



Vision, Values & Objectives

Our Vision:

Stafford and Rural Homes will:-

- Provide quality affordable housing in a safe environment
- We will strengthen communities in the towns and villages and provide excellent services for all our customers in partnership

Our Values:

- C**ommunicating with one another in a range of ways that are timely and informative
- A**pproachable so that people can talk with one another share ideas and remain informed
- R**especting of each others' differences, values and opinions, treating everybody as we would wish to be treated ourselves
- E**mpowering of staff, customers and stakeholders to have real and meaningful input into the business
- S**upportive of each other, offering only constructive criticism and being willing to help to make the service as excellent as we aspire to

Our Objectives:

1. To deliver the five year promises made at Transfer by 2011
2. Deliver a 3 star excellent housing service by 2009 through innovation, efficiency and strong leadership.
3. Manage our resources efficiently and invest in our staff to make SARH a viable company people want to work for.
4. Meet the needs of all our customers by putting residents at the heart of the business/transforming services and aiming for top quartile customer satisfaction.
5. Invest in our neighbourhoods by planning future investment, delivering decent homes and localising service delivery to improve local communities.
6. Manage our business through identifying opportunities for growth, developing a strong corporate identity, sound governance and continuous improvement.