

**Our Vision - Helping Sustain Rural Communities**

**Our Mission - To Provide Homes for Rural People in Need**

**Corporate Strategy 2019 to 2024**

## **Our Principles**

### **GOVERNANCE**

Effective strategy,  
delivering value  
for money

### **FINANCE**

Financially viable

## **Our Purpose**

### **DEVELOPMENT**

Grow our housing  
stock

### **MAINTENANCE**

Maintain homes  
to a good  
standard

## **Our People**

### **TENANTS**

Tenants are our  
priority

### **EMPLOYEES**

Motivated and  
professional team

**Our Values - Innovative, Caring and Excellence**