why we do it. We have a short mission statement that is direct and memorable, and a longer version that provides important detail on partnership, problem solving, social impact, placemaking and quality.

## Our mission

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### Short version

We create kinder, better places for community, responsibly regenerating our towns and cities.

### Long version

We deliver positive transformation. We work collaboratively and transparently to overcome challenges and unlock complexity. We're passionate about doing the right thing for the places and communities we live and work in. We're focused on placemaking that is people-centred, high quality and built to last. We create kinder, better places for community, responsibly regenerating our towns and cities.

### A note about kinder places

Kinder places are considerate of people, nature and our world. They are designed with care and employ resources thoughtfully. They are places for community, people-centred, and built to last.

# The Muse Way

- We are placemakers
- Working in partnership
- Positive social outcomes
- Sustainability leaders
- Muse means mixed-use
- A decentralised business
- Great people
- A reputation for quality
- Problem solvers
- We deliver

The *Muse Way* is all of the things we do to create great places. It's about helping deliver a brighter future for our towns and cities, for our partners and for communities. It's about sustainable business, sustainable regeneration and sustainable places. And it's about how we make that happen, together.

### **We are placemakers**

We take on ambitious projects at scale with a long-term outlook. Our track record of leading complex, mixed-use regeneration gives us the experience to deliver successful places, with the emphasis on sustainability, community and quality.

We're in it for the duration, so we prioritise the things that make a great place for people in the long-term; the amenities and facilities they need, offices and workspaces for businesses, civic and community buildings, nature and biodiversity, healthy transport. We help nurture inclusive and happier communities, both old and new, by creating desirable shared spaces and opportunities for people to connect.

We always lead with a vision; and we supply both the structure and support needed to deliver it. We're a part of the Morgan Sindall group of companies, and we're proud of our partnerships with public sector bodies, social housing providers, landowners, and private enterprises that make great, diverse places a reality.

### **Working in partnership**

The best thing we can build is a relationship. We work collaboratively with communities and the public and private sectors to deliver places that resonate, lift us up and create meaningful legacies. We're supportive and inclusive, trusted team players, always working hard to learn, adapt and act.

We know how instrumental strong relationships are, in delivering responsible regeneration on a grand scale. We've long been part of two significant and successful nationwide joint ventures; Waterside Places with Canal and River Trust, and the English Cities Fund with Homes England and Legal and General – and we have many more local joint ventures and partnerships all over the country.

### **Positive social outcomes**

We understand our power as a regeneration partner to effect change on a large scale and are passionate about doing the right thing in the places we work. We rigorously measure the positive social outcomes we create in order to learn and to continually raise the bar.

Through our partnership approach, and genuine engagement, we enable transformational change; supporting local business, empowering communities, enhancing connectivity, allowing culture to take root and creating resilient neighbourhoods that thrive. Our goal is to ensure that we're building a brighter future for everyone who visits, works and lives in the places we create.

### **Sustainability leaders**

'Our Sustainable Future' is our set of guidelines and targets for the very highest levels of environmental performance, transparency, and accountability. Rather than just meeting requirements, we have made a commitment to target the best possible outcomes and to help lead our sector towards a healthier, brighter future.

Sustainability is at the core of our approach, whether through innovative and greener construction, optimising use of local supply chains and reducing transport emissions, or through maximising biodiversity.

We build low-carbon neighbourhoods from the ground up by working with our partners and the community to understand their needs and generate appropriate solutions.

### **Muse means mixed-use**

Did you know that Muse means mixed-use? We've always believed that successful places need to fulfil a variety of needs, for all sorts of people. We create great places to work, live and have fun – with space to grow and space to breathe. Authentic urban neighbourhoods that we're proud to be part of, and that people love to belong to.

### **A decentralised business**

Regional leaderships give us a genuine connection to the places we work in. This helps us deliver tailor-made solutions that celebrate the unique qualities of a location's history, geography and future ambition.

### **Great people**

As a company, we're the sum of the many great people with diverse skill sets who work here. We're respectful and inclusive, with a positive outlook... united, team players.

### **A reputation for quality**

Our reputation is built on a track record of delivering high-quality buildings and places. We're focused on making people-centered, characterful and resilient places. Good enough isn't good enough for us. We believe every project should add to the social fabric, create a better future for the community, use resources responsibly and make us feel proud. We're always learning, collaborating with the right experts to challenge our thinking. Optimising our approach through innovation and the adoption of new ideas and technologies will ultimately lead to better results for all.

### **Problem solvers**

We take pride in making the complex simple. We haven't quite moved mountains, but we have moved a river, a few bus and train stations, and a roundabout. We build bridges and connect communities. We work hard with our partners to navigate challenges, to deliver better choices for more people.

### **We deliver**

We have a civic pride and believe that everyone should experience vibrant, connected places in their daily lives. This makes us dependable – we do what we say, actions drive us. Our reputation for delivery is built on nearly 40 years of delivering high-quality, mixed-use regeneration.



museplaces.com

We're building  
a brighter future,  
together.

**MUSE**



WORLD  
LAND  
TRUST™

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