



**SHROPSHIRE
RURAL HOUSING**
ASSOCIATION

“OUR VISION is to provide homes that help Shropshire’s rural communities thrive”

OUR VALUES



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.

Turning Our Vision Into Reality



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 & 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 FACTORS



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.

Managing and developing affordable, good quality homes in rural Shropshire

Helping to make and keep villages vibrant and sustainable

OUR MISSION

Engaging positively with our customers, managing our finances efficiently and having the best team in place

Seeking to provide solutions that minimise negative impact on the environment and combat climate change



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