



# VISION2030

ARCO is dedicated to meeting the housing, support and care needs of the UK's ageing population. Therefore, our vision is for 250,000 people to live in retirement communities by 2030. Making this vision a reality will require a persistent focus on our customers and our service offer via the following 10 key priorities for our sector:



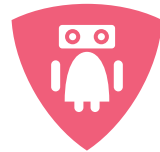
A clear customer proposition



Effective self-regulation



Enhanced health and wellbeing



Intelligent use of technology



Flexible models of tenure



Sustainable funding streams



Sector-specific legislation



Comprehensive and robust data



Clarity in the planning system



A highly trained workforce

