



Our vision, values and aims

Our group vision

Our group vision is clear and simple:

- better homes, better places, better lives.

Our group values

Our values set out how we work:

- putting our customers first
- delivering what we promise
- being open, honest and accountable
- promoting equality and fairness
- working in partnership
- always looking for ways to improve.

Our group aims

Our aims set out how we will achieve our vision:

- providing affordable high-quality services and homes
- supporting and developing our staff, and managing our resources effectively
- including and involving our customers, partners and other stakeholders
- becoming a more environmentally responsible organisation.

For more information, please contact [Tom Woodman](#).