

Transcript for the ‘Our Chief Executive talks about why we do what we do’ video

Video summary:

This video shows the Chief Executive of VIVID, Mark, discussing the work that VIVID does and the values behind the organisation. Various glimpses of working-life at VIVID are shown, from the offices to staff working on-site.

Audio	Visual
Happy, upbeat music plays.	The VIVID logo appears on-screen. [Text appears on-screen:] “Why we do what we do”
Mark (Chief Executive): I’m Mark Perry, I’m the Chief Executive of VIVID, and VIVID is a housing association; so we sort of do two things really, so we house people for whom the market has failed, so those would be people who can’t afford to buy a home, can’t afford to buy all of their home, they’re our primary sort of customer base and we’ve got about 30,000 properties, so that’s about 71,000 people living in homes like that, so that’s part of our business.	Mark is sitting in one of our VIVID offices, speaking to the interviewer who is off-camera.
Mark: Then the second part of our business is we build new homes. We build about 1200 homes a year and we build those in a mixture of things really, so some for rent, some for shared ownership, so part rent, part buy and some for outright sale.	A montage of short scenes showing staff working on-site in VIVID homes. This includes inspecting properties and writing down information.
Mark: We’re an interesting type of company, so we are a not for profit organisation, that doesn’t mean to say we don’t make a profit, what it means is that all of the profit that we make goes into our business objectives, so we’re a business for social purpose, so every penny of profit we make goes into building more homes or providing services for those that really need it. What’s interesting I think about what we do is that we have a really significant social impact.	Mark is sitting in one of our VIVID offices, speaking to the interviewer who is off-camera.
Mark: You know, when you’re working at somewhere like VIVID you can look back at your career, or look back at a time in your	A montage of short scenes showing staff working on-site and in the VIVID offices. This includes members of staff sitting at

career and say “actually, I did something for and in society that made a difference.”	their desks and trade staff checking a boiler over on-site.
Mark: and I think why that’s important to me, so I was born in a family who lived in a council house in the 60’s, one of four, my parents lived in a council house, that provided a very strong foundation for all of us to go off and do our various things, and we’ve all done various different things in our lives, and I’ve ended up being the Chief Executive of a housing association, and when I look back at my sort of childhood and what home meant for me, I think it did mean a sense of security, a sense of permanence, which I think when you’re growing up is quite an important factor in your life, but also a sense of somewhere where you can sort of close the door and feel safe when things aren’t quite going as you might anticipate or you might desire, that’s what we do I think for people in their lives.	Mark is sitting in one of our VIVID offices, speaking to the interviewer who is off-camera.
Mark: If you like what you see, then the best thing to do is look at what jobs we’ve got and come and join us on the journey.	A montage of short scenes showing staff working in the VIVID offices. This includes members of staff chatting in the dining hall and sitting at their desks.
Happy, upbeat music plays.	The VIVID logo appears on-screen. [Text appears on-screen:] “www.vividhomes.co.uk”

If you’d like any more information or support on this topic, please get in touch
<https://www.vividhomes.co.uk/contact-us>