



## OUR CORPORATE OBJECTIVES

### VISION

To be widely recognised, principally, as a leader in supporting the sustainability and growth of rural and market town communities in Cumbria, by being a highly respected provider and manager of quality affordable housing, delivering brilliant services to all of our customers.

### VALUES

1. To be a brilliant organisation
2. To be customer & community focused
3. To deliver brilliant services
4. To embrace Equality and Diversity
5. To adopt brilliant standards
6. To support the environment by adopting sustainability principles

### KEY OBJECTIVES

1. Developing and delivering brilliant services to meet the needs of all of our customers and communities, with full regard to equality and diversity and customer care.
2. Involving our residents and the communities in which we work in everything we do.
3. Achieving Value for money, efficiencies and demonstrable continuous improvement, for the benefit of all of our residents.
4. Strengthening and growing our business, increasing the stock of houses owned and managed and providing additional services to existing and new customers.
5. Developing brilliant staff, board members and involved residents to achieve our objectives, with full regard to equality and diversity
6. Employing effective asset management to produce 'the right property, in the right place at the right time'