

Our objectives

Our values

To be commercial at all times and deliver clear financial benefit to the nation



What we mean by these

Investment strategy

- 1 Focus on our core sectors where we have competitive advantage
- 2 Continue to redevelop and invest in our core London holdings
- 3 Take advantage of market conditions to maximise returns and manage risks
- 4 Facilitate the development of renewables on our marine estate

How we measure our progress

KPIs

-  Achieve a revenue contribution to the treasury of £250 million by 2014
-  Consistently outperform the IPD (Investment Property Databank) total return index

Capital growth

Other performance indicators

Property valuation

Gross surplus

 Indicates alignment with 'Going for Gold' ambitions

 For more information: **How we have performed** – Pages 10 and 11

To act with integrity



Partner of choice

We work closely alongside tenants, communities, businesses, governments, local authorities and our own people, as we strive to deliver our vision of being the UK's most respected property business and the natural partner of choice for all our stakeholders.



KPIs

- Enter The Sunday Times' list of good employers
- Win more nationally recognised awards

Other performance indicators

- Establish partnerships with other property owners through a flexible approach to investment and disinvestment
- Ensure Crown Estate employees and representatives actively embrace our core values

To be good stewards of important national assets



Take the long-term view

Our commercial drive is tempered with a clear recognition of our stewardship responsibilities. People rightly expect that we will always seek to do the right thing for the long-term wellbeing of assets which form part of the nation's heritage and fabric.



KPIs

- Achieve Gold in the Business in the Community (BitC) Corporate Responsibility Index

Other performance indicators

- Ensure we are regarded by our stakeholders as indispensable
- Establish a strong and respected customer brand, supported by excellent service from us and our service partners