

Shropshire Rural Housing Association

Statement of Vision, Values and Mission

Our Vision:

“To provide homes that help Shropshire’s rural communities thrive”

Our Values

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| Customer focused | We aim to provide the best possible service to our customers. We listen to their views and embed their needs and safety into the core of our decision making. |
| Friendly | We are approachable and seek to respond to everyone we come into contact with in a positive manner. |
| Integrity | We uphold the highest ethical and professional standards to ensure we remain compliant with legal and regulatory standards, whilst promoting transparency, trust and respect. |
| Teamwork | We work collaboratively to achieve the best results possible. We regularly communicate with our colleagues and partners, whilst respecting one another, celebrating our successes and learning from our challenges. |
| Inclusive | We value diversity and we treat our customers, colleagues, partners and stakeholders fairly and equitably at all times. |



How we will do this.

Customers

- We will establish structures and means of engagement that put tenants at the heart of decision making throughout the Association.
- We will provide opportunities for customers to give feedback and we will learn from comments, as a means of ensuring the service we provide is the best possible.
- We will provide a responsive and efficient service to our customers.
- We will make investment decisions, not only based on economic considerations, but also the needs of our tenants.

Partnerships

- We will raise awareness of what we do and the role we play in addressing rural housing needs in Shropshire.
- We will develop new homes that are affordable for tenants and provide long-term solutions to people's housing needs.
- We will work openly and positively with local communities where we own housing and where we are seeking to develop.
- We will seek development opportunities where there is a clear need for affordable housing, support from the local community and where the housing we develop will have a positive impact in terms of the sustainability of local services.

Financial Viability and Decision Making

- We will adopt a rational, forward planning approach to financial decisions to ensure that we maintain our financial stability whilst focussing on our investment priorities.

- We will seek to achieve value for money and efficiency in everything we do.
- We will invest in our staff team and members to ensure they are equipped and supported to carry out their roles to the highest possible standards.

Environmental

- We will endeavour to use sustainable forms of energy where possible in existing or new housing, with affordable warmth a priority for our tenants.
- Whenever possible, we will seek to exceed the environmental measures required of us.
- We will ensure that environmental factors are considered in all key decision making within the Association.